

Choose a media mix to reach fellow learners

Lately, you've been focused on how to create media plans and set performance goals. Now it's time to bring this knowledge into your everyday life to practice thinking like a digital marketer.

For this discussion prompt, think about what content is most popular to you and your fellow learners. Then, consider the following questions:

How would you create a digital media plan to reach the audience of your fellow learners? Remember, a digital media plan contains details about where, when, and how often an ad will appear across all digital media channels including paid search, display, video, shopping, and social media ads.

How would the content most popular with your fellow learners impact media decisions you would make?