

Media buying, selling and planning

Business, Strategy



Media strategists carry out media buying and planning, which involves marketing using advertisement apps and services to scale opportunities. Media buying involves negotiation for marketing space, networking, building customer relationship / business relationships and getting some of the best deals from pre-launch, launch or even post-launch reviews of the clients.

Media planning

Media planning provides a mechanism for designing ad campaign where strategies are made for developing the ad, as well as, for identifying the targets and methods to promote the message devised in the plan. The process starts with initial examination of current trends, which helps in motivation and behavioral analysis of the target customer.

Media buying

Buying the space for specific ad to ensure it reaches maximum number of buyers is media buying. Media purchasers can book space in newspapers, print media, television, internet (in the form of online banners) etc. Buyers have to maintain healthy relationship with the prospective customer and need to provide response to queries when required. The strategist provides information related to the best channel or sources where the ad can reach maximum number of target customers.

There are a number of methods adopted by the purchasers who establish consistent relationships by using software or tools. They can provide skills to attract investors and decide where to put the ad, cost of ad space, traffic and exposure. They can be great negotiators who can buy an ad space at a lower price – below the proposed budget. Most advertisement campaigns promote

products in competitive environment. The process involves monitoring the ad, where the marketers' job is to justify the expenditure on promotion of the product. The buyer of the space has to decide what will be the best time to launch an ad.

Real time bidding

Most bidding for ad space requires manual negotiation and the real time negotiation i. e. RTB makes the buyer believe the space is available in real time. Real time, also called the non-guaranteed inventory, does not guarantee to get the desired space for a specific ad. This method of ad is suitable for small budget. There are other ways of buying the ad space such as demand side platforms – DSS, where ad inventory for open market is bought and there exists integration of the data management platforms. Further, Supply side platform allows the web publisher to advertise space inventory, fill ads and get revenues through ads.

Recent developments

New media protection regulations have been introduced in May 2018 related to controlling or processing of personal data of EU citizens, which restricts adding explicit filters to data.

Future of media advertising and planning

The new trends in media planning involve the use of artificial intelligence to reach target buyers. In the initial phase, technology will help the consumers to make choices to how to view content and skip the ads not useful to the target audience. There are various opportunities in this field where it is expected that the customer will be able to get a lot through digital

permutation and combination e. g. meals, education, business, friendships, music etc.