

# Media Buying Checklist

In order to have a successful media buy you have to know a few things in advance. While having this data will not guarantee success, it will help avoid costly mistakes. If you don't have all the answers to this checklist, that's ok.

Click here to watch a short video where you will see how to create a buyer profile and some of the free resources you can use to gather this data.

## **Step 1 – Identify your target audience**

What is your avatar's demographics?

- Age
- Education
- Gender
- Race
- Income
- Children

What other interests and hobbies do they have?

What is a typical day like for your avatar?

What is the story that your avatar is telling himself or herself?

What do they need to believe before they would buy?

How sophisticated is your buyer (ie novice, intermediate, expert)?

Where do they hang out online?



Where do they buy things?

Where are they on the (CLS) consumer lifestyle scale?

- Luxury Wealthy (LW) \$10,000,000 net worth
- Luxury Plus (LP) \$5,000,000 net worth
- Luxury (L) \$1,000,000 net worth
- Upper middle income (UMI)
- Average middle income (AMI)
- Lower middle income (LMI)
- Poverty level (PL)

What is influencing them and where do they get that information?

- Movies
- Books
- Magazines
- TV Channels
- TV Shows
- Authority Figures

Where do they spend their time on social media (ie Facebook, Pinterest, Instagram, Twitter, LinkedIn)?

**Step 2 - What are the information sites they visit?**

- Social media
- Forums
- Review sites
- Authority sites
- Blogs

**Step 3 - What are the demographics of your competitors?**



- Visitors by Country
- Age
- Education
- Gender
- Race
- Income
- Kids

#### **Step 4 - What are your goals for the media buy?**

- Lead generation for new business
- Direct product sales
- Create brand awareness
- Encourage existing customers to make a new purchase
- Software installs

#### **Step 5 - How will you measure the results and over what time frame?**

- Number of new sales
- Number of valid phone or email addresses
- Number of new subscriptions sold
- Number of appointments set
- Number of buyers that renew a subsection after X date
- Number of downloads or installs
- Number of people visiting the site
- Number of repeat site visits
- Number of people interacting with the brand or product

#### **Step 6 - Insertion Order**



- Insertion order signed and returned
- Traffic sent at an even pace
- Out clause
- Discounts
- Max budget per day
- Total cost for the billing time frame
- Campaign start and stop dates
- Specify countries
- Types of creative agreed on
- 3<sup>rd</sup> party tracking is working

### **Step 7 - How are you being charged?**

- Pay Per Click (PPC)
- Cost Per Thousand Impressions (CPM)
- Flat Rate

### **Step 8 - Analytics**

- Verify analytics are installed on the site

### **Step 9 - Split testing**

- Is the tracking program used for split testing
- Visit the page and view source code to verify
- Verify test pages are working

### **Step 10 - Tracking**

- In house tracking scripts added to key pages
- 3<sup>rd</sup> party tracking scripts added to key pages
- Visit the page and view source code to verify they are on the page
- Verify the visits show up in your stats
- Suppress your IP from showing up in the stats

### **Step 11 - Retargeting**





- Update privacy policy about retargeting to stay in compliance
- Add sequential funnel retargeting to each page of the funnel
- Add tracking scripts to each page. (ie. Facebook, Google, MSN, Adroll)

## **Step 12 - Mobile Page Funnels (MPF)**

- Test your pages with these mobile operating systems
  - Android phone
  - Android tablet
  - IOS phone
  - IOS tablet
  - IOS iPod
  - Windows OS
  - Feature phone

## **Step 13 - Ad Campaign**

- Does the creative match the landing page?
- Is the tracking working?
- Check the page load time.
- Are the creatives being rotated?

We hope you have enjoyed this checklist. To learn more advanced media buying strategies, [click here to create your free MBA account](#).













