

Multi-Channel Media Buying Plan Example

1. Campaign Overview

- Campaign Name:** Spring Collection Launch
- Objective:** Increase brand awareness and drive online sales
- Target Audience:** Women, Aged 25-40, Urban, Fashion-Interested
- Flight Dates:** March 15, 2024 – April 30, 2024
- Total Budget:** \$50,000

2. Media Channels & Allocation

Channel	Format	Budget Allocation	KPIs
Social Media	Facebook, Instagram Ads	\$20,000 (40%)	Impressions, Clicks, CTR
Programmatic Display	Banner, Native Ads	\$10,000 (20%)	Reach, CPM, Conversions
Search	Google Ads	\$7,500 (15%)	Clicks, CPC, ROAS
Influencer Marketing	Instagram Partnerships	\$7,500 (15%)	Engagement, Reach
Email	Newsletter	\$3,000 (6%)	Open Rate, CTR
Video	YouTube Pre-roll	\$2,000 (4%)	Views, Completion Rate

3. Timeline

- March 1-10:** Creative development & approvals
- March 11-14:** Setup & testing
- March 15 – April 30:** Campaign live
- Ongoing:** Weekly performance review & optimization
- May 2024:** Final reporting and analysis

4. Measurement & Reporting

- Weekly reports on all KPIs
- Mid-campaign optimization recommendations
- End-of-campaign comprehensive performance review