

**BIG mistakes  
that clients make  
when PLANning  
& APPLYing  
a media  
campaign**

my personal  
interpretation

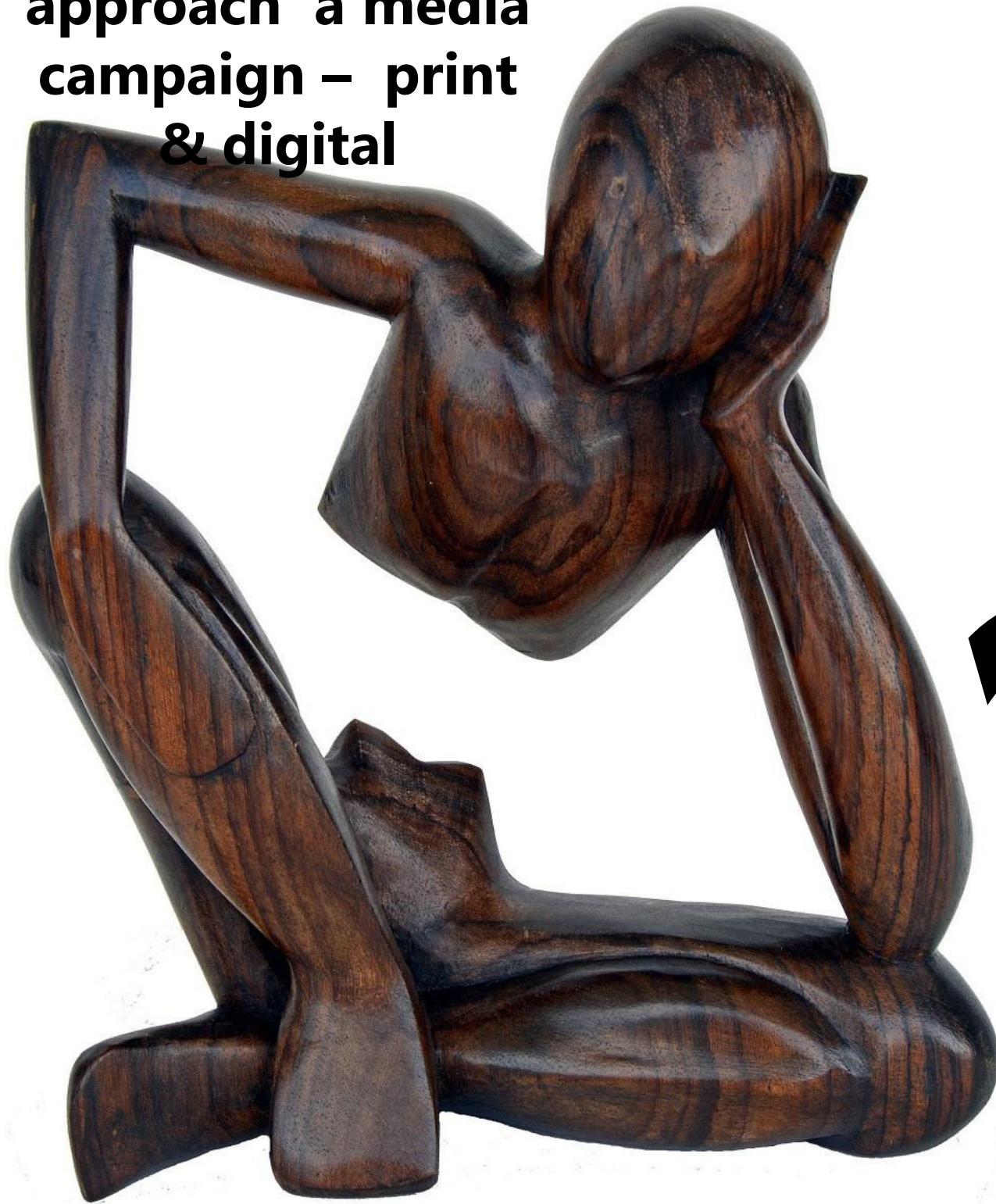
Susana

Pletea, Editorial Director  
Burda Romania





**HOW to  
approach a media  
campaign – print  
& digital**



**Let's have a  
PLAN**



## ➡ *Marketing Strategy*







***Your marketing  
strategy consists of:  
THE „WHAT“ HAS  
TO BE DONE.***

***Inform consumers  
about the product  
or service being  
offered.***

***Inform consumers  
of differentiation  
factors.***





## ➔ Marketing Plan







***Your marketing  
plan consists of:  
THE „HOW“  
TO DO IT.  
Construct  
marketing  
campaigns and  
promotions that  
will achieve the  
„what“  
in your strategy.***



## ➡ ➡ ➡ *Implementation*







*Your implementation  
consists of:  
**TAKING ACTION**  
to achieve items  
identified in  
marketing strategy  
and  
marketing plan.*



