

Factors impacting selection of mass media communication strategy channel

The following slide highlights various factors useful in determining appropriate mass media communication channel to achieve desired results. It also includes elements such as budget, campaign objectives, target audience, product, selling appeal etc.

Media selection



1. Budget

- Evaluate advertising cost with actual budget allocated
- Add text here



2. Campaign Objectives

- Select communication channel keeping in mind the type of campaign
- Add text here



3. Target Audience

- Determine media characteristics such as direct customers, retailers, trade dealers etc.
- Add text here



4. Product

- Assess product personality such as, durable, consumer, luxury, industrial etc.
- Add text here



5. Selling Appeal

- Assess characteristics of message, meaningful, distinctive, believable etc.
- Add text here



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