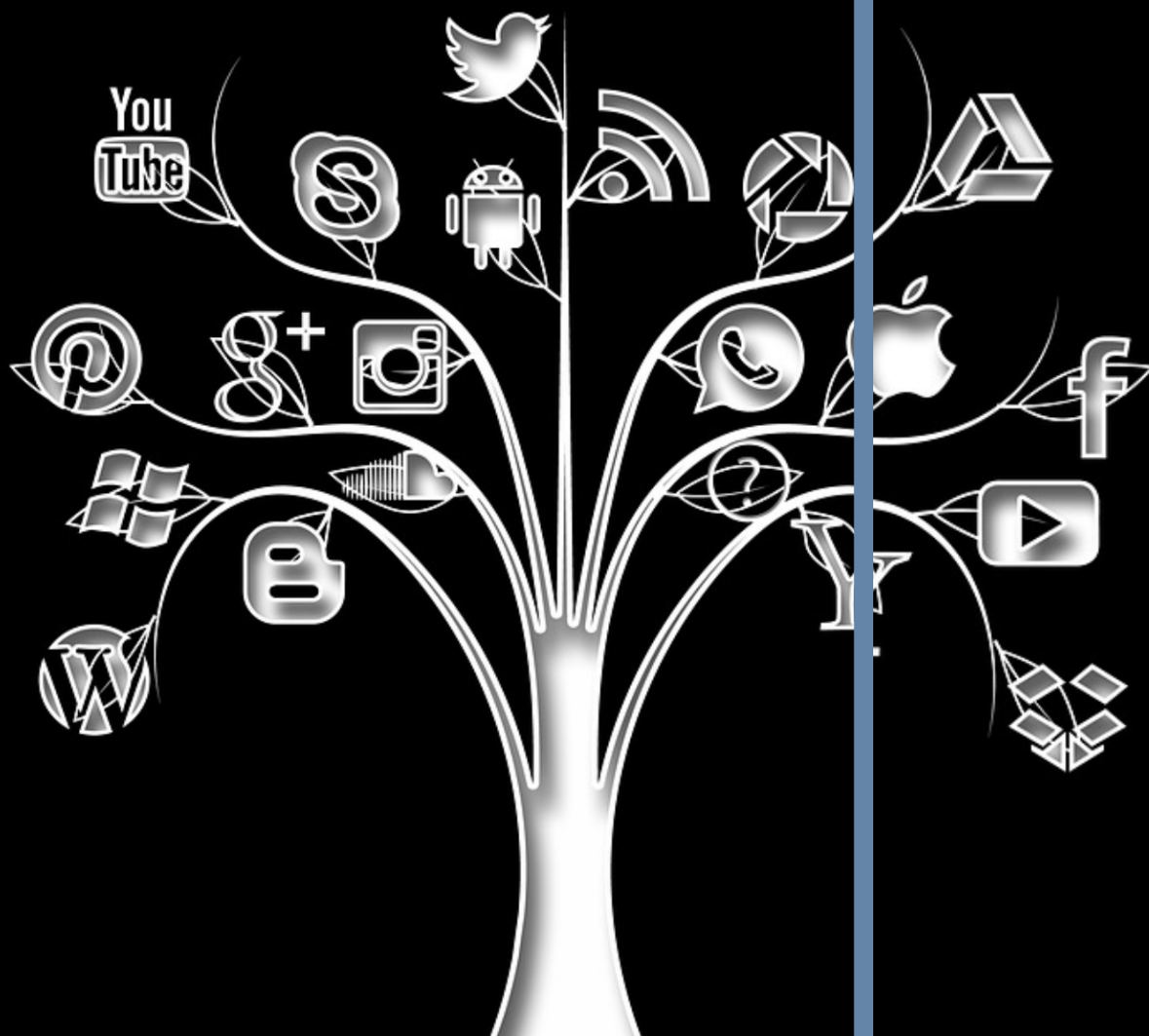




# INTELLECY INC.

## MEDIA PLAN



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# MEDIA STRATEGY OVERVIEW

The next step is the selection of media communication and strategy that matter to you. Below are the tactics that we will start with:

**01**

## SOCIAL MEDIA MARKETING

Facebook-Instagram-Youtube

**02**

## PAID SEARCH ADVERTISING

Google Adwords (PPC)

**03**

## RADIO

KXSN-FM (Classic Hits)  
KPBS-FM (News/Talk)

**04**

## ON-PAGE SEO

Targeting log-tail keywords



# OBJECTIVES AND PLANS

We make it easy. We use strategic media marketing to reach the desired target audience. Selecting the top four important media marketing strategies for Intellec's preferred campaign scale, will increase brand awareness, crystalize and communicate an effective unique value proposition to the key target audience.

We plan on using a social media strategy to increase brand awareness by leveraging Facebook, Instagram, and YouTube. We will also use local radio stations for reach and frequency. Lastly, we will concentrate on driving traffic to Intellec.com with paid search advertising and on-page SEO.





## MEDIA STRATEGY

**Social Media Strategy:** Social media is a digital platform that we will tap into. We will develop our campaign around free and paid advertisement. Our strategy will consist of posting content on consistent and effective timing.

**Facebook** will be used due to its large number of users. There are 1.8 billion active users on Facebook who can be uniquely targeted to share our brand message. Due to recent changes in the Facebook algorithm videos are heavily prioritized over print and image advertisements on the feed. Video ads that have been produced for television can be used on Facebook and social media as well. The Average Cost Per Click for Home Improvement is roughly \$2.39. Facebook Ad Benchmarks for YOUR Industry [New Data]

**Instagram** is increasingly becoming more popular among all generations and will reach the tech-savvy consumers that Intellecys is looking for. With 800 Million users this social media platform will be used in on continuous bases by creating infographics, educating, using branded hashtags and driving viewers to Intellecys website, creating a call to action. The average Cost Per Thousand (CPM) on Instagram runs \$13.92 as per Instagram Advertising Costs in 2017 [Benchmark Report]

**YouTube** is also been chosen as a platform for advertising due to its large volume of users (1.3B) and heavy traffic. 5 billion videos are viewed daily allowing for ample opportunity for the advertising to be seen multiple times increasing frequency and maintaining brand image. In addition, to increase frequency and impressions, Intellecys will be in the Smart Home Improvement Category with exact video descriptions. CPM is \$7.60 (Video Ad CPM Rates)

Media	May				June				July				August				September				October				Budget	
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
Social Media																										
Facebook Organic																									\$	-
Facebook Paid																									\$	1,000.00
Instagram Organic																									\$	-
Instagram Paid																									\$	1,000.00
YouTube Organic																									\$	-
Youtube Paid																									\$	1,000.00
Radio																										
KXSN-FM																									\$	5,000.00
Online Advertising																										
Google Adwords																									\$	2,000.00
SEO																									\$	-
Total Budget																								\$	10,000.00	