

Media Strategy, Planning & Buying

King & Columbus prides itself on garnering your brand the most 'bang for its buck' from your media budget. From strategy creation to placement and reporting, our agency can streamline your media buys while increasing your ROAS.

Media Strategy

At King & Columbus, we craft data-driven media strategies that align with your brand's goals, ensuring the right message reaches the right audience at the right time. Our approach integrates market research, audience insights, and competitive analysis to develop a strategic roadmap that maximizes impact across digital and traditional channels.

Media Planning

Our media planning process takes a precision-focused approach to allocating budgets, selecting platforms, and optimizing ad placements to deliver the highest return on investment. By leveraging analytics and industry trends, we create tailored media plans that balance reach, frequency, and engagement to drive measurable results for your brand.

Media Buying

King & Columbus negotiates and secures the most cost-effective ad placements across digital, print, broadcast, and emerging media platforms. We optimize media buys in real time, ensuring your budget is allocated efficiently to deliver maximum exposure and engagement. Our team leverages relationships with top publishers and ad networks to get the best rates and placements for your campaigns.

Public Relations and Influencer Management

Allow King & Columbus to tell your brand's story and garner earned coverage, both from traditional media outlets, digital media and social influencers. We will craft your

message and find the right partners, spaces and opportunities to best reach your desired audiences.

Public Relations

Our public relations services are designed to elevate your brand's reputation and visibility through strategic storytelling, media outreach, and crisis management. We craft compelling narratives, secure media coverage in top-tier publications, and foster relationships with key industry influencers to build credibility and trust with your audience. It's called "earned media" for a reason – let King & Columbus do the work to earn it for you!

Influencer Management

We connect brands with the right influencers to create authentic, high-impact campaigns that drive engagement and brand loyalty. From identifying the perfect influencers to managing collaborations and measuring performance, we handle every aspect of influencer partnerships to ensure seamless storytelling and real results. Our data-backed approach ensures influencer marketing aligns with your broader media strategy for maximum effectiveness.