

How to Create a Media Plan



What is a Media Plan?

A strategically developed media plan can help you achieve the overall goals of your business. But what is it? Well, it's a plan that details what media platforms you want to use, when you will use each platform, who the target audience is, and how it will benefit your business.

What are the benefits of a Media Plan?

There are more consumers with niche interests to cater your message to, and more ways to reach them than ever before. How you're going to reach consumers and create conversions is more important than it has ever been.

As a business owner, you want to be successful – and a big part of that is finding ways to be inventive, tactical, and dynamic in a highly competitive market. It will also help you decide what the best tools and tactics are for what you're trying to achieve.

How do I develop a Media Plan?

From print, to digital, to social media, it can be hard deciding what to use. The guiding principles below will help you better understand what works best for you and your business objectives and provides the most value.

Understand your target audience: Get to know them on a deeper level and effectively reach them through the media channels they frequently use or view.

Best for your business: Decide which media channels and platforms to share your content.

Be strategic: Determine the timing and frequency of the media and content you publish and share.

Stay ahead of the game: Keep up with the latest media trends and technology to stay ahead of your competitors.

Bang for your buck: Create, publish, and share high-quality and engaging content without breaking the bank.

Build on your success: Analyze your efforts to measure success and improve for better outcomes!

Helpful Tips & Tricks

Know Your Channels

How you reach your target audience and understanding the type of content they gravitate to will ensure you are as successful as possible.

Owned Media

Channels you own (website, blog, social media accounts)

Earned Media

Channels you don't own – and are free – but where your company is mentioned (other social media profiles, pages, groups)

Paid Media

Where you advertise your company for money

Be SMART

To be successful it's important to define, and get to know, your target audience – and make sure you have clear objectives you want to achieve. These goals should be **SMART**.

The ideal consumer can be complex – so here are some things to think about when you're determining your target audience:

- **Type of campaign:** Business to Business (B2B) or Business to Consumer (B2C)
- **Demographics:** Age, gender, ethnicity, income, occupation, etc
- **Interests:** Intent to purchase, in-market
- **Media Habits:** Preferred media platforms to engage (Facebook, Twitter, Mobile/Desktop)

Specific
Measurable
Achievable
Relevant
Time-bound

Additional Resources

LOCAL MEDIA AGENCIES AND PARTNERS		
Fort Saskatchewan Record Sturgeon Creek Post	Fort Sask Transit	Dow Centennial Centre
TV/Radio/Cinema/Internet	Bus wraps Interior cards Exterior cards Bus shelters	TV screens advertising Rink board advertising Taurus Field Shell Theatre Playbill Advertising
Fort Cinema 107.9 FM Radio FortSaskOnline.com	Additional Outdoor	
	Pattison Billboards Sign Guru - Portable/Mobile Billboards Local event sponsorship opportunities	

NON-LOCAL MEDIA AGENCIES AND PARTNERS		
Newspaper	Magazine	TV/Radio
Edmonton Journal Edmonton Sun Edmonton Examiner Toronto Star - Edmonton	Alberta Venture Alberta Views ATA Magazine Business in Edmonton Magazine Canadian Cowboy Country Culinaire Eat North Magazine Edify Here Magazine The Gateway The Tomato	Corus Entertainment (radio) CTV Global TV Citytv Omni Television Rogers Explore Edmonton