

# Midco Business Advertising Planning Cheat Sheet

Preparation is the first step in the advertising planning process. Use this cheat sheet to get ready for the year – or for your consultation with a Midco® advertising expert.

## Creating Goals & Key Performance Indicators

A business goal affects the entire company, and it ultimately defines your campaign success. In advertising, there are three general types of campaign goals:

- Branding and awareness
- Education and interest
- Action (leads and sales)

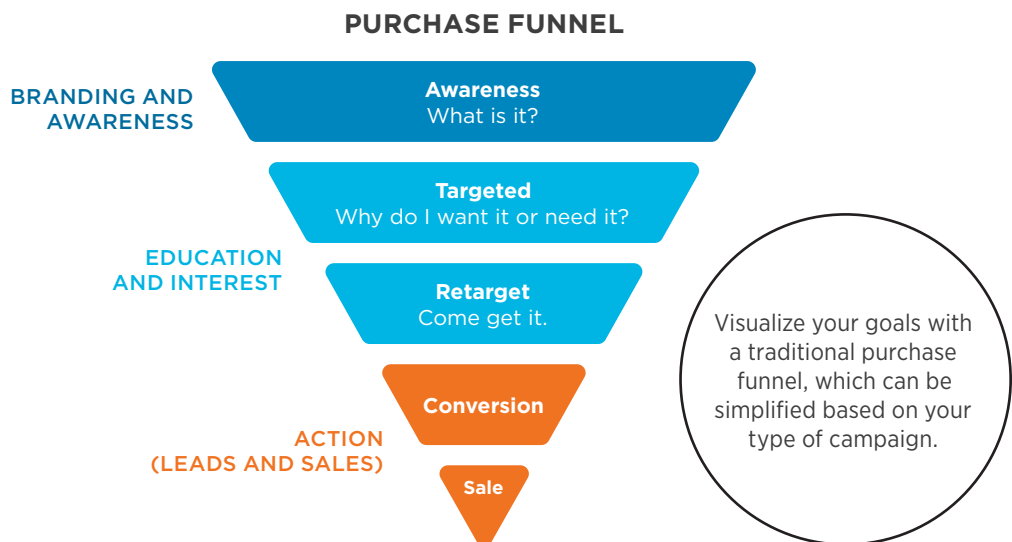
Remember: You need to be able to measure and report on your key performance indicators (KPIs) and campaign goals.

## Finding Your Target Audience

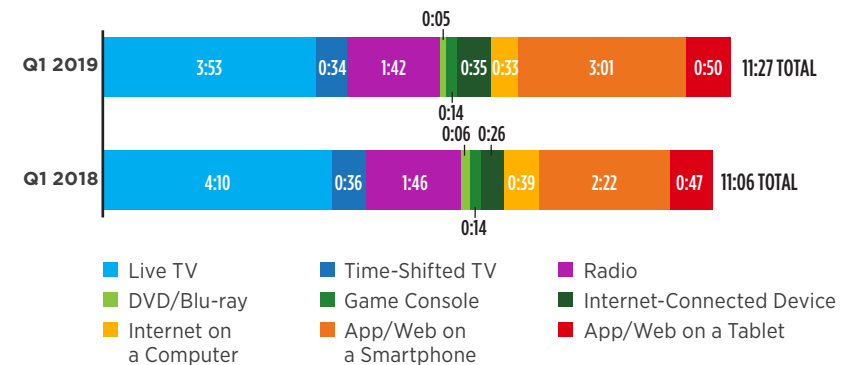
Use current and past customer data to define and find your best prospects. Consider things such as:

- Gender
- Age
- Household income
- Other common themes/interests

Plus, researching media consumption habits and trends overall (such as where adults spend media time) can help you understand where your target audience is.



**AVERAGE TIME SPENT PER ADULT 18+ PER DAY**  
BASED ON TOTAL U.S. POPULATION



Nielsen: The Nielsen Total Audience Report, Q12019

## Allocating Budget

Allocate media budget accordingly based on the factors already identified as well as cost, seasonality and anticipated level of impact or value of the ad impression.

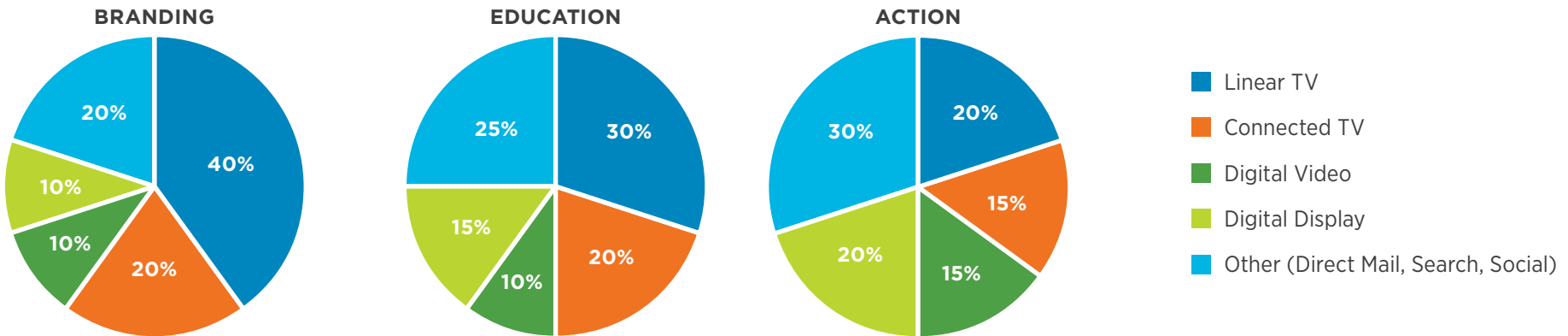
Remember that not all media is created equal – different channels can be used for different things. By balancing reach and frequency with cost and impact, you'll find a mix that works best. Below are some examples of how to allocate your budget based on your goal type.

## Defining the Media Mix

**Never rely on one marketing channel to achieve your goals.**

Creating an integrated, multi-channel marketing approach can make impact at all levels of the purchase funnel.

In this phase, you'll also need to define what kind of creative you'll need for each medium – including digital display banners and video.



## Work with Experts

Don't let planning and creating your media campaigns be daunting. Work with Midco and have one-on-one discussions to strategize the best media, creative and placement strategy to achieve your goals. We'll help you get the most value from your marketing dollars – and provide measurable post-campaign results.

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