

Digital Media

People need to get to know your product or brand before they are willing invest and support it. Between smartphones and social media, it's easier than ever to reach people, making virtually anyone a potential customer.

Defining Digital Media

Digital media is media produced in machine-readable formats, connecting people to other people, products and services. It is created, viewed, distributed, and modified on digital devices, and available in two standard formats: display (e.g., static images, HTML, Rich Media) and video.

Digital is, essentially, every medium: social media, mobile devices, audio, billboards, streaming, newspapers, magazines, websites, apps, and more!



Leveraging Digital Media

To maximize the impact of your digital media, first determine who you are trying to reach. Once the target audience is identified, you can decide what you need to say and how to say it to them. Key questions to ask:

- Who is your key consumer?
- Why should they use your products, visit your business, etc.?

BUILDING BRAND LOVE & SALES

As your product/brand awareness grows, running digital media on sites that align with your values and purpose helps guests make a positive connection. This can also, but not always, overlap with where you know your target audience consumes media, creating an easy path to purchase that increases sales.

Reaching the Customer

When it comes to approaching customers you want to maximize impact and relevancy. Depending on your business/product and the audience, campaigns can be executed broadly with national messaging, or down to specific geography, market, or zip codes. The key ways to execute digital media is through Publisher Direct opportunities or Programmatically.

- **Publisher Direct:** Ads run on specific sites such as the Star Tribune, Target, ESPN, etc. This includes social media ads.
- **Programmatically:** Data and algorithms are used to serve ads to the right user at the right time and in the right mindset. This is an audience-led approach as opposed to a site-driven approach.

Every business has its nuances; to help you figure out what's right for you, use the Digital Media Platform Overview and Tactical Activation Overview. These overviews include various platforms and details on the size of the associated audience, targeting, available formats and costs.

Digital Media Platform Overview

Platform	Reach	Business Profile Capabilities	Post Types	Cost
Publisher Direct	Varies	N/A	Display, video	Low to moderate cost
Programmatic	Varies	N/A	Display, video	Relatively low cost
Facebook	177 million	Business page available	Text, photo, video, live stream	Relatively low cost
Instagram	114 million	Business account available	Photo, video, live stream	Relatively low cost
YouTube	201 million	Business channel available	Video	Low to moderate cost
Pinterest	96 million	Business account available	Photo, graphics, video	Relatively low cost
Twitter	55 million	Business account available	Text (140 characters), photo video, live stream	Moderate cost
Snapchat	85 million	Business account available	Photo, video (vertical orientation only)	Moderate cost
TikTok	66 million	Business account available	Video (vertical orientation only)	Moderate to high cost

Tactical Activation Overview

I want to...	Ways to Reach Consumers		
	Publisher Direct	Programmatic	Social
Build Awareness: Through the use of broad reaching tactics that begin to build visibility/recognition for brand/product to become familiar to your audience/customer.	Provides broad reach to begin to establish brand. Ability to layer in more specific targeting but consider scale first.	Reach your consumer based on interests, browse history, etc. rather than specific sites or platforms.	Similar to publisher direct by providing broad reach and can target to audiences on the platform.
Drive Connection (Brand Love): As awareness grows, start establishing credibility. Highlight what you stand for (your purpose) and live that out through your actions. Your purpose becomes reality.	Run on sites that are rooted in similar values and purpose.	Build association with brand and areas of interests or importance of consumer.	Interact with your consumer through engagement and likes with posts and ads.
Increase Sales: Drive action with actions that match your message. Provide a path to purchase that is short, easy, repeatable and scalable.	Premium placements on specific sites to reach audience visiting site.	Find your audience on the most applicable sites for your brand to reach them in relevant moments and/or on path to purchase.	Broader visibility of your brand where you target audience is consuming media to drive sales.