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Unit- 2
Media Decisions

What Does Media Mean?

Media is the plural form of medium, which (broadly speaking) describes any channel of communication. This can include anything from printed paper to <u>digital data</u>, and encompasses art, news, educational content and numerous other forms of information. Anything that can reach or influence people, including phones, television, and the Internet can be considered a form of media.

In the context of <u>informatics</u>, media means both the devices used to store data (hard drives, CD-ROMs, diskettes, etc.) as well the ones used to transmit it (cables, wires), or even propagate it in its many forms (videos, sounds, podcasts, etc.). In modern times, media are gravitating more and more towards the digital side of this field.

Modern digital media include all forms of communication that are transmitted electronically across the world through computer networks and fiber optic cables. Some of these modern forms of media, such as the Internet or social media (Facebook, Twitter, Instagram, etc.) have completely revolutionized our world.

Different Types of Media

The goal of media is to convey <u>an advertising message</u> to the audience through the most appropriate media channel for their product.

In general, you can classify media in three main categories.

Print Media

This type of news media used to be the only way of delivering information to the public. For the generations of the 80s and 90s, print media was the only media of entertain. People relied on newspapers and magazines to learn everything, from recipes and entertainment news to important information about the country or the world. Print media includes:

Newspapers – printed and distributed on a daily or weekly basis. They include news related to sports, politics, technology, science, local news, national news, international news, birth notices, as well as entertainment news related to fashion, celebrities, and movies. Today's parents grew up with this type of printed media.

Magazines – printed on a weekly, monthly, quarterly, or annual basis. It contains information about finance, food, lifestyle, fashion, sports, etc.

Books – focused on a particular topic or subject, giving the reader a chance to spread their knowledge about their favorite topic.

Banners – used to advertise a company's services and products, hung on easily-noticed sights to attract people's attention.

Billboards – huge advertisements created with the help of computers. Their goal is to attract people passing by.

Brochures – a type of booklet that includes everything about one company – its products, services, terms and conditions, contact details, address, etc. They are either distributed with the newspapers or hand over to people. Check this article to learn more on how to ease the brochure design process here

Flyers – used mostly by small companies due to the low cost of advertising. They contain the basic information about a company, their name, logo, service or product, and contact information, and they are distributed in public areas.

Broadcasting Media

Broadcasting media includes videos, audios, or written content that provides important or entertaining information shared by different methods:

Television – in the past, there were a few channels sharing various types of content, whereas now we have hundreds of TV channels to choose from. Each channel delivers a different type of content, so you have a separate channel for news, drama, movies, sports, animation, nature, travel,

politics, cartoon, and religion. It's the number one broadcasting media due to its reach to the audience.

Radio – uses radio waves to transmit entertaining, informative, and educative content to the public. Due to its high reach to the audience, radio is widely used for advertising products and services. Radio is one of the oldest means of entertainment, and today people often hear it to find out the weather and traffic while commuting.

Movies – film, motion picture, screenplay, moving picture, or movie has world-wide reachability. It's the best type of <u>mass media</u> to promote cultures and spread social awareness. Movies have always played a huge part in the entertainment world.

Internet Media

Nowadays, we are relying on the Internet to get the news a lot more often than traditional news sources. Websites provide information in the form of <u>video</u>, text, and audio. We can even choose the way we want to receive the news. Types of Internet media include:

<u>Social networks or websites</u> – including Facebook, Instagram, Twitter, YouTube, Tumblr, LinkedIn, Snapchat, Quora, Reddit, Pinterest, etc. They are user-friendly and widely used by people around the world. Although we can find any news here, they may be misleading because of the lack of regulations on the content shared.

Online forums - an online place where we can comment, message, or discuss a particular topic. Forums allow us to share knowledge with other people with the same interest. That's why it's regarded as the best platform to seek support and assistance.

Podcast – a series of audios focused on a particular topic or theme. We can listen to them on a computer or a mobile phone. It's a platform that allows anyone to share their knowledge and communicate with the world. You can browse some <u>podcast hosting sites</u> to see what fits your needs best.

Media Characteristics

There are two types of media for communication - mass media and interpersonal media. Interpersonal media is an expensive medium but highly useful for focused reach. On the other hand mass media like television, or radio, or newspaper are cost efficient and characterized by wide reach. Now, let's examine the characteristics of each of the mass medium.

1.**Television**

Following are the specific characteristics of television:

- It is more impact-full as it is the combination of sound, sight, and motion,
- It has broad reach and mass coverage,
- It is highly intrusive medium,
- It has high absolute cost but cost per thousand is moderate.

2.**Radio**

Following are the specific characteristics of radio:

- It can reach out to remote audiences,
- It is most cost efficient among all mass media,
- Radio can reach mobile population,
- Radio has local market identification.

