

### Learning Objectives:

After completion of this session, the learner will be able to know:

- What is the importance of media?
- What is the meaning and role of media planning?
- What is media plan, market analysis and media objectives?

### Topics to be Covered:

- Importance of Media
- Role of Media Planning
- Media Plan, Market Analysis & Media Objectives

## Media Planning & Strategy

Digital Marketing & Marketing Communication

Session

By Dr. Sisir Ranjan





# Importance of Media

**Gives us immense knowledge & transmits information.**

Media keeps us informed about various happening around the world. It lets us know what is happening around us and all over the world.

**03**

**01**

**Raises voice against issues in societies**

Media also plays a constructive role for the society by raising awareness of issues. Presently, there are many examples of issues like gender discrimination, etc. that have been raised media.

**02**

**Raises our consciousness**

Media ignites awareness in us by providing information and knowledge.

**04**

**Provides true pictures and live telecast for various events**

Any live event happening right now can be watched anywhere.



# Role of Media Planning

## 01 Optimum Utilization of Resources:

Advertising involves huge cost. Through media planning, the advertiser can use available resources in an optimum manner.

## 02 Helps in Achieving Advertising Objectives:

Media plan is a part of overall advertising plan. Media planning is designed so as to achieve marketing and advertising objectives of the organization.

## 03 Selection of Appropriate Media:

In media planning, different media are compared on the basis of cost per reader, cost per viewer, media-image, media-coverage, media-rating etc.

## 04 Selection of Optimum Media Mix:

Media planning helps to select optimum media mix. Using different media combination ensures wide and intensive coverage of target audience.

# Media Plan



Product

## Nature of Product

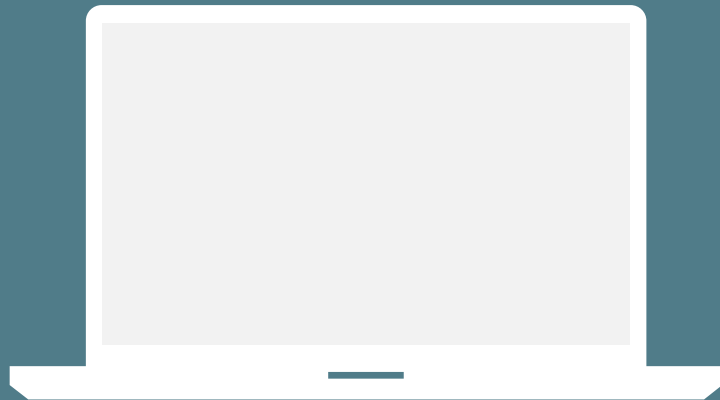
Product to be advertised can be industrial/technical product or consumer product. Industrial/technical products can better be advertised in specific trade- journals/magazines.



Customers

## Nature of Customers

An appropriate media plan must consider the type or number of consumers, for whom advertising is to be done. Different consumers differ in their age-group, sex, income, personality, educational level, attitude etc.



Place

## Distribution of Product

If the product is to be distributed locally or regionally, then with local coverage and reach should be considered like local newspaper, cable-network, etc.



Promotion

## Advertising Objectives

If the objectives of advertising campaign are to get immediate result then fast media of communication like newspapers, pamphlets will be considered. If the objective of advertising is to build corporate-goodwill and brand-equity, then magazines, television, neon signboards will be considered.



# Market Analysis



## Reach

The number of people, households, or businesses in a target audience exposed to media vehicle or message schedule at least once during a given time period is called as 'Reach' of media. A time period is normally four weeks. Thus, Reach is the number of people that are given the message.

## Frequency

The average number of times an individual or household within a target audience is exposed to a media vehicle in a given period of time (typically a week or a month) is termed as frequency. For example, an advertiser places an ad on a weekly television show with a 25 rating (25% of households) four weeks in a row.



Thank You

*My Curiosity is all Yours*