

MEDIA PLAN: TO DOS



Determine your priorities and level of commitment

Focus your plan, build your team, determine support level



Choose specific markets and channels

Decide a geography. Use the Channel Brief to optimize spend



Identify influencers in chosen interest areas

Follow, learn, like, comment. Then approach to partner



Activate your Creators

Decide who'll make content and what their themes will be



Partner with other brands to maximize your reach

Two budgets are better than one. Find a good brand fit.



Test, learn, iterate

Measure results. Be patient. Find your own winning formula