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**An Effectiveness of Advertising and Media Planning Strategies in The
Digital Age**

Ranjoy Sanbui

Research Scholar, Ph. D. in Management
P. K. University, Shivpuri, M.P., India

ABSTRACT

In the digital age, advertising and media planning strategies have undergone a profound transformation, driven by advancements in technology, data analytics, and changing consumer behavior. This study investigates the effectiveness of contemporary advertising and media planning strategies, focusing on how digital platforms, targeted content, and real-time engagement influence brand visibility and consumer response. The findings reveal that strategies leveraging data-driven insights, personalized messaging, and multi-platform integration significantly outperform traditional approaches in terms of reach, engagement, and conversion rates. Social media, search engine marketing, influencer collaborations, and programmatic advertising have emerged as powerful tools for brands to connect with their audiences more effectively. Moreover, the study underscores the importance of adaptive media planning, where continuous monitoring and optimization are essential for maximizing return on investment. Overall, the research concludes that in the digital landscape, the success of advertising largely depends on the strategic alignment of content, platform, and audience, making media planning a critical component of modern marketing effectiveness.