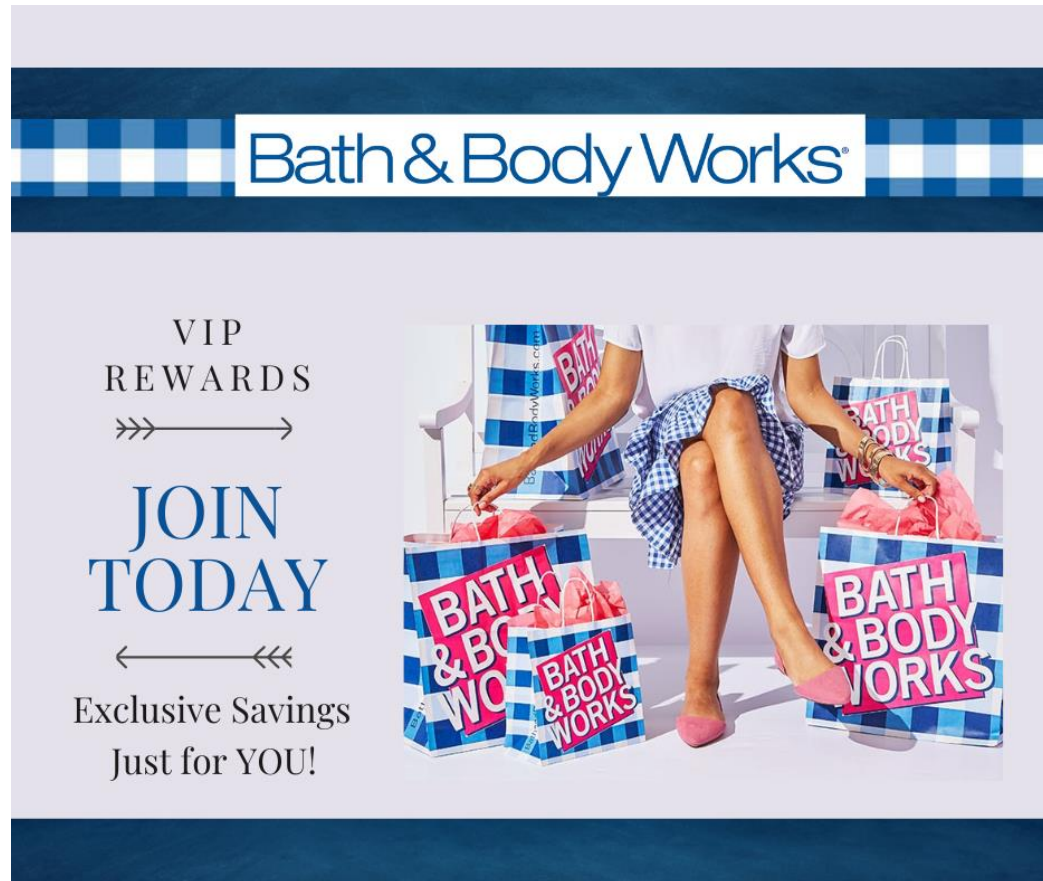


Display Ads Planning Worksheet

Campaign Name: **New Members Campaign – 1/1/23 to 1/31/23**

Product/Service: **Membership Program** Campaign Goal: **Brand Awareness**

	Ad Groups		Search Ads	
Keywords	Ad Group 1:	Ad Group 2:	Headlines	Descriptions
1	Victoria’s Secret Lotion	Rue 21 Perfume	Wanna join the club?	Join our rewards program between now & 1/31 to receive 20% off!
2	Gifts for men	Gifts for women	Who doesn’t like coupons?!	We’re ready to help you save \$. Just join our rewards program between now and 1/31.
3	Affordable fragrances	Affordable candles	Save 20% on your next purchase with us!	Join our rewards program between now and 1/31 to enjoy the VIP benefits.
4	Coupons for lotions	Coupons for candles	Budget-friendly self-care? Yes, please!	Join the club between now & 1/31 to save 20% off
5	Avon Body Care	Scentsy Home Care	Smelling good never sounded better!	Are you looking to be a VIP? Start by joining for 20% off.
6	Best anniversary gifts	Best birthday gifts	Become a VIP Rewards Member!	Save 20% off your next purchase! Hurry, sign up before 1/31.



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Link to Loyalty Program Video

https://www.canva.com/design/DAFZGzzRIYY/deb4n3KYno5rDdBllxDI7g/watch?utm_content=DAFZGzzRIYY&utm_campaign=de signshare&utm_medium=link2&utm_source=sharebutton