



**SONJA KÖNIGSBERG**  
MARKETING- UND MEDIABERATUNG

# **MEDIA STRATEGY CANVAS**



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## INTRODUCTION

The **Media Strategy Canvas** is crafted to help businesses and media specialists **develop a cohesive and effective media strategy**.

By concentrating on crucial elements such as audience insights, media mix, and strategic platform, this tool **ensures that every aspect of your media strategy aligns with your business objectives**.

Utilize this canvas to streamline your media strategy, ensuring that your campaigns are both impactful and measurable.

If you need further support or expert guidance, we're here to help 🙌!



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## OBJECTIVES

- Business Objectives:
- Marketing Objectives:
- Comms Objectives: See - Think/Feel – Do
- Media Objectives

## MARKET & COMPETITION

- Who are your competitors?
- What other solutions could your target group use to do their job?

## MEDIA TRENDS & BEST PRACTISES

Which media trends and best practices are important to consider for our approach?

## TARGET AUDIENCE

Which segments best represent your potential best customers?

## MEDIA MIX

The suggested media mix:

## TARGET AUDIENCE INSIGHTS

- Demographics: Age, gender, location, etc.
- Interests: Hobbies, preferences, etc.
- Media Consumption Habits:

## STRATEGIC PLATFORM

What is the strategic framework for next year's media approach?

## MEASUREMENT & ANALYTICS

- KPIs:
- Metrics [to be defined by planning media agency]:



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## ABOUT US

**SONJA KÖNIGSBERG MARKETING- UND MEDIABERATUNG.** Independent strategies for measurable success.

I offer independent, unbiased marketing and media consultancy with a clear focus on my clients' objectives. In an industry that has lost trust, I stand for transparency and expertise to enable long-term success.

## CONTACT

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Discover More: <http://www.sonjakoenigsberg.de/>

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