Media Planning Starter Guide

A practical framework for choosing
channels, creative and campaign measures.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / THE CAMPAIGN BRIEF

A media brief starts with business context

The objective

Define the action or awareness goal the campaign should support.

The audience

Identify buyers, influencers, locations and relevant interests.

The scope

Set the timing, available budget and creative requirements.

02 / CHANNEL SELECTION

A channel discussion guide

Business need	Channels to evaluate	A planning question
Existing search interest	Search ads and SEO	What are buyers looking for?
Broader awareness	TV, radio, outdoor and video	Where can the audience see us?
Audience engagement	Social, display and native	Which message fits the setting?
Physical touchpoints	Print and direct mail	What useful action follows?

03 / A COORDINATED PLAN

Creative and placement need to fit

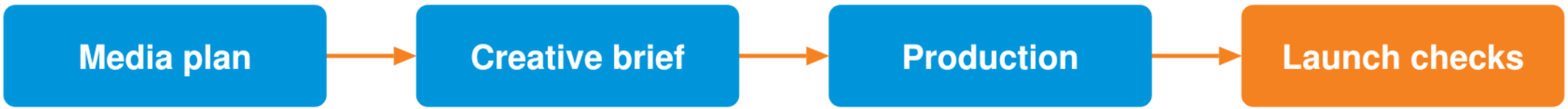


Before production

Confirm the channel and format
Check placement specifications
Agree on the campaign message

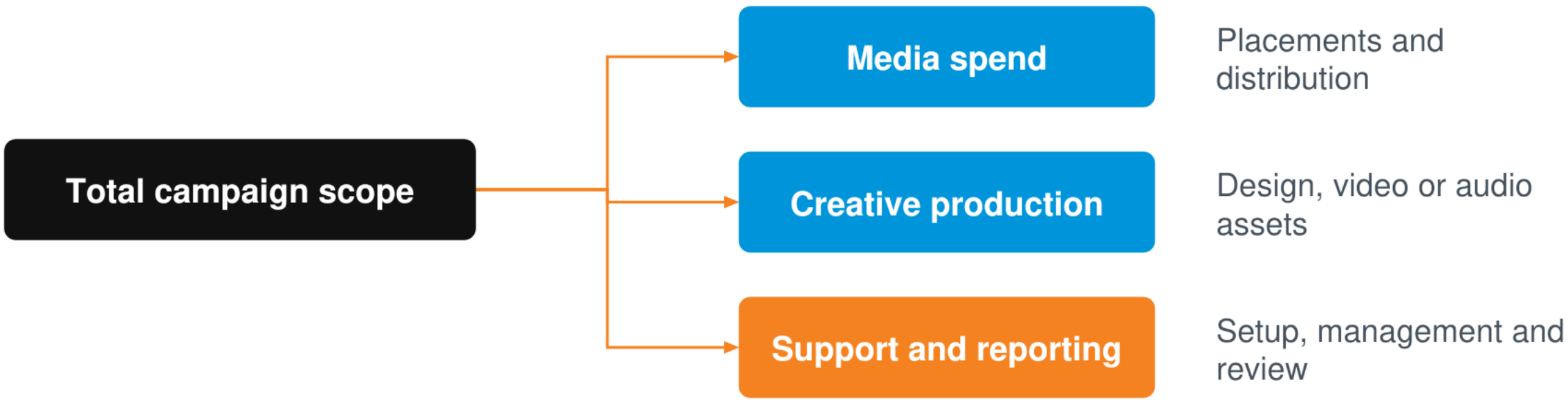
Before launch

Approve creative and landing pages
Confirm booking and delivery
Test links and response paths



04 / COST PLANNING

A budget has more than one component



05 / CAMPAIGN REVIEW

A useful review looks beyond delivery

Delivery

Confirm the agreed placements, dates and available proof of performance.

Response

Review relevant inquiries, visits or other campaign actions.

Learning

Compare results with the goal and decide what to adjust.

YOUR NEXT STEP

A media plan built around your market

Required Marketing Group plans and buys digital, TV, radio, print and outdoor media.
Media and production receive a custom quote.

Request a consultation

www.requiredmarketing.com

mail@requiredmarketing.com