# SUCCESS

***Marketing Strategy ➡ Marketing Plan ➡ Implementation***







**No. 1:  
Do not**

**...**

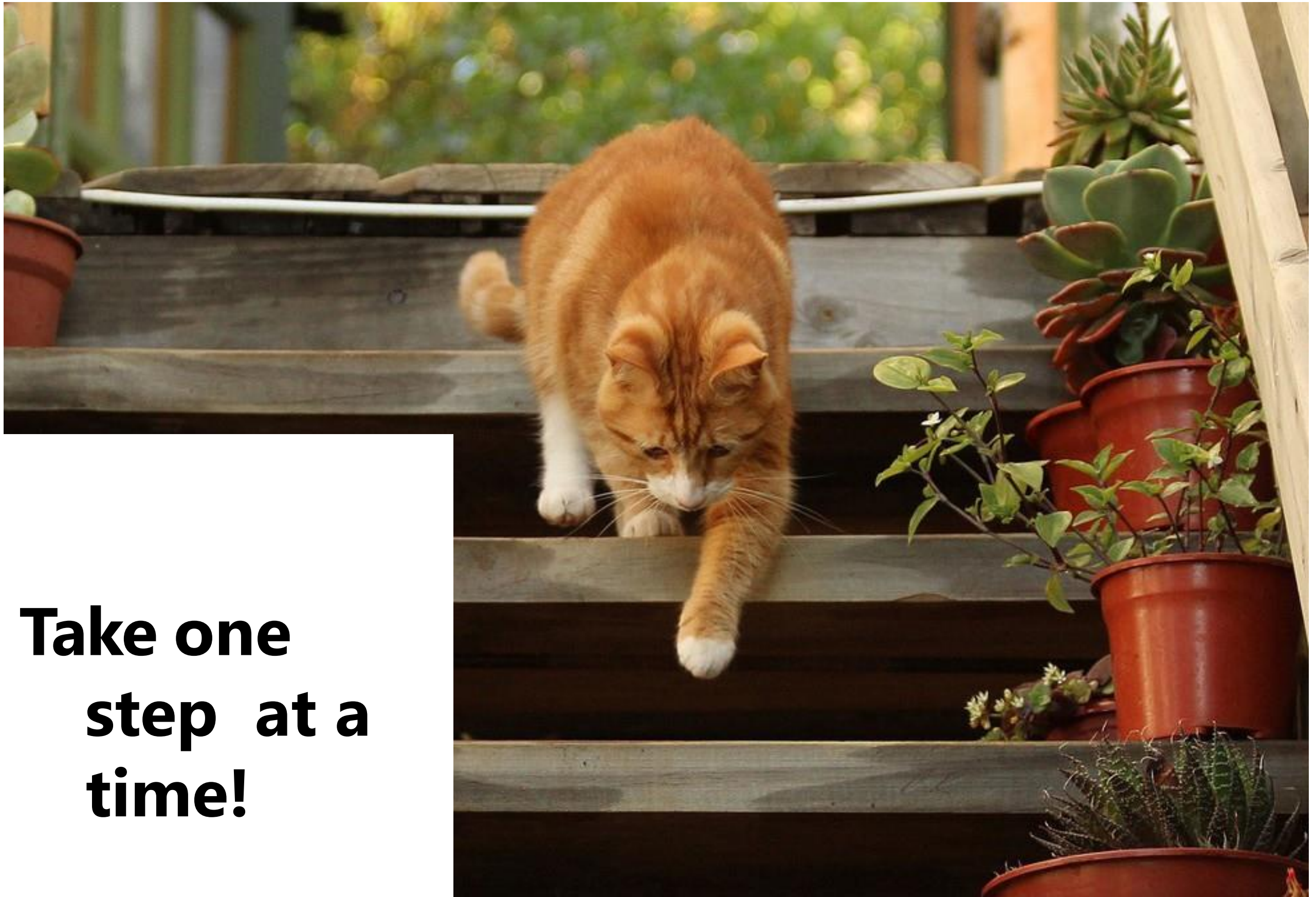


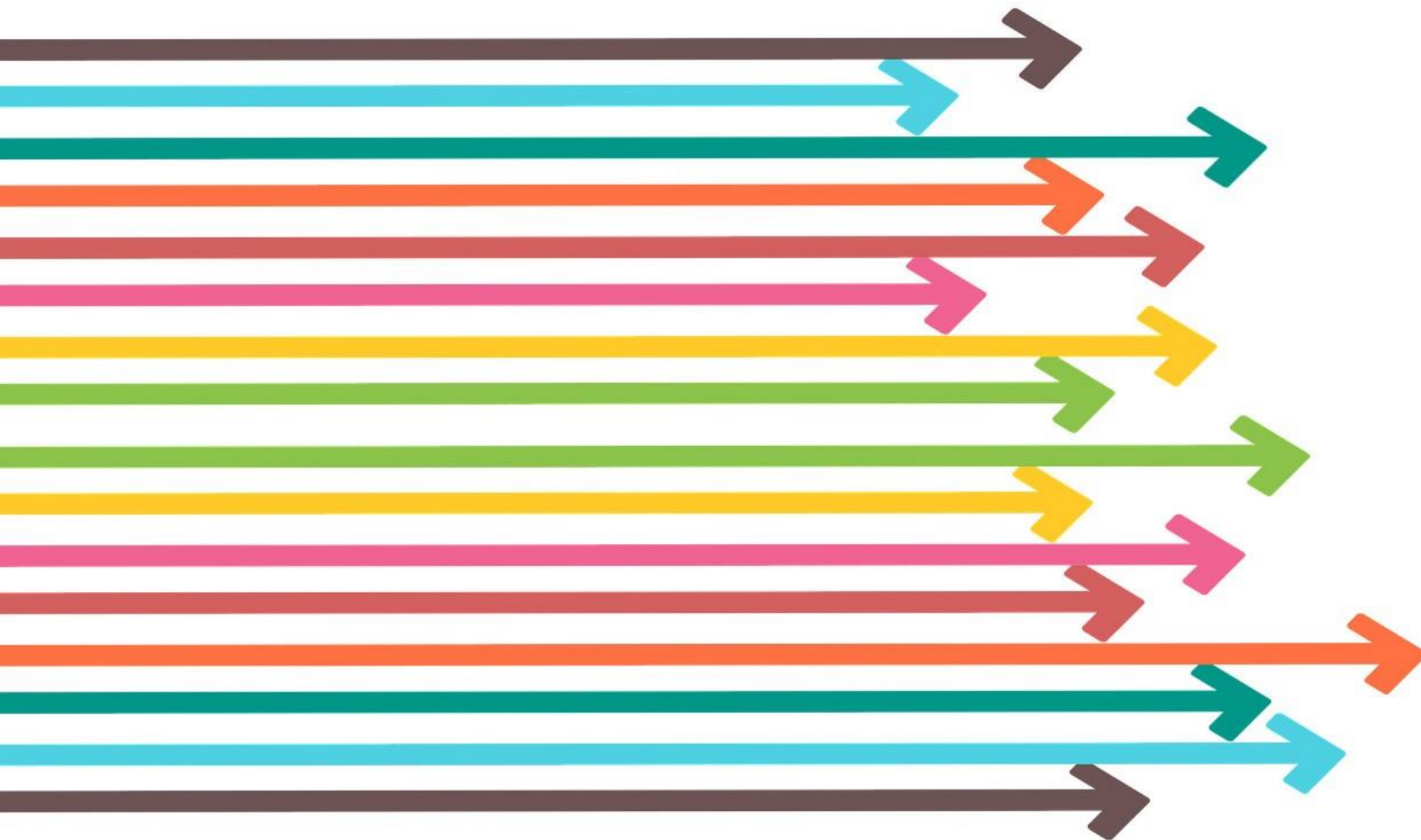




