

Multi-Channel Advertising Media Strategy Document

1. Executive Summary

Brief overview of the multi-channel advertising strategy, objectives, and expected outcomes.

2. Objectives

- Increase brand awareness
- Drive website traffic
- Generate leads
- Boost sales conversion rates

3. Target Audience

- Demographics (age, gender, income, location)
- Psychographics (interests, behaviors, lifestyle)
- Customer segments (new customers, returning customers, high-value prospects)

4. Media Channels

Channel	Objective	Tactics	KPIs
Social Media	Brand Awareness / Engagement	Paid ads, organic posts, influencer marketing	Reach, Engagement, Follower Growth
Google Search & Display	Lead Generation / Site Traffic	PPC campaigns, retargeting ads	CTR, Conversions, CPC
Email	Lead Nurturing / Conversion	Newsletter, automated sequences	Open Rate, CTR, Conversion Rate
Video (YouTube, OTT)	Brand Awareness	Video ads, sponsorships	Views, Watch Time, Engagement
Traditional (TV/Radio/Print)	Brand Reach	Commercial spots, print ads	Impressions, GRPs

5. Budget Allocation

- Social Media: 30%
- Google Search & Display: 30%
- Email: 10%
- Video: 20%
- Traditional: 10%

6. Timeline

Phase	Duration	Key Activities
Planning & Setup	1 Month	Research, asset creation, campaign setup
Execution	3 Months	Launch campaigns, monitor, optimize
Review & Reporting	2 Weeks	Analyze results, share insights, document learnings

7. Measurement & Reporting

- Track KPIs by channel weekly and monthly
- Dashboard for campaign performance
- Adjust strategies based on data analysis

8. Roles & Responsibilities

Team Member	Role
Marketing Manager	Oversee strategy, approvals, reporting
Media Buyer	Channel selection, budget management
Content Creator	Develop creative assets
Analyst	Monitor performance, data reporting