



**MEDIA PLANNER &  
BUYER**

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COMM 4320-01 Fall 2020 Dr. Kurtin



### **Goals**

The media plan curated for our client Avarcas 101 will meet the client's needs as requested on their request for proposal as well as offer additional ways to increase visibility and sales while staying within their budget. To focus on our target audience, who are female Millennials we will be connecting with them on Instagram. We've chosen this medium not only because our client requested it but also because research tells us that millennial women seek out sustainable brands on Instagram. In a survey conducted we found the following demographics and shopping habits: Income is \$60,000 and up. They purchase shoes 2 times a year and purchases are based on quality over price. They will spend \$70 and up on an ethically made shoe and find out about new shoe brands on social media sites such as Instagram and Facebook.

By utilizing Instagram we will focus on gaining new followers and increasing sales by creating an engaging and informative transparency spring campaign. Instagram is known to attract consumers who are looking to discover eco-friendly brands with a purpose, and this is who our target audience is (Grimshaw 2019). Businesses on Instagram can create a community around their mission and it allows them to be transparent (Grimshaw 2019).

### **Media Plan**

Our Instagram campaign consists of creative and engaging post that show the brands passion for climate change and offers transparency. To inspire excitement this campaign will end with a giveaway. Research shows this can lead to more website traffic, an increase in sales, followers, and engagement

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(Forsey, 2020). In addition to this campaign, we will also generate photo ads from our post these are known as image feed ads (Whitney,2020).

By using the post we've created as image feed ads we will increase visibility and produce a reach that can increase sales. Image feed ads will show up in your target audiences feed as they are scrolling and will look as though they are naturally in your feed the same way accounts they follow show up in their feed (Whitney, 2020). This can lead to instant engagement with your post.

Effective Instagram ads have proven to be successful with the right strategy and knowing who the target audience is (Caramela, 2020). Advertising on Instagram has proved to yield a higher return on investments than other advertising campaigns (Whitney, 2020). By incorporating image feed ads, we will also be able to keep track of and measure the following key performance indicators, engagement rate, and click-through rate (Ruiz, 2020). Instagram is the best platform for us to use to attract the target audience, create a community, and increase sales while staying within the budget.

Instagram is a great social media platform that offers many tools to measure and create ads. We suggest allotting \$300 to the Instagram account for ads since your main goal is to increase your reach on Instagram while increasing sales. Throughout the 16 day Instagram campaign that we've created, we will be allocating \$37.50 to one post per week. This means that one post from each week will also be used as an image feed ad. The estimated cost per click (CPC) on each ad is \$ 0.80 this will allow for 46 new impressions per week (Whitney,2020). We are choosing to only create one ad per week so that potential followers will not get annoyed by seeing our ad pop up in their feed.

Instagram allows us to carefully craft and choose identifying traits of our target audience and also provides options for detailed targeting (Whitney, 2020). These options include location, age, gender, demographics, and interest (Whitney, 2020). By utilizing these options in Instagram metrics we will not only be reaching the target audience but also expanding your audience (Whitney, 2020). When

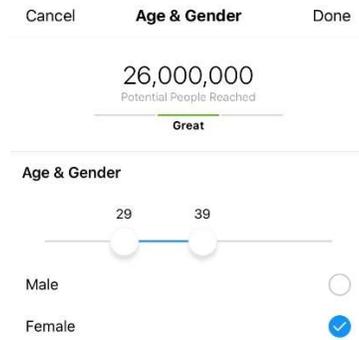
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we set up your Instagram ad account we will be choosing the following traits to target our audience and attract new followers.

Age	29 to 39 these are older Millennials.
Gender	Females
Location	International
Interest	Recycling, Sustainable, Climate change, Style & Fashion, Sustainable fashion, Sustainable products,
Demographics	(Detailed targeting) Financial Income \$60,000 and up
Behaviors	(Detailed targeting) Charitable organizations

We will rely on Instagram's algorithm to put your ad in front of people who are most likely to engage with your post. This can also happen organically as long as you are consistently posting to Instagram and follow our timeline for posting (Warren, 2020). This also leads to a huge potential of people to be reached. By entering the above traits for our target audience along with age and gender we have the potential to reach 26,000,000 people.

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*\*Image from Instagram*

### **Media timeline**

The campaign will run from March 20, 2021, until May 11, 2021. A spring campaign is a great way to entice potential customers to purchase new things. A spring campaign was requested on the RFP and research shows that consumers are likely to spend 16.4 billion during this season (E., 2019). One of the main goals is to increase sales and this season is the best season to gain new followers that are interested in sandals for the spring and summer seasons.

To start things off, we've created the table below that coincides with the copy created for this campaign. Although this is a seasonal campaign we've created a structure that will be easy to replicate for another season.

Day	Date	Description
* Saturday	3/20/21	Launch Day: First Day of Spring
Tuesday	3/23/21	Week 1: Climate change
Friday	3/26/21	Week 1: Climate Change
Tuesday	3/30/21	Week 2: A traditional farmers shoe
*Thursday	4/1/21	Week 2: April Fools Day & traditional farmers shoe

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*Tuesday	4/6/21	Week 3: Nature & One tree planted
Friday	4/9/21	Week 3: Nature & One tree planted
*Tuesday	4/13/21	Week 4: Nonprofits & Charity
Thursday	4/15/21	Week 4: Get to know your customers day/Nonprofits & Charity
*Tuesday	4/20/21	Week 5: Recycled car tires and environment
Friday	4/23/21	Week 5: Recycled car tires and environment
*Tuesday	4/27/21	Week 6: Timeless spring fashion
Thursday	4/30/21	Week 6: Timeless spring fashion
*Tuesday	5/4/21	Week 7: Transparency and ethical standards
Friday	5/7/21	Week 7 Introduce giveaway
*Tuesday	5/11/21	Week 8 Giveaway Starts

### **Client Instructions:**

We're excited to see your campaign succeed on Instagram and we've made it easy for this to happen. Your social media manager will follow the schedule above when posting the content we created to your Instagram account.

The schedule was created so that your team can consistently post to Instagram weekly. By being consistent Instagram's algorithm will view your content as a "quality account" which means you'll improve engagement and your followers will see your post in their feed (Warren, 2020). Being consistent on Instagram is vital to your success as a business.

The times to post these on Instagram will be between 9 am and 4 pm, these times have been researched and are the best for increasing engagement (Arens, 2020). Also, be sure to post the hashtags we created and researched. By sharing the company traits and values as hashtags consumers who are searching for these traits will come across your profile. While using a set of relevant hashtags research also suggests using a specific hashtag formula that includes a mix of very popular hashtags, moderately popular hashtags, niche-specific hashtags with brand hashtags to drive results (Herman, 2020). We've created hashtags using this formula for each post to increase organic engagement.

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At the start of this campaign, we will configure the ad setting for you and schedule it over the 8 weeks. As noted above, the limit will be set at \$37.50 for one post each week and will target new customers to increase engagement and sales. Please see the asterisk on the days column on the above schedule, these post will also be the image feed ads.

### **Media Budget:**

The budget available for this media plan is \$1000 and will be used as follows:

- Shipping cost for giveaway prizes, 6 pairs of shoes: \$100
- Photography cost and props for the Instagram post \$600
- Instagram ad cost: \$300 ( allot \$37.50 for one post per week)

Lastly, this media plan is intended to increase your visibility, reach, and increase in sales. This plan has been well researched and works to stay within your budget. Being consistent on Instagram, creating your community, enticing new followers with a giveaway, and expanding your reach will all be beneficial and will prove great ROI results.

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