

Want to make your messages heard?

Reach your audiences with paid media.



In today's crowded media landscape, paid media is your secret weapon to being heard. At Hager Sharp, our team has successfully managed a wide range of paid engagements, from small-scale social media campaigns to large-scale multifaceted campaigns

spanning digital, social media, search, print, radio, out-of-home (OOH), sponsorships, influencers, and more. Our media buying strategists are equipped with the expertise necessary to deliver exceptional results for our clients.



OUR APPROACH

Our approach to media buying is focused on maximizing your return on investment. We begin by identifying the right channels and strategies to reach your target audiences to deliver customized, effective messaging. Our media buyers then negotiate the best possible prices and place targeted media that reach your priority audience in the most efficient way possible. We use real-time data to optimize live campaigns and provide post-buy analysis to improve future campaigns.

MEDIA STRATEGY AND PLANNING

Hager Sharp works closely with our clients on every media buy to identify the right channels and strategies to meet their specific audiences where they are to deliver engaging, effective, and customized messaging. We begin by designing a detailed media strategy and plan based in research, audience behaviors, and media usage. Then, our in-house creative team develops assets needed for proposed buys, or adjusts existing assets to specific publishers' requirements.

MEDIA NEGOTIATION

We excel at negotiating the best price for paid media placements and identifying added value from vendors. Through our proven negotiation capabilities, we maximize audience exposure while minimizing costs.

MEDIA BUYING

Hager Sharp has bought hyper-targeted campaigns as narrow as parents of adolescents within a one-mile radius to as broad as adults across the United States. We help clients new to advertising start with small buys to build their confidence, and also help large-budget clients select from the availability of ad platforms to pick those that will be most effective in meeting their objectives.

ONGOING OPTIMIZATIONS

Data-driven and audience-focused, we optimize live campaigns to meet our client's goals and reduce costs. Our in-house team of creative and digital strategy experts allows us to go beyond media publishing data to uncover improvements across all areas of media campaigns, helping our clients achieve stronger performance.

POST-BUY ANALYSIS

We report back on success in reaching our clients' goals through a post-buy analysis. This analysis provides recommendations to improve future paid media campaigns—helping our clients get additional value from their original media spend.

HAGER SHARP

WE'VE HELPED THE FOLLOWING CLIENTS MAKE A DIFFERENCE:

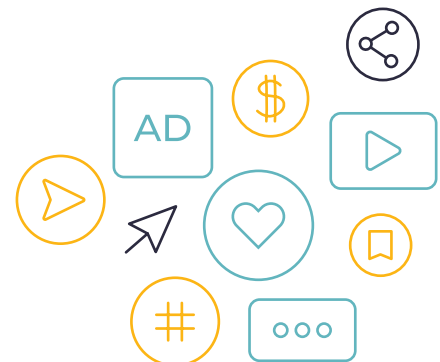


ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our paid media expertise



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