

Campaign Strategy Blueprint

Your One-Page Plan for TikTok Ads Success

Transform Strategy Into Action

This blueprint transforms complex campaign planning into clear, actionable decisions. Each section builds on the last, creating a focused strategy that drives real results.

Instructions: Complete each section in order. Make decisive choices. Focus on clarity over complexity.

1 Campaign Type

Choose the campaign format that matches your current position and resources.

Smart+ Campaigns

For scaling proven creatives. You have videos that work and want to maximize reach.

Shop Ads

For capturing impulse purchases. Perfect for low-consideration products.

Shopify Ads

For complete funnel control. You have solid pixel setup and want optimization.

2 Business Goal

What does your business need right now? Be honest about your current priority.

Awareness

Build brand recognition and reach new audiences.

Leads

Capture contact information for nurturing.

Conversions

Drive immediate purchases and maximize ROAS.

Repeat Buyers

Re-engage existing customers for loyalty.

3 Budget Planning

Calculate your daily budget based on your target cost per acquisition (CPA).

Target CPA (\$)

15

What you can afford per customer

Daily Budget (\$)

225

Target CPA × 10-30

Formula: Daily Budget = Target CPA × 15 (recommended for balanced testing)

4 Creative Assets

List your top 3-5 video creatives or planned test concepts.

Creative 1: e.g., Pain-point hook - 'Tired of bulky travel gear?'

Creative 2: e.g., Benefit demonstration - Product in action

Creative 3: e.g., Customer testimonial - Real results

Creative 4: (Optional)

Creative 5: (Optional)

Tip: Each creative should test a specific hypothesis about audience preferences.

5 Key Metrics to Track

Choose exactly 3 metrics to focus on for your first 30 days.

☐ **CPA**
Cost Per Acquisition - Price per customer

☐ **ROAS**
Return on Ad Spend - Revenue per dollar

☐ **Funnel Drop-offs**
Where people abandon

☐ **Watch-through Rate**
Video completion

☐ **CTR**
Click-through Rate - Engagement rate

Launch Commitment

Campaign Launch Date

mm/dd/yyyy

Strategy Notes

Key assumptions, testing hypotheses, or specific goals...

