

B2B Webinar PPC Lead Gen Campaign Brief

1. Campaign Overview

Webinar Title

Webinar Date & Time

Objective/Goal

2. Target Audience

Industry/Vertical

Job Titles

Geographies

Company Size/Type

3. Offer Details

Value Proposition

Key Takeaways

4. PPC Channels & Budgets

PPC Channels (Google, LinkedIn, Meta, etc.)

Total Budget

CPL Goal

5. Key Dates

Campaign Launch

Campaign End

6. Landing Page & Assets

Landing Page URL

Creative/Assets Needed

7. Lead Collection & Handoff

Lead Form Fields

Lead Delivery Method

8. Additional Notes