

The importance of digital media strategy

What comes first?
...the chicken (creative)?
... or the egg (media)?
I choose the Egg!

by Hernando Ruiz-Jimenez

Today's biggest CMO challenge



Now we have to be direct marketers



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Audiences are our holy grail!



A bit of history – The newspaper



Radio and TV improved the quality of content driving scale



Measuring Radio and TV audiences became a science...



REACH / FREQUENCY

Now marketers can focus on the
fun part ...The creative!

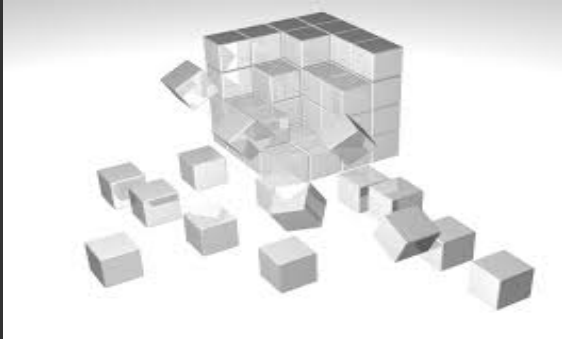


Digital at first
was fun and adventurous ...

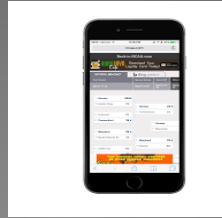


Digital at first was fun and adventurous ... but became the party pooper ...

FRAGMENTATION



CHALLENGING FORMATS



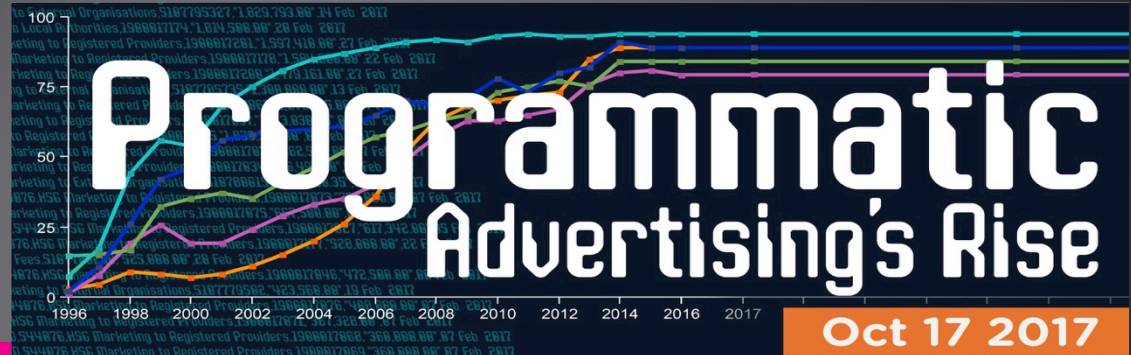
MEASUREMENT



SCARCE TALENT



... and it only got more complicated ...



CPA is KING and QUEEN!



CPA

CPA = Cost Per Acquisition

CPM / Click through / Conversion

Creative accelerates the funnel

Media defines the funnel

Why does media beat creative?

- Media = Segmentation = Effectiveness
- Media = Scale = Efficiency
- Media = Control of the C in CPA
- Creative can be tested and optimized
- Media drives content relevance for audiences
- Media defines the funnel that creative can accelerate

OK, OK ... creative is
extremely important too ...

- You have to pay attention to both!
- But media is (and should not be) the less sexy part of the equation
 - ... it does not have to be a black box
- If you understand it and control it you will get the best return on your efforts.

5 things to ask yourself

1. Do you have the right (best) talent looking after your digital media?
2. Do you have the right tools to manage and measure campaigns?
3. Have you pressure tested your media planning and buying? More a/b testing, more creative, more segments, more channels?
4. Are you constantly challenging your current performance?
5. Does media have the saliency and status it deserves in your world?

It is all about
understanding
human nature and
consumer insight!

