

PSA Campaign Tip 12

Why Integrated Media Campaigns Deliver Better Results



Advertising Tip: The most successful public awareness campaigns don't rely on a single media channel. They combine multiple channels to reach people where they live, work, travel, and spend their time.

Today's audiences consume media in many different ways. Some watch television, others stream content, listen to the radio, browse online, visit healthcare facilities, or notice messages while they're out in the community. An integrated media campaign helps ensure your message reaches your audience with frequency across these different touchpoints.



Integrated media campaigns provide the broadest reach possible.

Why Integrated Media Campaigns Work

Reach More People

Combining multiple channels allows you to connect with audiences across different demographics, locations, and daily routines.

!! Reinforce Your Message

People are more likely to remember and trust a message they've seen or heard multiple times in one or more different environments.

Maximize Your Campaign's Impact

Each media channel has unique strengths. When used together, they complement one another to increase the likelihood that the target market will engage with a message's call to action.

Make the Most of Your Budget

An integrated approach allows donated and paid media to work together, helping to maximize campaign reach and exceed desired outcomes with available resources.

The Bottom Line

An integrated media campaign helps expand your reach, reinforce your message, and increase the likelihood that your audience will remember and act on it. By combining the right mix of media channels, organizations can build stronger awareness and achieve greater overall campaign impact.

Questions about building an integrated media campaign? We'd be happy to help. Please contact us to learn more and to receive an Integrated Media Capabilities Plan.

Ready to explore an integrated approach for your next campaign? [Let's talk.](#)

★ **To see all of the PSA Campaign Tips to date, please click [here!](#)** ★

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About PSN – The Public Service Network

PSN is a national media network built exclusively for the dissemination of nonprofit and government social marketing campaigns. The Network offers a variety of traditional donated media programs as well as guaranteed digital and out-of-home channels that deliver public service announcements (PSAs) via more than 200,000 outlets nationwide. This includes the use of television and radio stations, broadcast and cable networks, grocery and drug stores, physician waiting rooms, concert venues, transit agencies, pharmacies and more. PSN's services are available for use exclusively by government agencies and nonprofit organizations and generate measurable impact with targeted audiences locally, regionally or nationwide.

The PSN Guarantee

PSN will deliver major media participation for client awareness campaigns on a low-cost and guaranteed basis, ensuring that the messaging will reach and engage the target audience and exceed objectives via proven media channels that are managed and evaluated using industry best practices and measurement methodologies.

[Contact our PSN Team](#)

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