...  
**run.**







**analyze**



**think**



**measure**

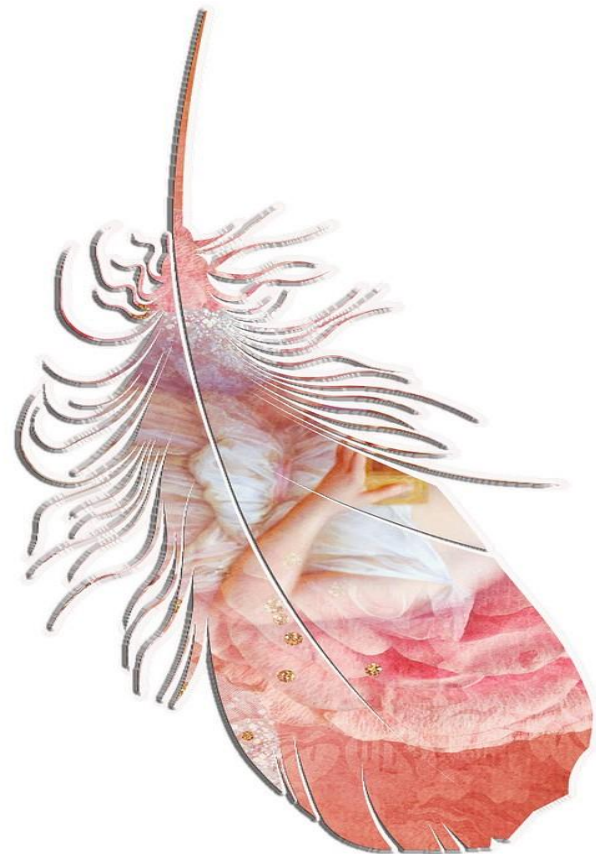




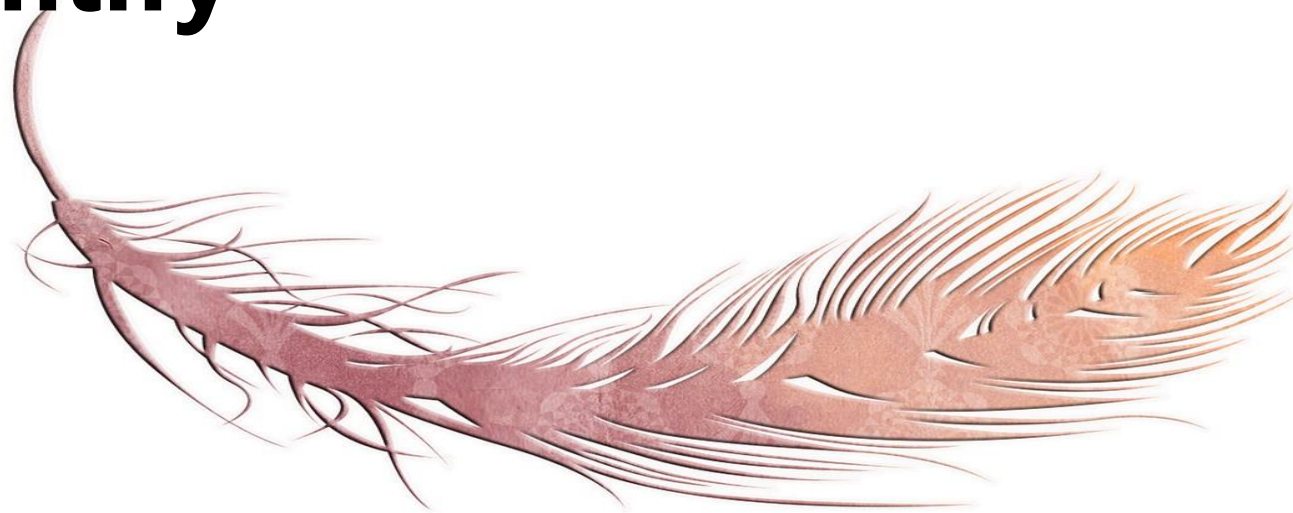
**compare**







**identify**