3. **Newspaper**

Following are the specific characteristics of newspaper:

- Newspaper is a better option to provide detailed information,
- A publication have different editions for different areas, so there is a geographic flexibility in newspaper,
- Newspaper have different sections, so there is opportunity of targeting special interest groups,
- Newspaper are vehicle for coupon delivery.

4.**Magazine**

Following are the specific characteristics of magazine:

- There are magazines for sports, corporate, business, women. children, etc., so we can say magazines have specific audience selectivity, as they are specialized,
- Magazines have longer life,
- Magazines provide them opportunity for message scrutiny, and geographic and demographic flexibility.

5.Outdoor

Following are specific characteristics of outdoor media:

- Outdoor media is easily noticeable, and it provides 24 hours coverage,
- Outdoor is location specific media, it has local market presence,
- Outdoor media is Cost efficient medium,
- It can be good reminder media.

The **Internet** is the most popular and innovative creation within the world of technology is the Internet. The web is the place where all types of data are present and even the communication process is feasible using the web. The planet has now become internet-dependent due to its vast advantages. Here may be a checkout both its advantages and drawbacks.

The Cambridge Dictionary defines the web as an outsized system of connected computers around the world that permits people to share information and communicate with one another. The web is run and governed by various companies, businesses, governments, and academic institutions for his or her purpose. It carries a number of data about almost every subject and has very quickly become an important part of everyone's lives. Over 4.5 billion people everywhere on the planet are internet users currently.

Advantages of the Internet:

The internet is perhaps one of the best inventions thus far. As anyone can access the computer this made people by stripping away geographical barriers and sharing information instantaneously.

1. **Communication Forum:** The speed of communication becomes faster which is obtained through the web. Families and friends can confine touch easily. The platform for products

like SKYPE allows for holding a video conference with anyone within the world who also has access.

2. **Abundant Information:** Anyone can find information on almost any imaginable subject. Plenty of resources are often found through the program in minutes.

3. **Inexhaustible Education:** For instance, students can gain readily available help for his or her homework online.

4. **Entertainment for everybody:** Most folks love using our laptops, smartphones, and, tablets. The web is the big reason behind us spending such a lot of time on these gadgets.

5. **Online Services and E-commerce:** Many services of emails, online banking, online shopping, etc are there. Free mail to anyone is definitely accessible all around the world. E-commerce enables one in America to shop for things in Asia, Africa, or other areas within the world through some simple clicks of the mouse.

6. **Social network:** Social networking is the sharing of data with people across the planet. Aside from being an entertainment website, it's many uses.

Learning: The web has now become a neighborhood of education. Education like homeschooling is definitely administered using the web. Teachers can upload their teaching videos on web

Disadvantages of the Internet:

The Internet's drawbacks can't be overlooked any longer as numerous teenagers are affected by Internet Addiction Disorder, then many ladies became online shopaholics.

1. **Internet Addiction Disorder:** Internet addiction is detrimental to not only fitness but also psychological state.

2. **Cyber Crime:** Hacker programs a virus that gets into the pc and ruins valuable data. Users' personal information like name, address, master card, bank details, and other information are often accessed by culprits when used on the web, leading to significant economic loss.

3. **Social Alienation:** Time spent online flies fast without consciousness. After getting attracted the user is trapped into the trap, users are trapped by a "net", spending less time with people in the real world. Less interaction and face-to-face communication, actually, may end in a decrease in social abilities.

4. **Spam:** The unnecessary emails, advertisements, etc. are sometimes said to be spam because they need the power to hamper the system and make the users face many problems.

5. **Health issues:** Playing games and spending too much time on monitors leads to obesity and an unhealthy lifestyle.

6. With a thorough study of each medium and vehicle, we are now poised for making vital decision on the choice of an advertising media and media vehicle. In fact, medium or media selection is unique decision to be made by every advertiser.

7. Actual selection of the best medium or media for particular advertiser will depend on variables like specific situation or circumstances under which he is carrying on his business, the market conditions, the marketing programme and the peculiarities of each medium of advertising.

8. Strictly speaking, there is no one best medium/media for all similar units. What is "best" is decided by unique individual circumstances. However, in general, the following factors govern the choice of an advertising media.

Factors Governing the Choice:

1. The nature of product:

A product that is needed by all will encourage mass media like print, broadcast, telecast, outdoor and the like. A product needing demonstration warrants television and screen advertising. Industrial products find favour of print media than broadcast media. Products like cigarettes, wines and alcohols are never advertised on radio, television and screen.

2. Potential market:

The aim of every advertising effort is to carry on the ad message to the prospects economically and effectively. This crucial task rests in identification of potential market for the product in terms of the number of customers, geographic spread, income pattern, age group, tastes, likes and dislikes and the like.

