



## Lamphills Media Planning Tools Checklist

Need help selecting media planning tools? Use this checklist to guide your selection process. This Lamphills checklist ensures that the media planning tools you choose will meet your needs and contribute to successful campaigns.

### 1. Define Campaign Objectives:

- Clearly outline your campaign goals (e.g., brand awareness, lead generation, sales conversion).
- Determine key performance indicators (KPIs) for measuring success.
- Align media planning tools with these objectives.

### 2. Understand Your Target Audience:

- Identify target demographics, psychographics, and behavior patterns.
- Choose tools that offer advanced audience segmentation and insights.
- Ensure the tool supports cross-channel targeting.

### 3. Evaluate Integration Capabilities:

- Confirm that the tool integrates seamlessly with existing systems (e.g., CRM, social media platforms, email marketing).
- Check for API availability or third-party app integrations.
- Ensure data flows smoothly between platforms for unified reporting.

### 4. Budget Management and Forecasting:

- Look for tools with detailed budget tracking features.
- Verify the tool can forecast media spend based on campaign goals.
- Check for alerts or notifications for budget overruns.

### 5. Advanced Analytics and Reporting:

- Ensure the tool provides real-time data and performance metrics.

- Look for customizable dashboards and reporting templates.
- Confirm the availability of ROI and cost-per-result calculations.

#### **6. User Interface and Usability:**

- Assess the tool's user interface for ease of use.
- Check if the tool requires a steep learning curve.
- Ensure the tool supports team collaboration and workflow management.

#### **7. Precise Targeting and Segmentation:**

- Verify the tool allows for detailed audience targeting (demographics, interests, behaviors).
- Ensure the tool supports retargeting and lookalike audiences.
- Look for capabilities in geographic and contextual targeting.

#### **8. Campaign Scheduling and Automation:**

- Confirm that the tool offers robust scheduling options for different media channels.
- Check for automation features that streamline ad placements and adjustments.
- Ensure the tool adapts based on real-time data.

#### **9. Multi-Channel Capabilities:**

- Make sure the tool supports planning and execution across multiple channels (TV, digital, print, radio).
- Evaluate its effectiveness in integrating traditional and digital media.
- Check for consistency in messaging and reporting across channels.

#### **10. Customization and Flexibility:**

- Look for tools that allow customization of dashboards, reports, and workflows.
- Ensure the tool can adapt to the specific needs of your brand or campaign.
- Check if the tool can scale as your campaigns grow.

#### **11. Real-Time Data Access:**

- Verify the tool provides real-time updates on campaign performance.
- Check for the availability of mobile access or alerts.
- Ensure the tool supports quick decision-making based on live data.

#### **12. Team Collaboration Features:**

- Ensure the tool supports multiple users and roles.
- Check for features like shared dashboards, task assignments, and communication tools.
- Look for integration with project management tools for seamless teamwork.

### **13. Reliable Customer Support and Training:**

- Evaluate the quality of customer support (availability, response time, expertise).
- Ensure the availability of training resources (tutorials, webinars, documentation).
- Check if the tool offers onboarding assistance.

### **14. Cost-Effectiveness and Scalability:**

- Compare the tool's cost against its features and potential ROI.
- Evaluate whether the tool can grow with your brand's needs.
- Look for flexible pricing models or trial periods.

### **15. Review Case Studies and User Testimonials:**

- Research case studies or reviews from brands that have used the tool.
- Check for industry-specific success stories.
- Evaluate the tool's reputation and performance history.