

# MEDIA PLANNING

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# MEDIA PLAN FOR VEGA:

Key Considerations:



# Target Audience:

## Behaviour:

1. Tech-savvy : Uses testimonials, and goes through in depth online research
2. Brand loyal: once a favourite brand is established, they develop trust in brands.
3. Social Media savvy: follows trends and tutorial videos in social media.

## Demographics:

Core audience is 18-45.

## Interests:

1. Healthy lifestyle through diet and prioritizes self-care.
2. Loves uniqueness and expresses it through unique makeup choices.

# Other Considerations:

## Platform Selection:

1. Instagram
2. Facebook
3. Youtube

## Deal Type:

As primary campaign goal is to maximise video ad views, hence the suitable metric would be **CPV** which ensures you only pay when someone views your ad .

## Budget Allocation & Weightages:

Instagram (INR 250000, 41%)  
YouTube (INR 200000, 33%)  
Facebook (INR 150000, 25%)

Link to Sheet: [VIEW](#)

## DURATION

**Instagram:** It may be run for the consecutive 15 days for better results as this way it will reach all the targets set. In case the energy is flagging at the end, it may be appropriate to allow for a small rise in budget to help keep things going.

**YouTube:** For example pre roll ads can run for the normal length of the clip being 30 to 45 seconds in length. Engage macro-influencers for basic video reactions in the first week to create brand awareness.

**Facebook:** Rely on the platform's high activity level and recommend posting the campaign content once in every 3-4 days.

# PERFORMANCE OPTIMIZATION FORMULA FOR BRAND AGODA:

# AGODA CAMPAIGN

## Additional metrics that could provide valuable insights :

CPC: Cost per click metric focuses on how much you pay each time someone clicks on your ad. Adding this metric could make things simpler and easy to comprehend overall datas at first glance.

CPA: Cost per Acquisition tells you how much you pay to acquire a conversion (signup or sale). This metric suggests if your ads are collecting conversions.



# AGODA CAMPAIGN

**Additional metrics that could provide valuable insights**  
**pecific metrics:**

**Impressions:** How many times the advertisement appears or, the exposition of the advertisement.

**Conversions:** Originally it refers to the metric of the number of users who performed a specific action, for instance, booking of a flight.

**Bounce Rate:** It describes the percentage of users who enter a site and view only one page (usually after clicking an ad and landing on the first page).





# AGODA CAMPAIGN

## ADDITIONAL METRICS OR DATA POINTS FOR MORE VALUABLE INSIGHTS

**Demographic data of users who clicked on the ad:** This aids in learning whether the campaign msgs are getting to the tripped audience.

**Device breakdown (Mobile vs. Desktop):** Tweaking available ad formats with a focus on the preferences of the user devices.

**Flight destinations most booked through the campaign:** Finding out that route is popular for future traffic during campaigns.



# AGODA CAMPAIGN

## COMPARING TO BENCHMARKS:

According to Industry Benchmarks:

- **Refine targeting:** Utilize demographic and behavioral targeting to ensure ads reach the most likely bookers.
- **A/B testing:** Test different ad variations (creatives, headlines) to optimize performance.
- **Landing page optimization:** Ensure the landing page is user-friendly and encourages flight booking.
- **Device optimization:** Tailor ad formats and landing page experiences for mobile and desktop users.



# CONCLUSION:

In today's digital landscape, crafting successful marketing campaigns requires a two-pronged approach: The adaption of the users and making the right move according to the situation is very important. When the habits of the target audience are identified, as well as the platforms they use, a message can be delivered directly to the appropriate population. Predictive analytics enables you to fine tune the targeting, creatives and user experience which can greatly enhance your campaign's performance. This way, the Vega and Agoda and any other company, with effective marketing strategies in place, can be of fulfillment of their marketing objectives and ultimately, an optimal return on investment.

