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MEDIA BUYING 101



MARKETING TIPS

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Media buying is a fundamental component of any marketing strategy. To have a successful campaign, you need more than a catchy slogan or a creative tagline. Below, the experts at beMarketing share what exactly media buying is and why you should consider incorporating it into your marketing strategy.

The media buying process is responsible for the targeted ads we see today. It is utilized in traditional marketing channels, like TV and radio, and digital channels, like websites and social media. Whether watching TV or scrolling through social media, the goal of media buying is to get the right message to the target audience at the optimal time for the least amount of money. In today's world, media buying is handled in one of three ways:

- Direct Buy – Media buyers work directly with a publisher to purchase advertising space online or in a tradition-

al publication. It can take time as they negotiate the price, pick the placement, the date the ad will run, and how long it will run. Direct buy is the more traditional method of media buying.

- Programmatic Buy – The buying process happens automatically through an ad-buying platform with KPI data and optimization available in real-time.

- Network Buy – Bidding and purchasing ad space through demand-side and supply-side platforms.

Why Is Media Buying Important?

Compelling messaging and stunning visuals will only take your strategies so far – strategically purchased media can take your campaign to the next level. Beyond placing ads in the right locations at the right times, effective media buying also creates impactful relationships with media outlets, companies, and owners, resulting in greater reach with less investment.

At beMarketing, we guarantee our media buying services will get your brand the recognition it deserves. If you need help achieving your media buying goals, contact us at 484.261.1149.

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