

Campaign Channel Mix: Media Planning Example

Objective:

Increase brand awareness and drive website traffic for the Spring 2024 Product Launch.

Media Mix Overview

Channel	Tactics	Budget (%)	KPIs
Social Media Ads	<ul style="list-style-type: none">Facebook & Instagram FeedInstagram StoriesLinkedIn Sponsored Posts	35%	<ul style="list-style-type: none">ImpressionsClick-through RateWebsite Visits
Search Engine Marketing	<ul style="list-style-type: none">Google Search AdsBing Ads	25%	<ul style="list-style-type: none">ClicksCost per ClickConversion Rate
Display Ads	<ul style="list-style-type: none">Google Display NetworkBanner Ads on Trade Publications	15%	<ul style="list-style-type: none">ImpressionsReach
Email Marketing	<ul style="list-style-type: none">Newsletter BlastsPersonalized Offers	10%	<ul style="list-style-type: none">Open RateClick-through Rate
Influencer Partnership	<ul style="list-style-type: none">Sponsored Social PostsProduct Reviews	10%	<ul style="list-style-type: none">EngagementsMentions
PR & Content Marketing	<ul style="list-style-type: none">Press ReleasesBlog Articles	5%	<ul style="list-style-type: none">SharesReferral Traffic

Timeline

Phase	Activities	Timing
Pre-Launch	<ul style="list-style-type: none">Teaser Social PostsInfluencer AnnouncementsEmail Save-the-Date	Week 1–2
Launch	<ul style="list-style-type: none">Full Channel RolloutSEM & Display Ads Go LivePress Release Distribution	Week 3–4
Post-Launch	<ul style="list-style-type: none">Retargeting CampaignsFollow-up EmailsOngoing Influencer Posts	Week 5–8

Measurement Strategy

- Weekly performance tracking per channel
- Mid-campaign optimization

- Final report with actionable insights