

Integrated Media Plan Sample

Cross-Channel Campaign: "Summer Launch 2024"

1. Campaign Objective

- Increase product awareness and drive conversions for new summer collection.
- Engage target audience (Adults 20-40) through cross-platform presence.

2. Target Audience

- Demographics: Ages 20-40, urban areas, tech-savvy, fashion-conscious
- Channels Used: Social media, search, digital video, in-store, display, email

3. Media Mix Overview

Channel	Platform/Publisher	Objective	KPIs	Budget Allocation	Flight Dates
Social Media	Instagram, Facebook, TikTok	Brand Awareness, Engagement	Impressions, Engagement Rate	40%	June 1 - July 31
Search Engine Marketing	Google Ads	Conversions, Web Traffic	CTR, Conversion Rate	20%	June 10 - July 31
Digital Display	Programmatic Networks	Reach, Retargeting	Impressions, Clicks	15%	June 1 - July 31
Email Marketing	Newsletter Subscribers	Retention, Conversions	Open Rate, CTR	10%	June 1 - June 30
In-Store Activation	Retail Locations	Product Trials, Sales Uplift	Foot Traffic, Sales	10%	July weekends
Online Video	YouTube, Instagram Reels	Awareness	Views, View-completion rate	5%	June 20 - July 31

4. Key Messaging

- Highlight product features and summer lifestyle benefits.
- Strong call-to-action: "Shop the Collection" and "Visit Stores."

5. Measurement & Reporting

- Weekly reporting with real-time dashboard for digital.
- Track footfall and sales lift for in-store.

6. Timeline

Phase	Dates	Focus
Teaser	June 1 - June 9	Brand Awareness
Launch	June 10 - July 15	High-impact Social & Video
Conversion	July 16 - July 31	Search/Programmatic/Email