



Lamphills Digital Media Buying Checklist

This Lamphills digital media buying checklist enables marketers and advertisers to ensure that all necessary steps are taken for a successful digital media buying campaign. It streamlines the process, reduces errors, and maximizes the efficiency and effectiveness of the campaign. Below are key components typically included in a digital media buying checklist:

- Objective Setting:** First define campaign goals and clearly outline what you aim to achieve (e.g., brand awareness, lead generation, sales). Set key performance indicators (KPIs) to identify measurable outcomes to track the success of your campaign (e.g., click-through rate, conversion rate).
- Audience Research:** First identify your target audience to define the demographics, interests, and behaviors of your ideal audience. Secondly, segment your audience based on specific criteria such as age, location, or interests: Lastly, leverage tools like Google Analytics, Facebook Audience Insights, or third-party data providers for deeper insights.
- Platform Selection:** Decide which platforms (e.g., Google Ads, Facebook, Instagram, LinkedIn) are best suited for reaching your target audience. Next, consider the strengths and weaknesses of each platform with your campaign goals.
- Budget Planning:** Decide the total amount you're willing to spend on the campaign. Secondly, allocate the budget across different platforms based on their potential ROI. Lastly, decide whether to use manual or automated bidding strategies.
- Creative Development:** Select the appropriate ad formats (e.g., video, carousel, banner) for each platform. Next, create engaging visuals, videos, and copy that align with your brand and campaign objectives. Lastly, develop multiple versions of creative assets to test which performs best.
- Ad Placement and Scheduling:** Choose where your ads will appear (e.g., in-feed, sidebar, search results). Next, determine the best times and days to run your ads based on audience behavior and campaign objectives. Afterward, set limits on how often your ads are shown to the same user to avoid ad fatigue.

- Negotiation and Deal Making:** If applicable, negotiate rates and placements with publishers or media outlets. Next, ensure settings are optimized for targeting and budget efficiency.
- Campaign Implementation:** Set your ads live according to the planned schedule and budget. Next, implement tracking pixels, UTM parameters, and conversion tracking to monitor performance.
- Monitoring and Optimization:** Monitor key metrics such as impressions, clicks, conversions, and ROI. Next, optimize the campaign by adjusting targeting, creative, or budget allocations based on real-time data. Test different elements of your campaign to see what works best.
- Post-Campaign Analysis:** Analyze the results against your initial objectives and KPIs. Next, document the campaign's performance, lessons learned, and recommendations for future campaigns. Use insights from the analysis to improve future media buying efforts.
- Compliance and Brand Safety:** Ensure your ads comply with platform policies and legal regulations. Regularly review where your ads appear to ensure they align with your brand values.