**search**

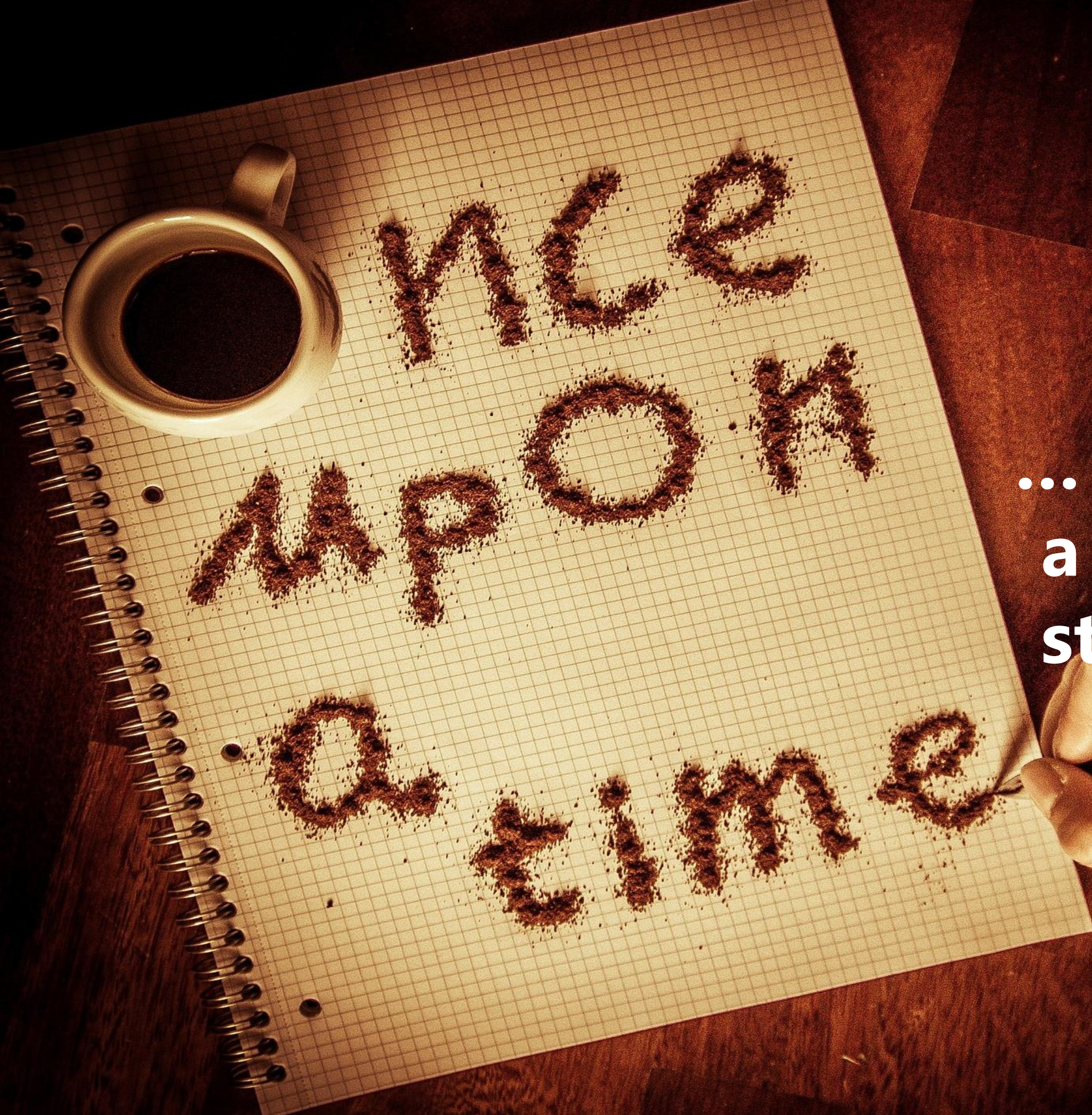




**CAUTION!**

**No. 2:  
Do not  
forget...**



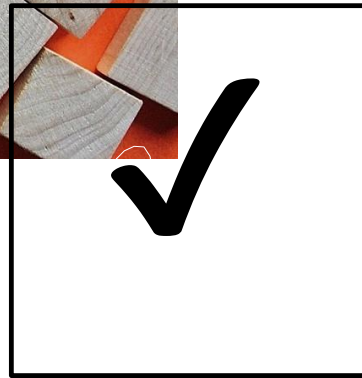


... you need  
a great  
story!



...









