

# Marketing Plan Explained

## OUR MEDIA PHILOSOPHY/APPROACH

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To successfully leverage the power of paid media, we begin by identifying your ideal customer, who they are (demographics, psychographics, etc.), and what their behaviors and interests are so that we can target and connect with them when they are most apt to listen. With all our plans, we strive to achieve:

### STRATEGIC PLACEMENTS

We explore the most appropriate media channels and placements to reach our audience in the right place, at the right time. We consider best practices historical performance, and work with our partners to tap into the best new opportunities.

### SMART MESSAGING

We align contextual messages/creative with media types and placements to make your message heard.

### STRONG RELATIONSHIPS

We know media is not a one-time placement or engagement, so our plans build relationships with your audience—and the first step in a relationship is getting them interested. Our media plan will focus on generating awareness with the people you want to reach,

On the following pages, we've outlined how we will apply our philosophy to develop a strategic and impactful media plan.

## MEDIA PLANNING

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### ASSESSMENT/STRATEGY

We work as strategic planning partners with our Clients – helping to guide their media strategies and their overall brand, messaging, and marketing communications strategies.

For media planning, we begin by conducting a 1-2 hour briefing session with key stakeholders to align media objectives, budget, timing, and audiences. Armed with that information, we will also conduct the following media assessment activities to inform a strategic and impactful plan:

- ! Audience research & assessment
- ! Market assessment including hyper-focused geo-targeting and competitive research
- ! Background on internal media management and how best to balance efforts/budgets

Based on the above information, we will prepare media strategy documents that include the following:

- ! Key objectives
- ! Anticipated KPIs / Awareness Metrics
- ! Audience targets

- ! Budgets
- ! Campaign Parameters (including general budget range and duration)
- ! List of ad accounts and access needed
- ! Anticipated media channels/units

**Deliverable: Paid Media Brief**

**PLAN DEVELOPMENT**

Based on the approved media strategy brief, we will begin the media planning process, which includes:

- ! Developing and issuing an RFP to all considered media partners, focusing on high-impact placements
- ! Reviewing media proposals (including calls/in-person meetings)
- ! Identifying/selecting media partners, including budget allocation
- ! Reviewing/aligning on partners and campaign goals
- ! Developing a recommended media plan

The media plan will include the following details:

- ! Overview of objectives, budget, audiences, and timing
- ! Media strategy and approach
- ! Final media channels, partners, tactics, and budget allocation
- ! Negotiated best possible costs and value add-ons
- ! Audience strategy and targeting recommendation to best reach the audiences/personas
- ! Specify quantitative value of buy (CPM, CPC, CPCV, etc.)
- ! Specify qualitative value of buy (negotiated added value, brand lift study, etc.)
- ! Schedules/flowcharts

Upon approval of the final media plan, we will prepare an authorization form for your approval to buy the plan on your behalf. We will also prepare a creative specifications sheet for creative production.

**Deliverables:**

**Media Plan**

**Media Authorization Form**

**Creative Specs**