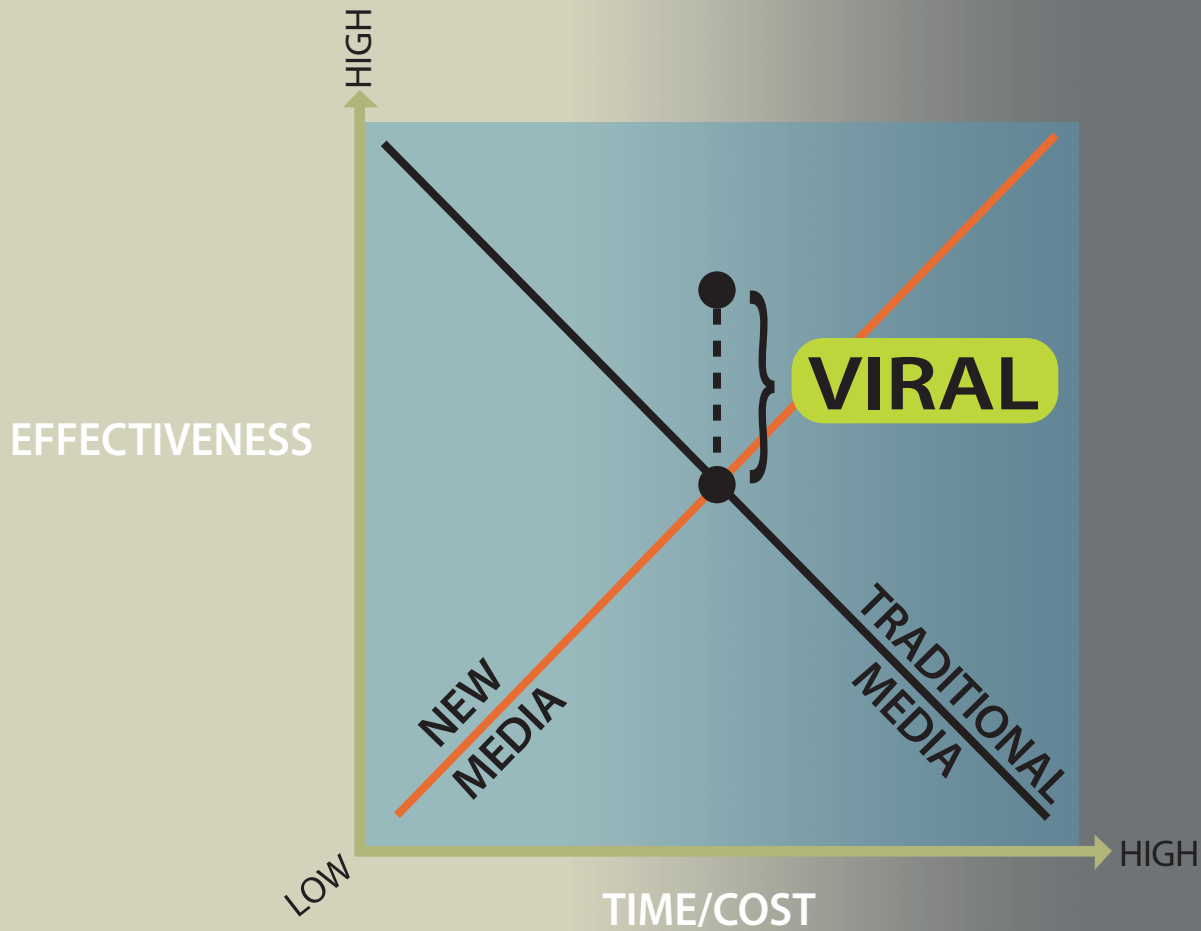


# New & Traditional Media Mix.



New Media plans start out ineffective and take little time to create (i.e. setting up a blog or Facebook page). Over time, as knowledge increases, and more time is spent shaping the plan (i.e. advertising, search engine optimization), it becomes more effective and more costly (i.e. social media buys).

Simultaneously, Traditional Media plans start out ineffective, but take more time and cost to create (i.e. producing a commercial or print ad, then placing it). Over time, as knowledge increases, and more time is spent shaping the plan (i.e. determining appropriate placement with the greatest returns), it becomes more effective and less costly (i.e. learning curve theory, production costs remain relatively constant).

**Once an organization has effective New Media and Traditional Media plans, the two intersect creating the optimal media mix. It is at this magical point effectiveness increases without additional time and cost, and the boost is viral.**