

Event Promotion PPC Campaign Budget Sheet

Campaign Details

Event Name	
Date	
Location	
Target Audience	

Ad Platforms & Budgets

Platform	Campaign Objective	Daily Budget	Planned Duration (Days)	Total Budget

Keywords/Targeting

Platform	Target Keywords / Audience Segments

Estimated Results

Platform	Expected Clicks	Expected Impressions	Estimated CPC	Estimated Conversions

Summary

Total Campaign Budget

Total Estimated Clicks

Total Estimated Conversions