



## Strategic Account Plan

Point of Contact (POC)


## Account Overview & Positioning

Here we use the info from the kickoff meeting to define the business.

### Products & Services

We list the products and services, define what's most impactful and find out what needs to be promoted the most in order to complete the objectives. We also define the value of a single prospect for each of these services.

## Objectives

Here we define the objectives of the campaigns that AB will be designing and executing.

- 1.

### Short Term Goals

List all short term objectives.

- 1.

### Long Term Goals

List all long term objectives.

- 1.



## Prospect Values

Lead	\$xxxx.xx	
Lead	\$xxxxx.xx	
Lead	\$xxxxxx.xx	
Lead	\$xxxxxxx.xx	

## Target Audience

Avatar one:

Avatar two:

Avatar three:



## Strategy

Here we outline our strategy on a high level. This should include a breakdown of platforms and ad spend for each platform, obtained from our strategy meeting.

## Success Indicators

Here we indicate the measurements we need to track, which will determine the success of AB's efforts.

1. Maintain quality brand awareness
  - a. Increased social media reach on key platforms
  - b. Increased web traffic
  - c.
- 2.

## Landing Pages

List all potential landing pages for the results. Each of these pages should be a measured goal in Google Analytics.

- Landing page 1
- Landing page 2



## Google Ads

### Search

- Master Search Campaign
  - Location:
  - Demographics:
  - Audience:
  - Budget:
    - Adgroup 1:
    - Adgroup 2:
    - Adgroup 3:
    - Adgroup 4:

### Display campaigns

- Retargeting Display Campaign
  - Location:
  - Audience:
  - Budget:
    - Adgroup 1:
- Placement Display Campaign
  - Location:
  - Audience:
  - Budget:
    - Adgroup 1:

### YouTube

- Retargeting Video Campaign
  - Location: None
  - Audience: website visitors
  - YouTube retargeting



## Social

### Organic Posts

- Improved organic social media posts through design and messaging
- 1 weekly promotional post to drive engagement and maintain consistency
- Active platforms:

### Social Media Advertising

- Facebook/Instagram Traffic Generator Campaign  
Budget:
  - Cold Traffic B2B
    - Location:
    - Audience:
    - Content: 3-5 Organic posts + 1 Carousel
  - Cold Traffic B2C
    - Location:
    - Audience:
    - Content: 3-5 Organic posts + 1 Carousel
  - Warm Traffic Organic Posts
    - Location:
    - Audience:
    - Content: 3-5 Organic posts + 1 Carousel
  - Warm Traffic Retargeting IGS
    - Location:
    - Audience:
    - Content: 3 Series of Instagram/Facebook Stories



## Media Buying

Describe the media buying situation and the expectations from each medium.

### Print Ads

Here we outline any print media buying that will be necessary. Please define when and how print ads need to be established.

### Radio Ads

Here we list any radio campaigns that will be running and what stations/groups will be involved.

### Cable/Streaming/Broadcast Ads

Here we list any cable, streaming or broadcast campaigns that will be executed.

## Sum Up

We give a brief overview and a CTA to have a meeting if they need to review the document.