

THE POWER OF *planning*

Liechty Media LLC helps small & large businesses alike devise an effective media plan.

article by Everett Avara • photos by Steve Vorderman

There's an endless sea of choices when it comes to picking an advertising medium and knowing how and when to use it. Small and large businesses alike can find themselves lost when trying to use advertising to generate sales or establish their brand in the market. Hiring a media planner or buyer can be the key to navigating the waters of media advertising.

Lisa Liechty, owner and president of Liechty Media, LLC in Fort Wayne, is one person you might want to connect with to get the answers you need when it comes to buying advertising. Liechty Media specializes in media research, planning, and buying for a wide range of businesses. "Our job is to help clients decide to whom and where to advertise," Liechty says. "We ask them a variety of questions up front to find out more about them and what their goals are." Questions may include: Who is your target audience? Do you want a branding or a promotional driven approach? What is your share of voice in the market? Who are the competitors and what are they doing? Liechty can also help determine how much of a business' budget should be spent on advertising.

Once the initial information gathering is done, Liechty and her three-person team (including husband Todd Steele) utilize their in-house research and planning tools

to develop a precise media plan. "We are able to step back, review the client's goals, take an objective look at all of the media options and after that make recommendations," she says. She notes that media planners and buyers must have intimate knowledge of the dynamics of each advertising medium to devise the proper solutions and purchase media in the most efficient and effective way. Liechty advises her clients to keep their audience and goals in mind when reviewing advertising options. "We want a more targeted, strategic plan in place rather than a shot here and a shot there," Liechty adds.

When the client is comfortable with what the media plan entails, Liechty moves on to the actual purchase of advertising from the various media outlets including television, radio, newspapers, magazines, and billboards. Liechty attributes her company's success to her ability to create a positive situation for everyone involved in the process. "We really want to have a win-win situation for us as well as the media vendor. By that, I mean we're tough negotiators and we're going to get the best for the client, but we can do that in a way that does not alienate the media vendors, and rather makes them a part of the solution." Liechty continues, "It's a good situation for them; it's a good situation for us."

Liechty is by no means new to the media research, planning, and buying business. A native of Berne, she started in the advertising business in Wichita, Kansas in 1987. By 1989, she had moved back to Northeast Indiana and worked at the highly regarded Bonsib advertising agency until it went out of business in 2001. Using her 14 years of experience and good relationships with Bonsib clients and other advertising agencies, Liechty was able to venture out on her own, launching Liechty Media that same year. Her business has grown from one woman working "very, very late hours" to a four-person operation. She currently employs two media buyers and an account service/new business specialist. "Sometimes the freelance market can be a feast or famine situation. I feel very fortunate that I was able to focus on what I wanted to do and really make the right partnerships up front and have solid working relationships today because of that," Liechty says.

Liechty Media handles the media advertising of many well-known area businesses including the Lutheran Health Network and Indiana University-Purdue University Fort Wayne. Liechty also partners with various advertising agencies to better serve their local, regional, and national clients in both retail and service industries. "We value our partnerships



(L-R) Liechty staff: Stefanie Dubach, media buyer; Stacy Milanowski, media buyer; Todd Steele, account planner/business manager; Lisa Liechty, president



Liechty Media is responsible for developing media plans for companies both large and small.

with other agencies and having that integrated approach," Liechty adds. "We really specialize in working with agencies to provide full-service options, but we have successful direct-client relationships as well."

When working directly with clients who may need more than media advertising expertise, Liechty Media is equipped to recommend other advertising services, including creative strategy and design.

"We have several individuals and agencies to partner with on projects. Our job is to connect the client with the right people to ensure a successful campaign," Liechty said. She noted that the success of an advertising campaign is not dependent on media advertising alone. "We can have a highly effective media plan or buys in place, but if the creative strategy or execution is poor, it might hamper the client's results."

Liechty beams when she talks about

helping her clients succeed. Knowing that her company has researched, planned, and directed a campaign that made an impact on a client's business is rewarding. "If they attained their market share or received the response they were looking for, that's very satisfying to know that the plan you put together achieved results," Liechty adds. BP

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Lisa Liechty, President

Years in Business:
5 (since June 2001)

Type of Business:
Media research, planning
and buying services for
all types of businesses.

Business People

HELPING NORTHEAST INDIANA BUSINESS GROW SINCE 1987



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Lisa Liechty, president of Liechty Media LLC