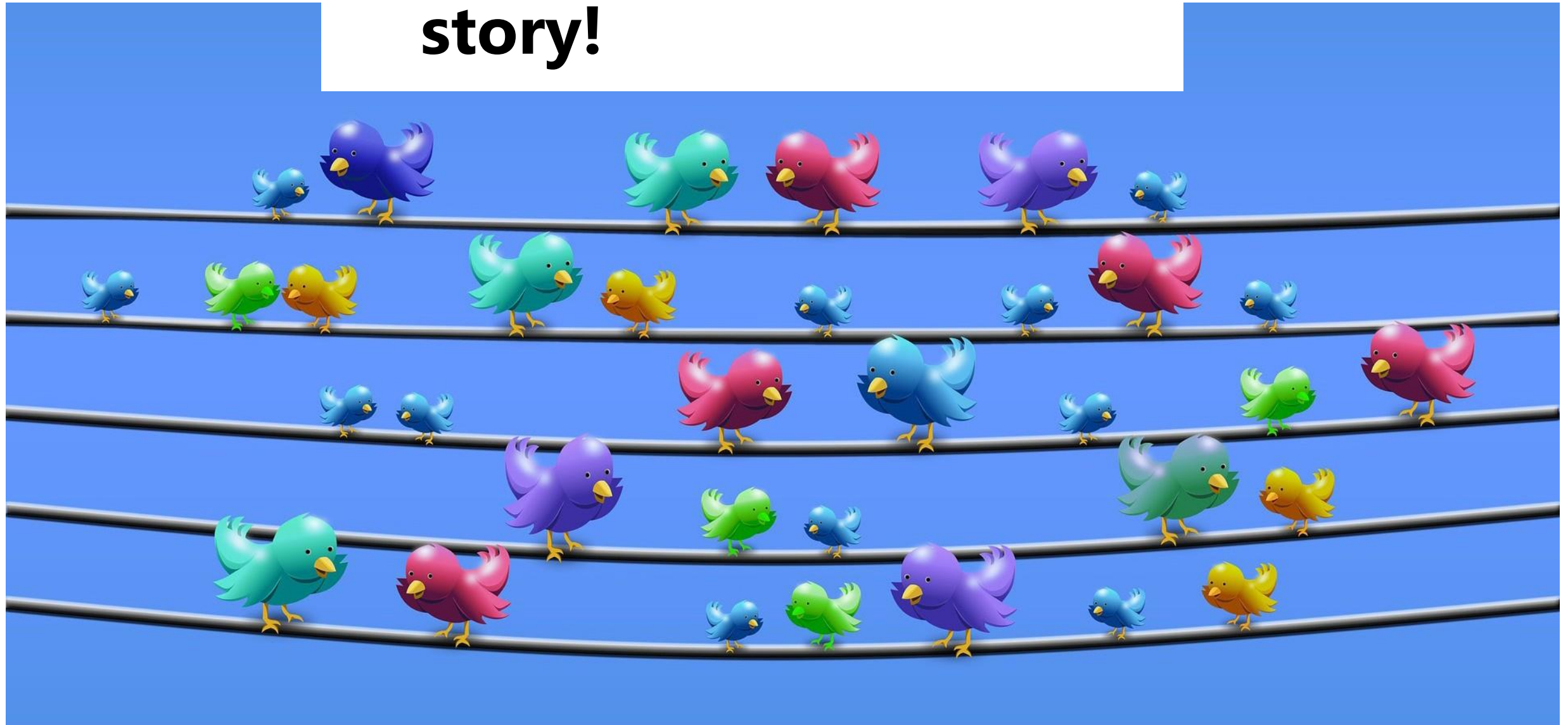


**It is the time**

...



**... to share your  
story!**





**It is the time**

**...**

s t r a t e g y  
s u c c e s s  
p r o f i t  
s a l e s  
c r e a t i v i t y  
b u s i n e s s  
o r g a n i z a t i o n  
n e t w o r k i n g