If the message is to reach the people with high income group, magazine is the best. If local area is to be covered, newspaper and outdoor advertising are of much help. If illiterate folk is to be approached, radio, television and cinema advertising are preferred.

3. The type of distribution strategy:

The advertising coverage and the distribution system that the company has developed have direct correlation. Thus, there is no point in advertising a product if it is not available in these outlets where he normally buys. Similarly, the advertiser need not use national media if not supported by nationwide distribution network.

4. The advertising objectives:

Though the major objective of every company is to influence the consumer behaviour favourably, the specific objectives may be to have local or regional or national coverage to popularize a product or a service or the company to create primary or secondary demand to achieve immediate or delayed action to maintain the secrets of the house.

If it wants immediate action, direct or specialty advertising fitting most. If national coverage is needed, use television and news-paper with nationwide coverage.

5. The type of selling message:

It is more of the advertising requirements that decide the appropriate choice. The advertisers may be interested in appealing the prospects by colour advertisements. In that case, magazine, film, television, bill- boards, bulletin boards serve the purpose.

If the timeliness is the greater concern, one should go in for news-paper, radio, posters. If demonstration is needed there is nothing like television and screen media. If new product is to be introduced, promotional advertising is most welcome.

6. The budget available:

A manufacturer may have a very colourful and bold plan of advertising. He may be dreaming of advertising on a national television net-work and films. If budget does not allow, then he is to be happy with a low budget media like his news-paper and outdoor advertising.

Instead of colour print in magazine, he may be forced to go in for black and white. Thus, it is the resource constraints that decide the choice.

7. Competitive advertising:

A shrewd advertiser is one who studies carefully the moves of his competitor or competitors as to the media selected and the pattern of expenditure portrayed. Meticulous evaluation of media strategy and advertising budget paves way for better choice.

It is because, whenever a rival spends heavily on a particular medium or media and has been successful, it is the outcome of his experience and tactics. However, blind copying should be misleading and disastrous.

8. Media availability:

The problem of media availability is of much relevance because; all the required media may not be available at the opportune time. This is particularly true in case of media like radio and television; so is the case with screen medium. Thus, non-availability of a medium or a media poses a new challenge to the media planners and the people advertising industry. It is basically an external limit than the internal constraint.

9. Characteristics of media:

Media characteristics differ widely and these differences have deep bearing on the choice of media vehicle.

Media selection

Media selection is finding the most cost-effective media to deliver the desired number and type of exposure to the target audience.

For an effective **media selection** a firm must take the following factors into consideration:

- *Budget*: A firm with a limited budget for promotion and advertising needs to limit the coverage amount a specific media will provide. It should keep a balance between its budget and the coverage amount.
- *Objectives of the Campaign*: The campaign's objectives are one of the factors that will affect the budget and the amount of coverage. If the campaign objective is raising the firm's brand awareness among the youth market then it will affect any decision the firm makes above. In this case, the firm needs to spend more on specific publications to meet the objectives.
- Target Audience: The media the firm selects is certainly influenced by its target audience. The firm needs to select the media that its target audience is related to such as the newspapers or magazines, they read or the social media sites they use.
- Concentration: The firm's campaign message's concentration or focus should also be considered whether it should be emotional or clear cut.
- *Media's Readership*: Readership means the number of times readers have read the publication.
- *Media's Circulation*: A firm needs to calculate the total circulation of the chosen media.
- *Timing*: The firm will also consider when it wants to start the promotional campaign while **media selection**.

Once the media planning and selection is accomplished to the satisfaction of both advertisers and agencies, the attention is diverted to the task of deciding the media scheduling. It concerns answering such questions as how many of each media vehicles space and time units be bought? Over what and time units, this will be bought? Over what period, should such buying be? Do we want a steady schedule or do we want a `pulsed' campaign, concentrating heavily in the beginning and later slowing down ? Normally media scheduling is considered for a four-week period. Thus,

to an advertiser, the following six types of schedules are available.
• Steady pulse: Steady pulse is the easiest types of schedules to prepare. For instance, one ad per week for 52 weeks or one ad per month for 12 months may be prepared.

• Seasonal Pulse: Seasonal nature of products dictate the use of seasonal pulse in advertising. Examples include Ponds Cold cream; ceiling fans; air- conditioners etc., in the months of winter and summer respectively

• Period Pulse: Scheduling of media at regular intervals but not related to the, seasons of the year, is called the periodic pulse. Examples may include media scheduling of consumer durables (e.g. mixes) and non-durables (e.g. semi- processed food to eat) during Puja or X-mas festivals, for gift purposes. • Erratic Pulse: When advertising is spaced at irregular intervals, it is called erratic pulse. Erratic pulse by itself is not to be ignored. It is quite likely that the advertiser is trying to cause changes in typical purchase cycles. For instance, ceiling fans, soft-drinks etc. Advertising in months other than the summer months, could attempt to even out purchases throughout the year.

