



What You Need to Know Before Starting a Media Campaign

1. What's coming up

List the upcoming projects that you are looking forward to and want to put your marketing efforts into.

Ex.: New line of filter that will be available in January.

2. Goal/objective

Look at your goals for the next year or two. What impact or progress do you want to have in your industry. Make sure your objective is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed

Ex.: Increase sales of filters by 15% in 2017.

3. Advantage

Underline what makes you unique—why you should direct effort towards advertising or promoting it.

Ex.: Our new filters are environmental friendly.

4. Pain

Understand the outcomes of not directing those efforts.

Ex.: Is the competition more visible; will they make us lose market share?

5. Strategy

Your strategy has to be more specific than goals. It represents how you are going to achieve your goal.

Ex.: Promoting our filters through different B2B media to get to jobbers and installers.

6. Media Plan Vision

The vision of your media plan will include different aspects that are more specific to the audience/customers you want to send your message to.

F requency	Depending on the event or product you are looking to promote, you need to have a clear schedule and timeline to keep the audience aware.
A udience	Which customers do you want to talk to (CAFR-CAEN).
S egment	Which segment is more dynamic and profitable for you, which one has the most potential?
P latforms	Do you want to be active in print, web, e-newsletter?

Ex.: F: 6x/year (be there every 2 months)

A: All of Canada, English and French

S: Mechanical

P: Print and digital to diversify the visibility

7. Budget

You need to take into consideration the different steps you want to assess if you have the budget to conclude the media campaign while also considering the potential ROI.