**Discussion Thread: Marketing**

**The Evolving Tech of Martech and Advertising: 2.2 Optimizing Media Strategy**

Justin A. Starks

Department of Business, Liberty University

BUSI 701: Current Topics in Business Administration

Dr. Ryan Ladner

May 28, 2023

**Author Note**

Justin A. Starks

I have no known conflict of interest to disclose.

Correspondence concerning this article should be addressed to Justin A. Starks

Email: [jstarks2@liberty.edu](mailto:jstarks2@liberty.edu)

**Discussion Thread: Marketing**

**The Evolving Tech of Martech and Advertising: 2.2 Optimizing Media Strategy**

In this week's discussion, we looked at those different marketing strategies and how they apply in relation to the field of business, such as distribution, promotion, technologies, products, and services. The various topics we discussed led us to pick one of the main topics and chose a subtopic in which it relates to the main topic in correlation to business. The subtopic I chose to discuss stemmed from the main topic of which is titled The Evolving Tech of Martech and Advertising subtopic 2.2 Optimizing Media Strategy. I will conduct my research by analyzing 5 up to date researched articles which relate to the field of optimizing media strategy. To start off, I’ll like to give a definition of optimization and give an example of what that looks like in terms of “optimizing marketing strategy”. Media optimization is an analytical process during which marketers evaluate the performance of various campaigns to determine which have a positive impact on their core audience, and which do not. The necessity to communicate using social media (SM) has been expected in a rapidly evolving technology environment, which further clarifies why enterprises must adopt and implement this strategy (Piche and Naraine, 2022). For example, imagine you are about to launch an event for your business, and you want to get that snapshot of how it’ll turn out by seeing the traction it gains to your core audience using social media. You’ll want to implement your optimizing media strategy by using those popular hashtags, using those vibrant images to attract your core audience and those newcomers, using those attention-grabbing headlines, and ensuring your business page is active on the social media platforms one chose to use for their business.

Optimizing media strategy is constantly due to the growth of current business using those social media platforms to enhance their profitability through those outreach marketing efforts and due to those online only businesses, that’s continually thriving and continuing to grow while being accessible via online platforms. Any strategy to draw customers' attention or encourage purchases is valuable in the crowded and competitive services marketing landscape. Sales promotions have historically been a method for influencing decision-making, creating momentary awareness, and boosting performance (Vieira, De Almeida, Gabler, Coelho, Costa, Da Costa, 2021).The era of digital media has inconspicuously showed up because of the rapid growth of the Internet, and increasing marketing opportunities have begun to appear, and the traditional tourism marketing model has not been able to fully adapt to the development of the market economy and people's increasing demand for diversification of the tourism market(Wang, Wang, Song, and Niu, 2022). It is imperative to capture your target audience's attention and grab the attention of those newcomers when dealing with optimization of media strategy.Using iterative feedback to optimize outreach campaigns, media elements that resonate and capture the attention of target audience members can be prioritized, ultimately driving changes in behavior pertaining to military stigma and seeking help (Hong, Slay, Hampton, Critchfield, Wenzlaff, Castille, Polizzi, and Hoyt, 2021).

In conclusion, with the promising future of social media, social media optimization strategies will still be developing their study and research to better understand how businesses will continually grow and compete and look at the human behavior when dealing with the implementation of the factors. With the rapid expansion of the Internet, modern media based on information technology have shown a strong development momentum with constant advancement, affecting worldwide technological innovation and economic development. (Wang, Wang, Song, and Niu, 2022). Under the overall context of the new era, the new media is a scientific as well as technological product, and technological advances in new media is now widely applied in every facet of socioeconomic growth, heralding the coming of the new media age. The survival and growth environment faced by companies in the age of new media has undergone seismic shifts; if you continue to use classic marketing approaches, you will not only fail. In the new media environment, the survival and development environment faced by enterprises have undergone earth-shaking changes; if you still follow the traditional marketing methods, it will not only reduce the effectiveness of marketing but also because of the deviation from the development requirements of the times be eliminated, bringing threats to the survival and development of enterprises (Wang, Wang, Song, and Niu, 2022). The research conducted between the sources showed significant gains when the strategies were properly implemented. Taken together, the actions taken to optimize social media outreach can potentially increase concept awareness and interest to learn more, as well as promote specific acts toward behavior change among the target audiences of service members, veterans, and their families (Hong, Slay, Hampton, Critchfield, Wenzlaff, Castille, Polizzi, and Hoyt, 2021).

**Reference(s)**

Hong, E., Slay, P. D., Hampton, M., Critchfield, D., Wenzlaff, T., Castille, K. W., Polizzi, N. F., & Hoyt, T. (2021). Illustrating best practices in optimizing social media strategy for a campaign targeting military mental health stigma. *Journal of Technology in Behavioral Science*, *6*(2), 427–435. <https://doi.org/10.1007/s41347-020-00183-2>

Naraine, M. L., Bakhsh, J. T., & Wanless, L. (2022). The impact of sponsorship on social media engagement: A longitudinal examination of professional sport teams. *Sport Marketing Quarterly, 31*(3), 239-252. <https://doi.org/10.32731/SMQ.313.0922.06>

Piché, & Naraine, M. L. (2022). Off the court: Examining social media activity and engagement in women’s professional sport. *International Journal of Sport Communication.*, *15*(1), 23–32. <https://doi.org/10.1123/ijsc.2021-0069>

Vieira, V. A., De Almeida, M. B., Gabler, C. B., Coelho, R. L. F., Costa, M. S., & Da Costa, M. E. (2021). Optimizing digital marketing and social media strategy: From push to pull to performance. *Journal of Marketing Management*, *38*(7–8), 709–739. <https://doi.org/10.1080/0267257x.2021.1996444>

Wang, L., Wang, X., Song, M., & Niu, T. (2022). Marketing model of tourism enterprises based on new media environment. *International Journal of Antennas and Propagation*, *2022*, 1–13. <https://doi.org/10.1155/2022/5273167>