• Start up Pulse: It is quite common to see a heavily concentrated media scheduling to open either a new product or a new campaign. This is called as start up pulse. For instance, the scheduling adopted by Videocon PIP television, or ONIDA - 21 or even the Liril Lime Soaps seen in the July - September 1989 period, had a distinct start up pulse.

• Promotional Pulse: This scheduling pattern suits only a particular promotional theme of company. Thus, it will be more in the nature of one- time only and advertising will be heavily concentrated during a particular time. Examples of promotional pulse would include the recent advertising for share/debenture issues by several companies and the MRF media campaign for the Jawahar Lal Nehru Centenary Sports meet in 1989. Even though several scheduling patterns are available with their unique characteristics, it would be wise to remember that scheduling is a part of media strategy. Hence, a regular review of the scheduling patterns is beneficial to the advertisers.

What is Online Advertising?

Online Advertising is the art of using the internet as a medium to deliver marketing messages to an identified and intended audience. It is helpful for attracting website traffic and brand exposure, but first and foremost, online advertising is designed to persuade the targeted customer to engage in a specific action - like, making a purchase.

The different types of Online Advertising

There are many different types of online advertising - or internet advertising/web advertising as it is otherwise known - and it can be difficult to know where to start. To help, we have highlighted some of the most important types of online advertising for you to consider:

1. Social Media Advertising
2. Content Marketing
3. Email Marketing
4. SEM (Search Engine Advertising) - including PPC
5. Display Advertising - including banner advertising & retargeting
6. Mobile Advertising

1. Social Media Advertising

Once you have established a clear social media marketing strategy, you can start to consider advertising on social media platforms. Most social media sites now easily allow advertisers to utilise their reach and promote their products from within the platform. They also include good analytics tools to assess the success of the investment made. This might include a promoted tweet or post, a promotion of user-generated content or even an entire campaign that is released across multiple social channels. , you can start to consider advertising on social media platforms. Most social media sites now easily allow advertisers to utilise their reach and promote their products from within the platform. They also include good analytics tools to assess the success of the investment made. This might include a promoted tweet or post, a promotion of user-generated content or even an entire campaign that is released across multiple social channels.

2. Content Marketing

Content Marketing is another great way to get a brand and message in front of the right people. It's primary focus is to attract organic traffic to a website by improving a site's SEO, but once you have the strategy and content in place, you can increase its reach and engagement by paying for the content to feature on relevant websites. Paid advertising can help to increase the ROI of content marketing - i.e. without promotion, the production costs can often outweigh the potential return.

Native advertising, a form of paid media, is a clever way of creating an ad that follows the theme of the site where it is placed i.e. it is intentionally designed to look like the media where it appears, and is sometimes referred to as an advertorial or sponsored content.

3. Email Marketing

Email Marketing should be an integral part of your online communications as it's an important way to keep in touch with your existing customers. As such, consideration and investment should certainly be on your radar. Whether you love or loathe Amazon, they are undoubtedly one of the leaders when it comes to sending targeted email campaigns and we can all learn a lot from them in this respect.

4. Search Engine Marketing (SEM)

Search Engine Marketing is designed to increase the visibility of your website on the search engine results pages (SERP) by paying to appear on search engines, such as Google. It is not to be confused with SEO (search engine optimisation), which is the art of appearing as high as possible within the search engines without having to pay for it. SEM is often called PPC (pay per click) and can be used on Google Adwords or Microsoft Bing Ads for example. The effectiveness of the investment is generally measured by CPC (cost per click) or CPI (cost per impression).

5. Display Advertising

Display advertising is when your advert - usually made up of branded photos, videos, graphics or rich media content - are placed on third party websites, which when clicked, refer the user back to your own website. It's important to consider the journey the user takes when they click on an ad

as it would be a waste of time, effort and money to attract web traffic that doesn't convert to business because the UX on the landing page hasn't been properly thought out.

One of the safest ways to advertise online is through carefully selected website placements that will complement your brand positioning. It means you'll always appear on sites that you actually WANT to be on, rather than sites chosen by a third-party platform. This can be time consuming, so other alternatives include 'contextual targeting', which is the automated process of selecting relevant websites based on the desired keywords, and 'topic targeting', which is site selection based on having specifically similar content.

One of the most effective forms of display advertising is retargeting, or remarketing as it is otherwise known. Unlike other banner ads, retargeted ads are served to users who have already visited your website or are an existing contact in your database.

6. Mobile Advertising

With so many of us spending such a big part of our day using our smartphones, it's no wonder advertisers are using mobile advertising to reach their customers. However, this is becoming an increasingly regulated way to market products and services, so it should be approached with caution. Different types of mobile specific marketing includes advertising via mobile apps, push notifications, SMS/text messaging and MMS.