

Performance Ads Plan (Meta & Google)

Retail & E-Commerce

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Get a performance marketing plan across Meta and Google — campaign structure with objectives, audiences and budget split, creative angles, ROAS and CAC targets, and scaling rules. Fill in your details below.

Purpose of this tool & output

Structure paid campaigns that drive profitable sales

How the output is used

Use the plan to structure Meta and Google campaigns that drive profitable sales, not just clicks.

Important cautions

AI-generated plan; start small, read data, then scale.

Companion documents

- Retail Marketing Calendar
- Social Media Content Planner
- Influencer Collaboration Brief
- Festival Campaign Kit
- Local Footfall Booster
- Email & SMS Campaign Writer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.