... to present your story



**... to your boss!**





**How can the  
account  
manager  
HELP YOU**

**in identifying  
real goals &  
KPI's**

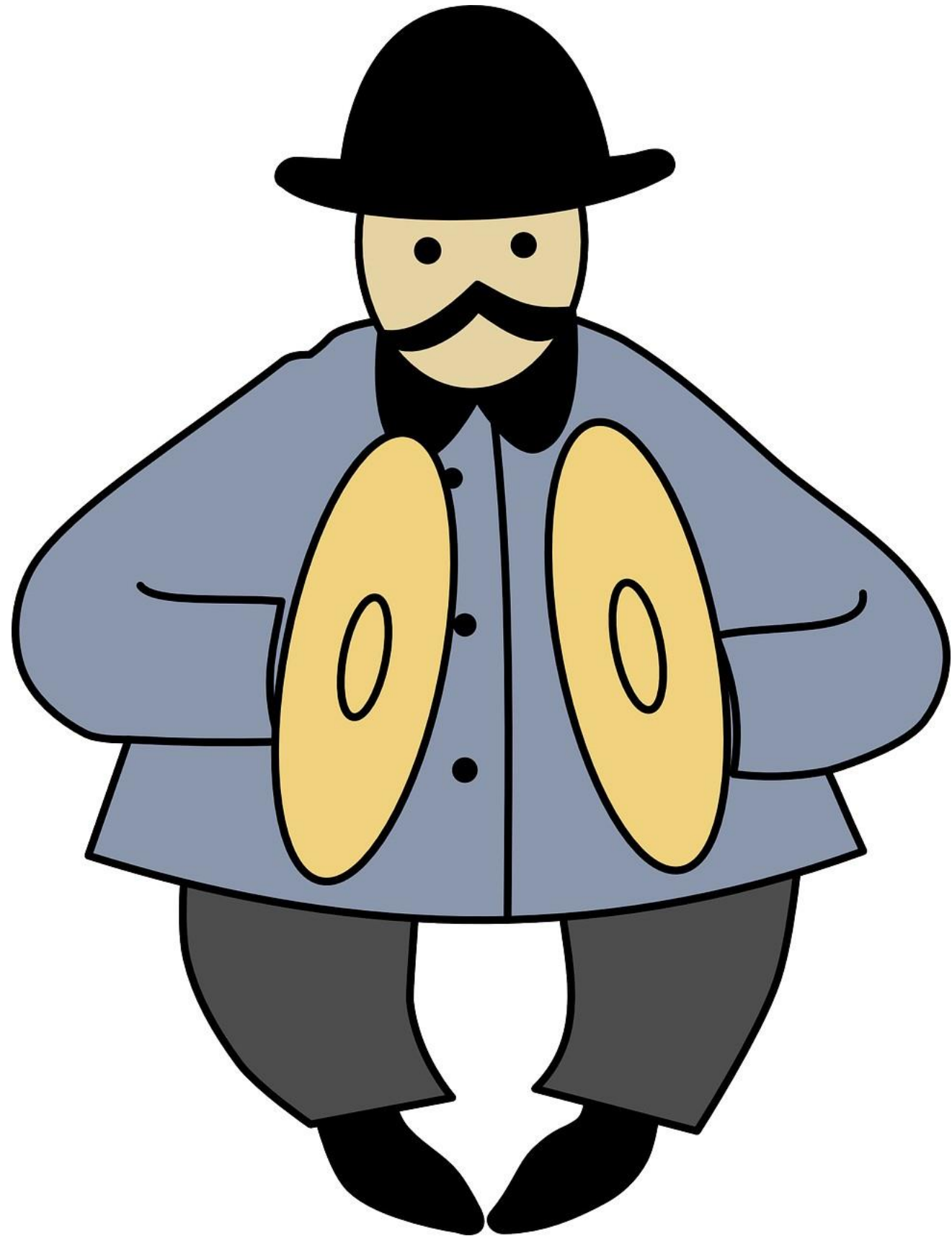






**No.  
3  
A boss  
never  
forgets...**

# The 4 P's!





➡ **PRODUCT**





➡ **PRICE**

1.4 183

1.6 228

1.4 965

1.7 096

2.6 965

3.0 526

2.2 232

2.5 68

1.8 319

2.1 33



➡ **PLACE**



➡ **PROMOTION**





**Your great story has to ...**





**Fit perfectly  
with the 4 P's!**



**CAUTION!**

**No 4 A  
boss:  
is able to...**



