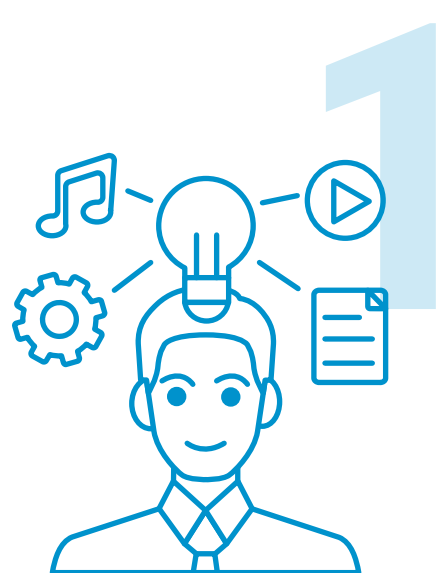


4 steps to planning a successful media campaign



CLEARLY DEFINE YOUR AUDIENCE

- Age or age range
- Geography
- Motivations
- Interests and affinities



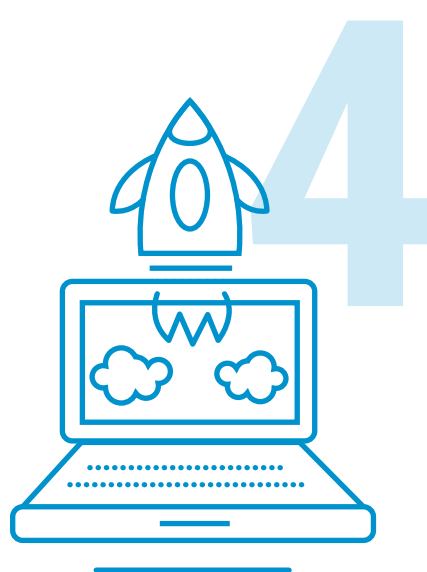
UNDERSTAND YOUR BUYER'S JOURNEY

- Know where/how your buyer does research
- Identify platforms/channels they consume media on
- Detail content preferences



CREATE MESSAGING + CONTENT

- Make it consistent across channels
- Adhere to brand standards
- Optimize content for your target demographic
- Understand how users will engage with your content



PLAN YOUR DISTRIBUTION

- Use channels that your audience consumes media on
- Determine desired reach and frequency
- Outline what success looks like
- Detail timeline and length of campaign
- Assign budgets