



Creating An Effective Marketing Plan

January 12, 2023

Create An Effective Marketing Plan

Reach the right person at the right time with the right message through the right channel.

01

What are your marketing goals and objectives?

02

Who is your target audience?

03

Research competition and create your reach and message tactics.

04

Define a timeline and budget.

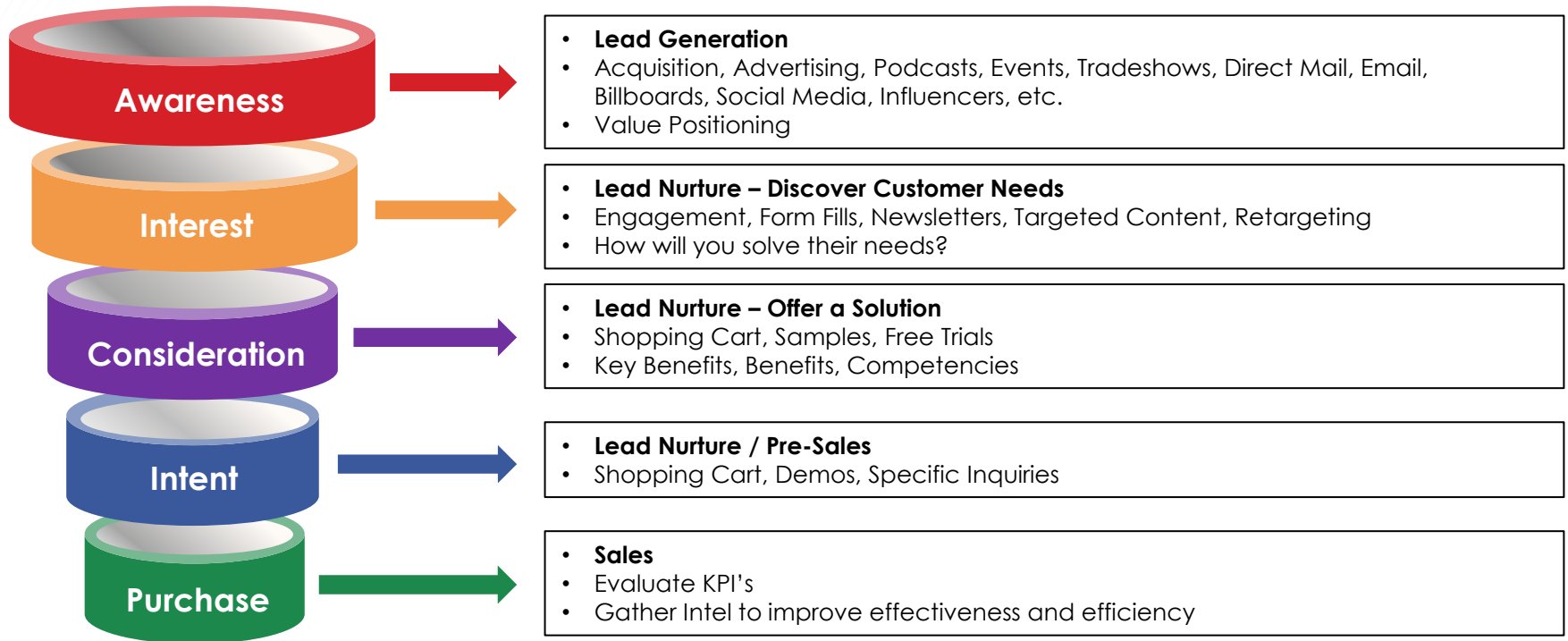
05

Define what success means to you. Identify and measure your Key Performance Indicators (KPI's).



The Marketing Funnel

Turning Leads Into Customers



Marketing Formulas – Quick Reference

ROI

Return On Investment

$(\text{Sales Growth} - \text{Marketing Cost}) / \text{Marketing Cost} = \text{ROI}$

ROAS

Return On Ad Spend

$\text{Gross Revenue from Ad Campaign} / \text{Cost of Ad Campaign} = \text{ROAS}$

LTV

(Customer) Lifetime Value

$\text{Average Value of Sale} \times \text{Average Customer Lifespan} = \text{LTV}$