**control  
the  
enthusiasm...**

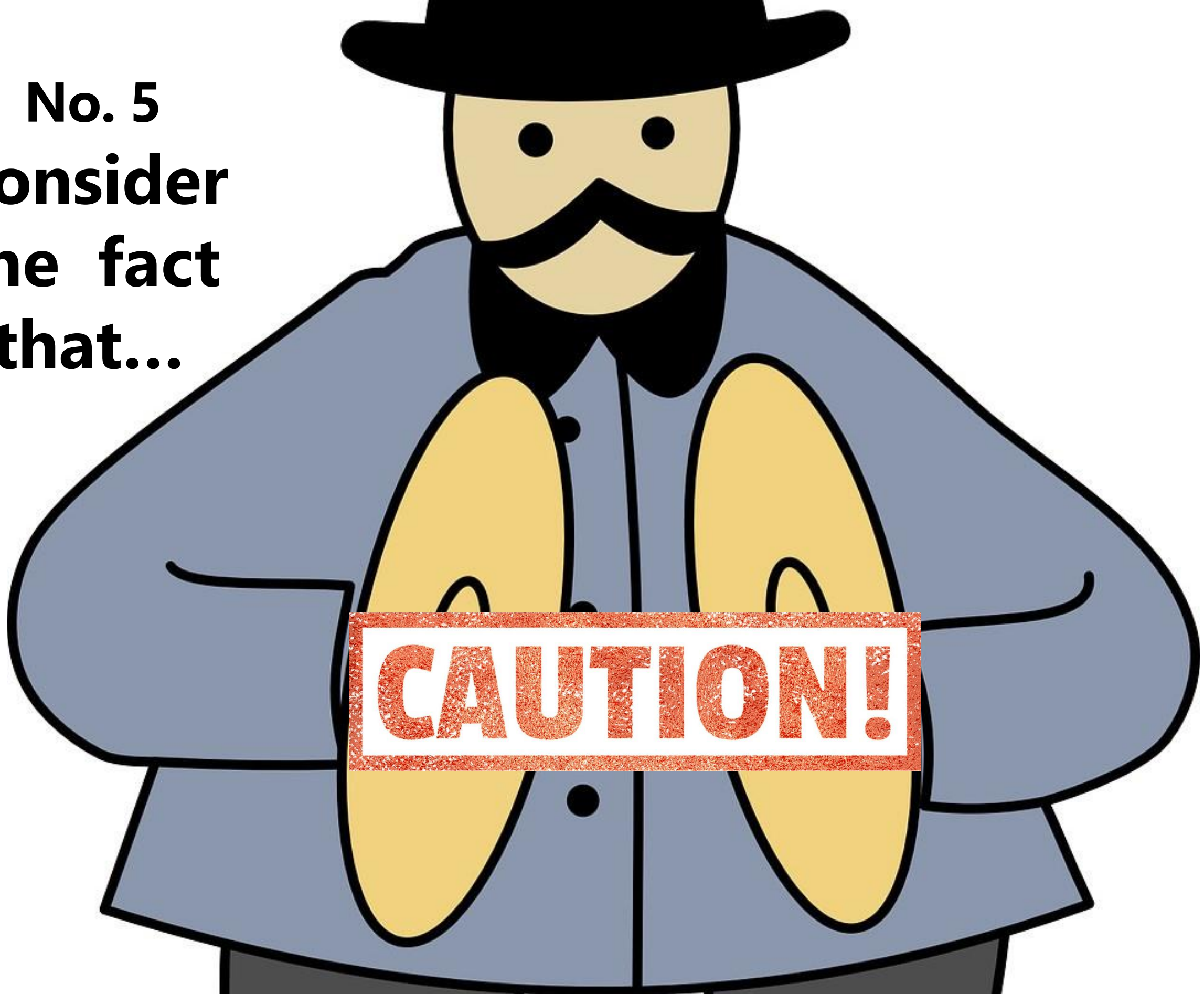






**of an enthusiastic  
team.**

**No. 5**  
**Consider**  
**the fact**  
**that...**





**not every  
idea  
is...**







**... a good one!**



**And**

...



## No. 6: Remember

...

**CAUTION!**





**the boss  
is...**

**...a human  
being too,  
and**







**... he may be  
wrong!**

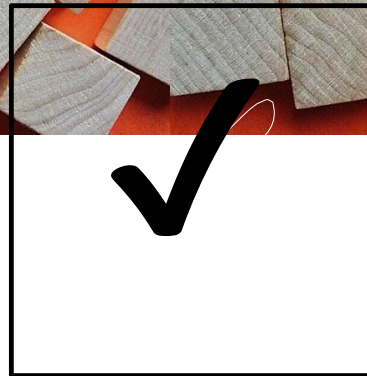
**BE a  
team.**



**ACT as a  
team.**

**Follow the  
PLAN.**





It is the  
to ~~SPREAD~~ your  
story!



