

# 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"><li>Facebook &amp; Instagram Feed</li><li>Instagram Stories</li><li>LinkedIn Sponsored Posts</li></ul>	35%	<ul style="list-style-type: none"><li>Impressions</li><li>Click-through Rate</li><li>Website Visits</li></ul>
Search Engine Marketing	<ul style="list-style-type: none"><li>Google Search Ads</li><li>Bing Ads</li></ul>	25%	<ul style="list-style-type: none"><li>Clicks</li><li>Cost per Click</li><li>Conversion Rate</li></ul>
Display Ads	<ul style="list-style-type: none"><li>Google Display Network</li><li>Banner Ads on Trade Publications</li></ul>	15%	<ul style="list-style-type: none"><li>Impressions</li><li>Reach</li></ul>
Email Marketing	<ul style="list-style-type: none"><li>Newsletter Blasts</li><li>Personalized Offers</li></ul>	10%	<ul style="list-style-type: none"><li>Open Rate</li><li>Click-through Rate</li></ul>
Influencer Partnership	<ul style="list-style-type: none"><li>Sponsored Social Posts</li><li>Product Reviews</li></ul>	10%	<ul style="list-style-type: none"><li>Engagements</li><li>Mentions</li></ul>
PR & Content Marketing	<ul style="list-style-type: none"><li>Press Releases</li><li>Blog Articles</li></ul>	5%	<ul style="list-style-type: none"><li>Shares</li><li>Referral Traffic</li></ul>

## Timeline

Phase	Activities	Timing
Pre-Launch	<ul style="list-style-type: none"><li>Teaser Social Posts</li><li>Influencer Announcements</li><li>Email Save-the-Date</li></ul>	Week 1–2
Launch	<ul style="list-style-type: none"><li>Full Channel Rollout</li><li>SEM &amp; Display Ads Go Live</li><li>Press Release Distribution</li></ul>	Week 3–4
Post-Launch	<ul style="list-style-type: none"><li>Retargeting Campaigns</li><li>Follow-up Emails</li><li>Ongoing Influencer Posts</li></ul>	Week 5–8

## Measurement Strategy

- Weekly performance tracking per channel
- Mid-campaign optimization

- Final report with actionable insights