CAC

Customer Acquisition Cost

$\text{Cost of Sales \& Marketing} / \# \text{ Customers Acquired} = \text{CAC}$

CPA

Cost Per Acquisition

$\text{Campaign Cost} / \text{Conversions} = \text{CPA}$

NP

Net Profit

$\text{Gross Profit} - \text{Operating Expenses \& Taxes} = \text{NP}$

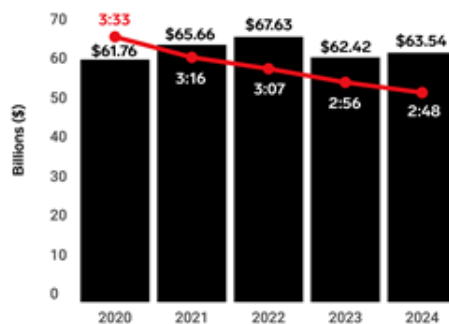
Linear TV Continues To Decrease While Subscription OTT Watching Increases

Marketing Trends to Watch in 2023

Linear TV and Subscription OTT

US Linear TV Daily Time Spent and Platform Ad Spending, 2020-2024

billions and hrs:mins



US Subscription OTT Video Daily Time Spent and Platform Ad Spending, 2020-2024

billions and hrs:mins



■ Platform ad spend* ■ Time spent**

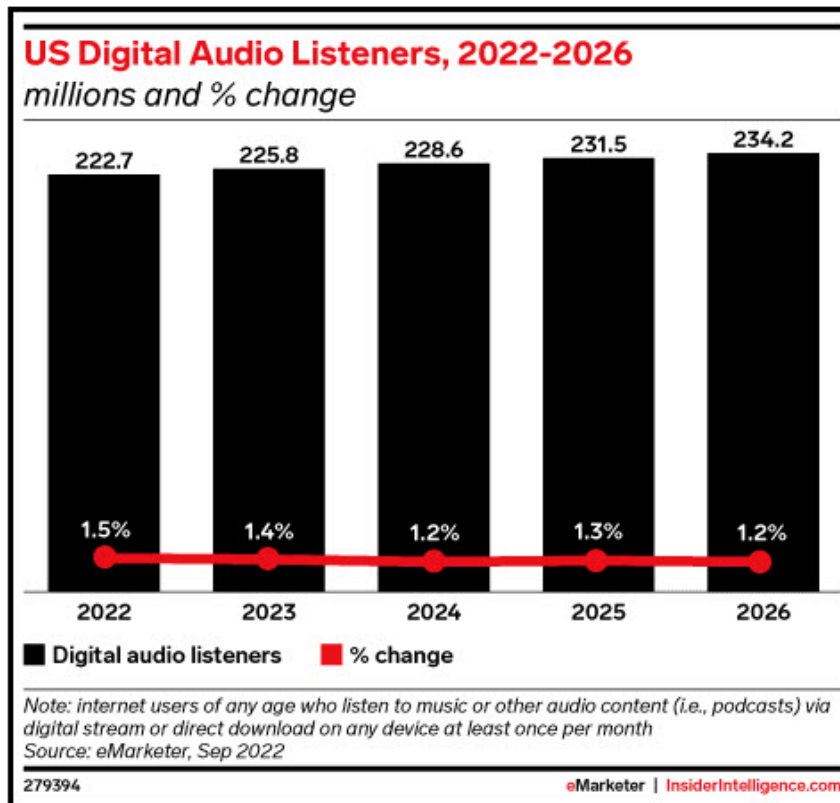
Note: *linear TV ad spending includes broadcast (network, syndication, and spot) and cable; excludes digital; subscription OTT ad spending includes in-stream video such as those appearing before, during, or after digital video content on a subscription-based OTT platform (pre-roll, mid-roll, post-roll video ads) and video overlays; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; **ages 18+; includes all time spent with each medium, regardless of multitasking; time spent with TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); excludes digital; time spent with subscription OTT includes viewing via any device
Source: eMarketer, 2022

i279090

eMarketer | InsiderIntelligence.com







Digital Audio Listeners Expected To Top 225 Million in 2023

Marketing Trends to Watch in 2023



Podcast Listeners Are Growing YoY And At A Faster Rate Than YouTube and Instagram

