

Media Buy Recommendation

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Media Buying Strategy Recommendation

Dear [Recipient's Name],

I am writing to recommend a media buy strategy that I believe will significantly enhance our marketing efforts and drive engagement with our target audience. After conducting thorough research and analysis, I propose the following plan:

Objective

To increase brand awareness and lead generation through targeted media placements.

Recommended Channels

- Social Media Advertising (Facebook, Instagram)
- Google Display Network
- Email Marketing Campaigns
- Sponsored Content on Industry-Related Blogs

Budget Allocation

Based on the available budget, I recommend allocating approximately [insert percentage] to each channel, ensuring maximum reach and impact.

Expected Outcomes

With this media buy approach, we anticipate a [insert expected percentage] increase in website traffic and a [insert expected percentage] rise in conversion rates.

I believe this strategy will effectively position our brand in the market. I look forward to discussing this recommendation further and answering any questions you may have.

Thank you for considering my proposal.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]