Media Buying

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**Introduction**

Media buying is a process of taking a newspaper ad or commercial or any other sales message. There is a specific audience that one wants. Media is bought for selling a product as that ad would be published on online magazines, newspaper or TV (Immonen, 2017). An important role is played by a media buyer, as he/she acts on clients and selects a media that would reach the more targeted population.

**Steps for selecting a media**

* It has been seen that selecting a digital or traditional media for the campaigning of a client is only an easy task as one must choose the right media venue and also need to prioritize.
* First of all, a media buyer needs to identify the audience of the customer.
* Need purpose of the campaign must be understood.
* Primary distribution point must be selected, as not every type of media could be used for publishing any content. Content defines which media venue must be used.
* Customers need a primary venue that they prefer for receiving their content. A media buyer needs to look into the data provided by the customer that would help in determining a customer's primary media channels.

**Five W’s for media planning**

 Five W's strategy is used widely to make the right decision. First W is "What" to satisfy this element of the buying strategy of media you look for choosing the right product. What is the best medium to make an effective advertisement? What kind of advertisement and what content the audience is looking for. These are the key questions which should be satisfied. Second W is "Who", it means who are my audience and what are their characteristics, taste, and expectations. The content is designed according to the taste and requirements of your potential audience. Third W is "When", it means the right time of the advertisement campaign and buying media. Time is an important factor of buying media because at the right time the maximum audience can be addressed and the message can be conveyed (Martin & Peskowitz, 2018). The fourth W is "Where", to buy a media place and location is important. The decision of the right place is also essential, and in some products and services, it is highly important. Make the right decision according to the location, and examine the best media source in your existing market. It depends on the people of the particular market, and their preferences regarding the media, and the content of the advertisement. Fifth W is “Why”, the reason for making a decision, and finding a logical answer that why you made this specific decision. The reason for choosing a specific media is as per given budget and situation.

**Three rules of media buying**

First of all, you need to see and analyze all the information that is provided to you by the media seller. If the provided information can satisfy your requirements you should make that buying decision. Secondly, you should negotiate all the terms and conditions, and the price of the media, negotiation is important to get some extra benefits and financial gain. While the final rule of media buying is the presence of mind and staying open-minded (Schultz, et al, 2018). To make a better decision you need to think out of the box. The media must have a positive influence on the sales of the company. If the advertisement on the purchased media does not increase the sales of the company, the decision should be revised. To enhance the impact of buying media decision you need to satisfy all the five W's questions and prepare an attractive content.

References

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