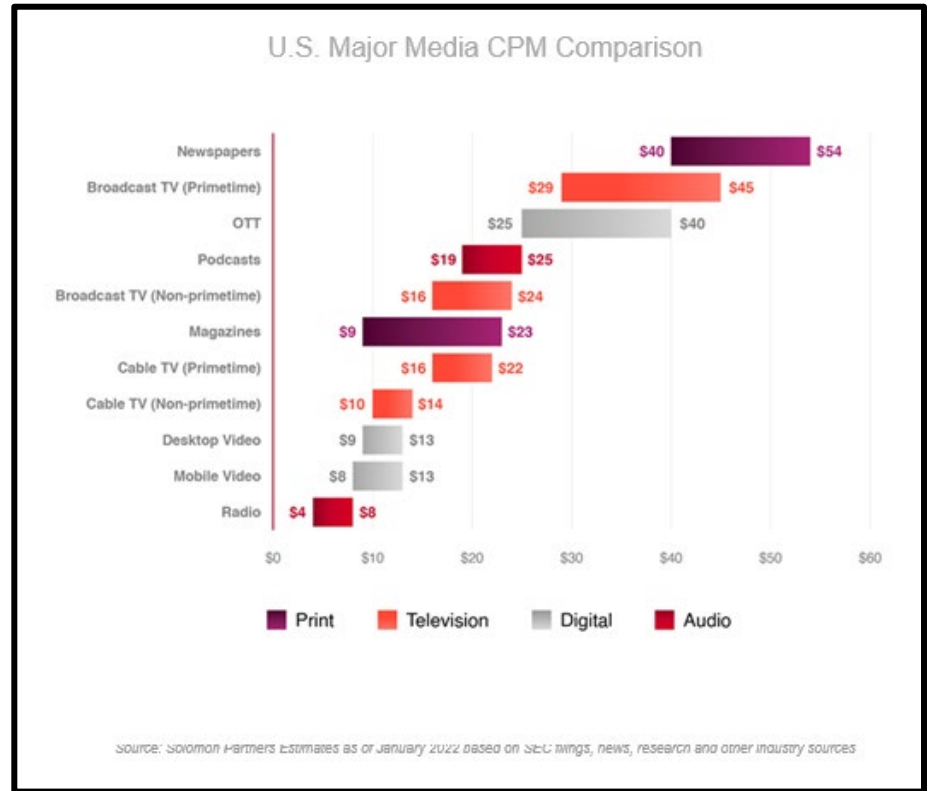
Marketing
Trends to
Watch in
2023

PODCAST PUBLISHER	MONTHLY DOWNLOADS
 iHeartPODCASTS	400,463,000
WONDERY	172,261,000
	175,672,000
	68,137,000
<i>The New York Times</i>	131,523,000
DAILY WIRE +	80,156,000
 The Walt Disney Company	47,638,000
	60,594,000
	51,289,000
<i>Paramount</i>	46,113,000

THE MOST CREATORS + THE MOST-ENGAGED SUPERFANS
ON THE BIGGEST STAGE IN PODCASTING

More Advertisers Will Lean Into Broadcast Radio As They Cut Back On Digital Spending

Marketing Trends to Watch in 2023



Giving you access to all.

AMERICA'S #1 AUDIO COMPANY
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO • PODCASTS • DIGITAL • SOCIAL • INFLUENCERS • DATA • EVENTS



276M

BROADCAST RADIO
Ad-Supported Monthly Listeners

164M

DIGITAL & MOBILE
Registered Users

443M

PODCASTS
Monthly Downloads



**Because
we're #1,
we give you
access to all.**

283M

SOCIAL MEDIA FANS
Across All Platforms

20K+

LIVE EVENTS
Across Markets & Formats

250+

LISTENING PLATFORMS
Connected Devices



iHeartMedia - Marketing For All

Reach the right person at the right time with the right message through the right channel!



Broadcast
Radio, TWTN



On-Air
Endorsements



Streaming &
Podcasting



Social
Influencers



Mobile Geofencing



Targeted Email



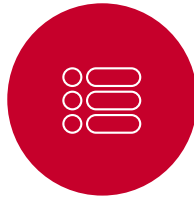
Websites



Targeted Display,
Video



Paid Social



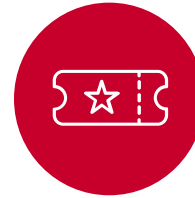
Reputation
Management



Video, OTT,
Connected TV



SEM/SEO



Local Events,
National Events,
Contesting



Experiential





Thank You



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