prin  
&  
digita  
I



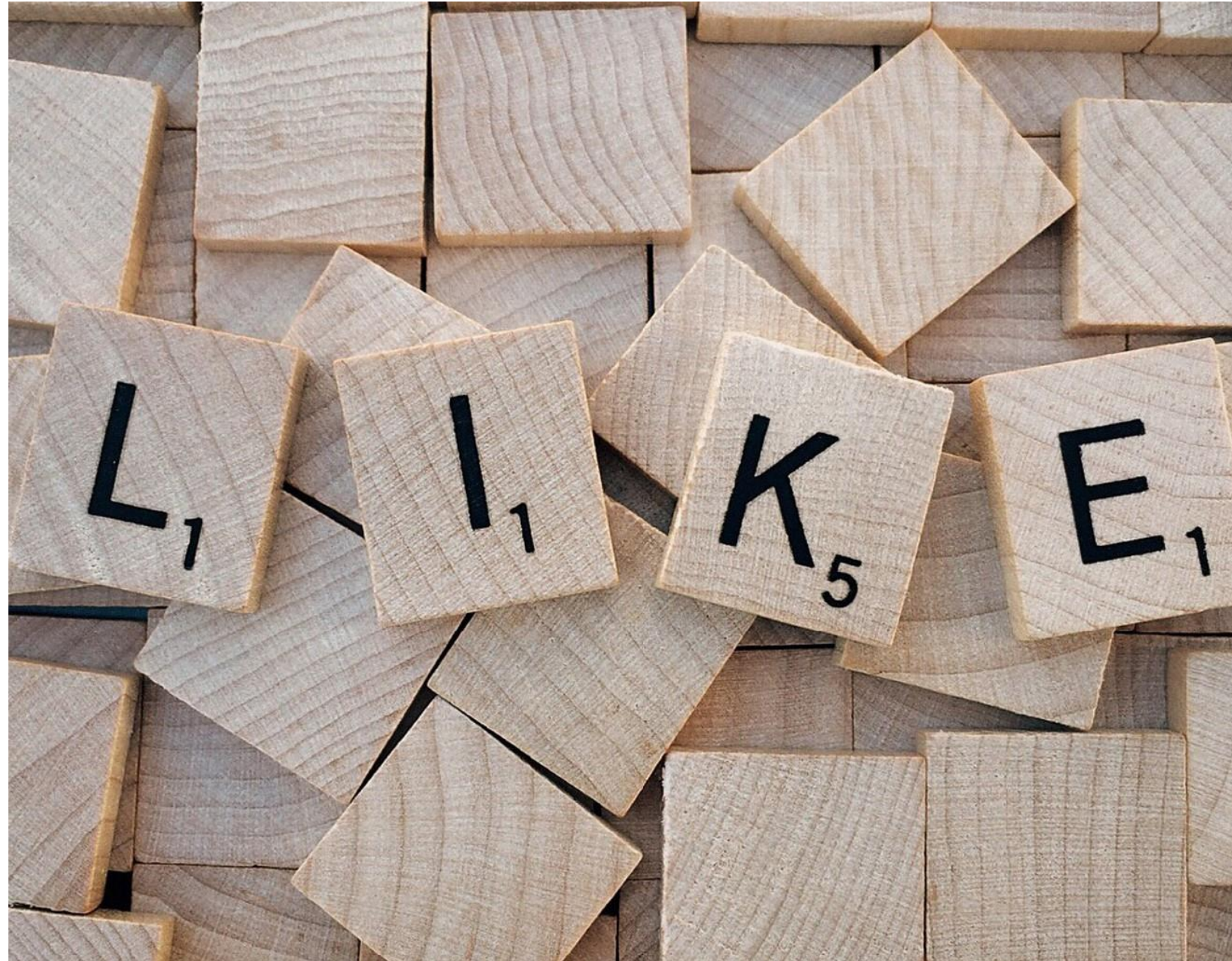
**CAUTION!**

**No. 7:  
Trust...**





**MEDIA.**



**No. 8:**  
**Be...**



**CAUTION!**



A stylized target graphic. It features a central bullseye composed of concentric circles in blue, black, and gray. A vertical line passes through the center, with five blue dots positioned at regular intervals along it. The target is surrounded by several thick, black, curved lines that resemble a stylized 'C' or a partial circle.



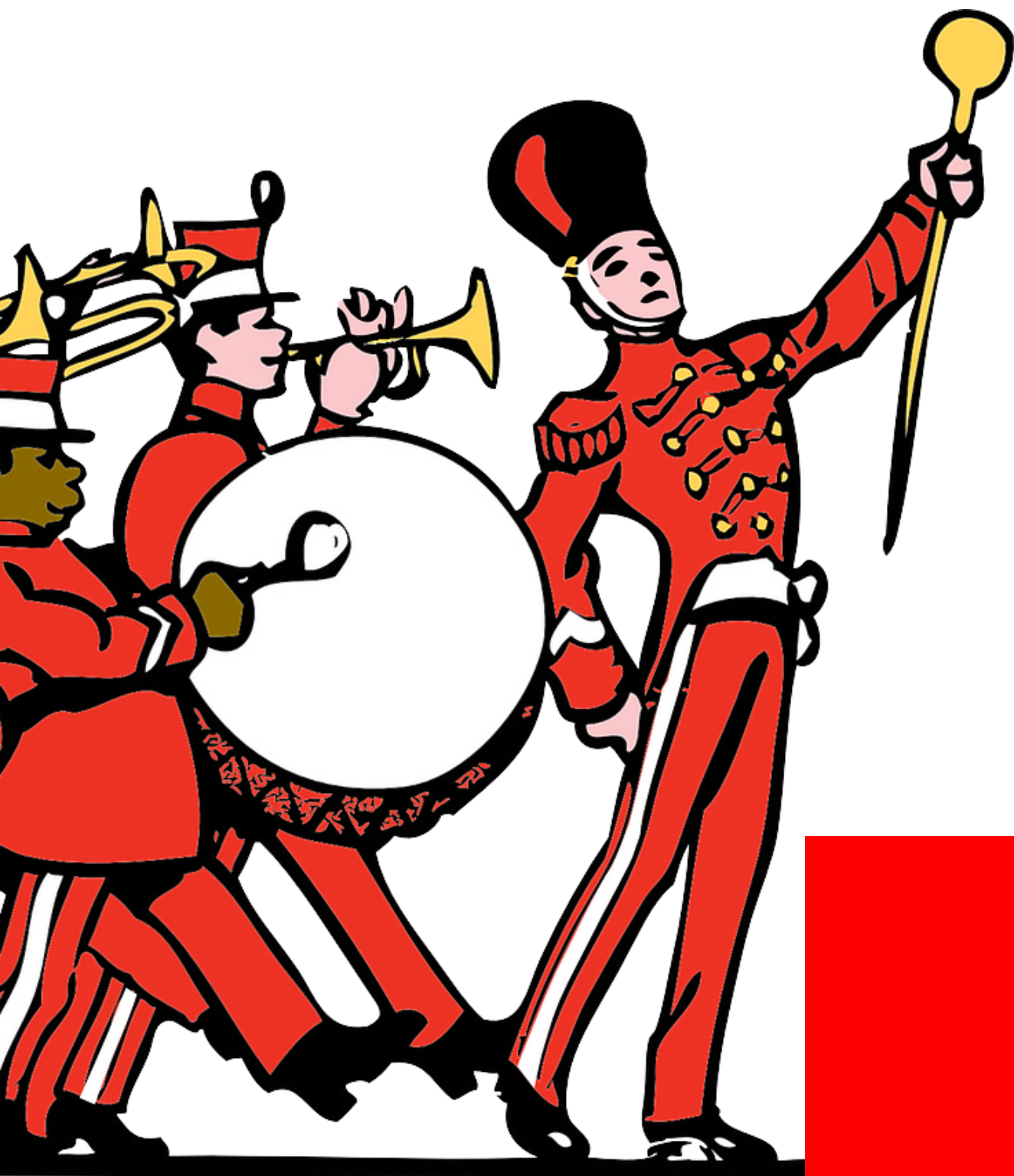
A vibrant, hand-drawn illustration of a globe. The globe is composed of numerous stylized human figures in various colors (red, orange, yellow, green, blue, purple) holding hands to form the continents. The background is a light, textured wash of colors. A solid red rectangular banner is positioned horizontally across the middle of the image, partially obscuring the globe.

**You achieve your  
GOALS.**



**MUZA bonus: 3 tips from  
an editor-in-chief on  
how to write good content**





**RESPECT**









**Be a good  
LISTENER**



Thank  
you

