

Strategic Media Planning

DAY 1

Media Trends Analysis

- The impact of digital media
- Changing consumer habits and attitudes
- Using secondary sources of media data.
- The rise of Direct To Consumer post Covid 19 - Search Engine and Email marketing
- Content Marketing and Relationship Marketing
- POEM – Paid, Owned and Earned Media

DAY 2

Auditing your communications

- Reviewing your channel output
- Assessing the effectiveness of your channel mix
- Stakeholder analysis
- Competitor communications analysis
- Analysing messaging across the organisation

DAY 3

Developing a Media Strategy

- Audience mapping
- SWOT and PESTLE analysis
- Setting SMART objectives and KPIs
- Brand positioning, tone and promise
- Build successful campaigns
- Message and content development

DAY 4

Planning Your Media Mix

- Marketing Communication

- Multi-channel strategy development
- Bringing your call centre/service hub into alignment
- Creating an editorial calendar
- Media buying
- Selecting and using agencies

DAY 5

Media Measurement and Action Planning

- Executing on your media plan.
- Evaluating the results
- Developing a suite of metrics including free tools
- Action Planning
- Planning models
- Final assignment