
Client

Offer

Timeframe

ELEMENT	MORE INFO
PLANNING	
Strategy	Define overarching goals (e.g., brand awareness, lead generation, sales)
Markets	Local, Regional, National
Budgets and Schedule	Determine total budget and allocate it across channels, programs, and flighting schedule (duration and frequency of ads).
Target	Develop detailed buyer personas including demographics, psychographics, media consumption habits, and viewing preferences.
Strategies	Broadcast TV, Cable
BUYING	
Inventory Planning	Research available inventory on local broadcast and cable networks, considering program popularity, target audience alignment, and cost-effectiveness.
Research	Ratings, CPM. Cost-Per-Points, Viewing Trends for networks, dayparts, programs
Dayparts	Mornings, All Day, Evenings, Overnight
Negotiation	Secure optimal pricing for desired ad spots, including factors like dayparting, preemption rights, and volume discounts.
Buys	Place Orders, Analyze key metrics like gross rating points (GRPs), impressions, reach, frequency, and cost per mille (CPM).
MANAGEMENT	
Offers & Tracking	Plan tracking: QR Codes, Promo Codes, Vanity URLs, Texting, Calls
Reporting	Generate comprehensive reports summarizing campaign results, insights, and recommendations for future campaigns.