

Comprehensive Media Buying Checklist

Media buying involves executing the media plan by purchasing ad space and negotiating terms to maximize cost-effectiveness and impact.

1. Vendor Research & Selection

- **Identify trusted media vendors:** Research and vet media companies, digital platforms, or ad networks.
- **Select the right platforms:** Choose the ones that best align with your audience and goals (Facebook, Google Ads, TV networks, etc.).
- **Request media kits:** Get detailed audience demographics, reach, and pricing information from potential vendors.

2. Budget Management

- **Confirm budget breakdown:** Ensure you have allocated enough funds for each channel and media buy.
- **Set bidding strategies:** Using programmatic or digital ads, define your cost-per-click (CPC) or cost-per-impression (CPM) bidding strategies.
- **Allocate for testing:** Reserve part of your budget for A/B testing of different creatives or placements.

3. Negotiate Rates & Terms

- **Negotiate with vendors:** Secure the best possible rates and terms for media buys, emphasizing added value like bonus impressions or extended reach.
- **Lock in contracts:** Finalize contracts that outline costs, placements, and campaign timelines.
- **Ensure flexibility:** Whenever possible, negotiate clauses that allow for adjustments based on performance.

4. Creative Asset Preparation

- **Ensure ad specs match vendor requirements:** Create ad creatives (video, image, text) that meet the technical specifications of each platform.
- **Align creatives with campaign objectives:** Ensure the messaging is tailored to the channel, audience, and format.

- **Test creative performance:** Run a pre-launch test to ensure your creatives work smoothly across all platforms and devices.

5. Ad Placement & Execution

- **Schedule ad placement:** Work with vendors to confirm ad placement schedules based on your media plan.
- **Check ad placement accuracy:** Ensure ads appear in the agreed-upon slots or pages.
- **Activate campaigns:** Launch ads across chosen platforms, ensuring everything goes live on time and according to plan.

6. Monitor & Optimize Performance

- **Track campaign metrics:** Use analytics tools to monitor impressions, CTR, conversions, and other KPIs.
- **Adjust bidding and targeting:** Based on real-time performance, tweak bids, targeting options, and placements to maximize ROI.
- **Manage underperforming ads:** Pause or replace ads not delivering expected results.

7. Reporting & Post-Campaign Analysis

- **Collect data from all platforms:** Compile a comprehensive ad performance report across all channels.
- **Analyze results against KPIs:** Compare actual performance to your initial goals and KPIs.
- **Report ROI and insights:** Summarize key takeaways, successes, and areas for improvement.
- **Refine future strategies:** Use the insights to inform and improve future media planning and buying decisions.