SELLING DIGITAL MARKETING SERVICES TO LOCAL BUSINESSES

June 24, 2020
Welcome! Today’s Agenda & Speakers

Digital selling strategies from 5 key perspectives:

1. **Company types:** What types of companies are purchasing Digital Marketing Services?
2. **Advertising Preferences:** What do advertisers want to buy?
3. **Demographics:** Who are the buyers?
4. **Vertical Buyers:** What is a top request from Auto (or any other key buyer)?
5. **Selling strategies:** Is OTT and Mobile giving your sellers new opportunities? What type of cross platform plans are you building for advertisers that have a strong ROI?

Case Studies

- Two broadcast executives: Stephanie Slagle, Graham Media Group, and Mike Hartel, Alpha Media share their perspective on digital

Complimentary papers

Upcoming podcasts and webinars
How BIA Views “Local”

Our definition of local advertising:

• All media generating revenue by selling access to local audiences to all types of advertisers.

• “Local” audience advertising sales include buys specifying local and regional markets.

Our coverage and goals:

• Our forecast and analysis service covers all 210 TV markets and 268 radio markets.

• Our goal is to help clients gain a bigger share of the local advertising dollars.
Total Local U.S. Ad Revenue to Reach $144.25B in 2020

Traditional Maintains Largest Share of Wallet this Year

2020 U.S. Local Ad Revenue: $144.25B

- Traditional Media Revenue: $84.2 Billion (58.4%)
- Local Online/Interactive/Digital Ad Revenue: $60.0 Billion (41.6%)
Total Local U.S. Ad Revenue to Reach $178.5B in 2024

Digital Becomes Virtually Even with Traditional by 2024

- **Traditional Media Revenue**: $89.5 Billion (50.2%)
- **Local Online/Interactive/Digital Ad Revenue**: $89.0 Billion (49.8%)

**2024 U.S. Local Ad Revenue**: $178.5B
Share of Wallet Across Top Media

Top Five Media in 2020

Total Ad Spend $144.3B
Dollar Spend and Percentage Share by Media

1. Direct Mail
   - $33.5B (23.2%)

2. Mobile
   - $24.8B (17.2%)

3. Online/Digital
   - $20.9B (14.5%)

4. Local Television
   - $18.5B (12.8%)

5. Local Radio
   - $12.8B (8.9%)

Note: Local radio includes over-the-air and digital advertising.
Local Online/Mobile Cutting Deeply Into Print

Local Advertising **Share** by Type

Note: Numbers are rounded. Print Media includes local newspapers, local magazines, direct mail, and print yellow pages. Other Media includes local over-the-air television, local cable systems, out-of-home, and local radio. Digital Media includes all forms of online desktop and mobile ad spending.
“While more than 54% of the buyers in our survey expect professionalism from you in conduct and appearance, that won’t close the deal.”
Effective Selling Tips to Get Your Share

- Know your digital product line in-depth 59.3%
- Provide relevant ideas to help the prospect’s business 44.8%
- Know the prospect’s company / line of business 43.5%
- Care about the buyer and their business 39.5%
- Deliver what you promised 38.9%
Who Makes the Buying Decisions?

Among the respondents who plan to make a Digital Marketing Services purchase in the next 12 months, an overwhelming percentage (44%) are Gen Xers (those born between 1960-79) and work for privately owned companies (61%).
Local Vertical Analysis

Auto Vertical
BIA Estimates Auto to Spend $13.9B on Local Ads in 2020

BIA breaks the Auto vertical into 8 sub-verticals and estimates the 2020 ad spend for each:

<table>
<thead>
<tr>
<th>Tier</th>
<th>Category</th>
<th>Ad Spend 2020 (in $000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Automotive Manufacturers (OEMs)</td>
<td>$3,980,872</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Automobile Local Dealers Associations</td>
<td>$3,610,849</td>
</tr>
<tr>
<td>Tier 3</td>
<td>New Car Dealers</td>
<td>$3,229,949</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Used Car Dealers</td>
<td>$279,648</td>
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<tr>
<td></td>
<td>Automotive Repair Services</td>
<td>$253,712</td>
</tr>
<tr>
<td></td>
<td>Gas Stations &amp; Petroleum</td>
<td>$962,717</td>
</tr>
<tr>
<td></td>
<td>Other Motor Vehicle Dealers</td>
<td>$806,838</td>
</tr>
<tr>
<td></td>
<td>Tires, Automotive Parts, and Accessories Stores</td>
<td>$879,173</td>
</tr>
</tbody>
</table>
Auto’s Digital Spend in 2020 Compared to 2024

• **The progression to digital:**
  
  - **2019:** Digital spend $6.5B (42.5 percent_ of Auto paid media was digital.
  
  - **2020:** Digital spend will increase to $6.7B (48.0 percent of all paid media).
  
  - **2022:** Digital will get the largest share of Auto’s local ad buys
  
  - **2024:** BIA estimates that auto will increase spend in Online to 23.9 percent of total spend and Mobile to 18.6 percent of total spend.

Source: BIA ADVantage, May 2020
Compared to our original estimates, BIA's post-COVID 2020 forecast reveals Auto spending is down 11.8 percent across all media platforms.

- Seven traditional media platforms and two digital platforms are down double-digits.

**Bright spot? Digital**

- The fastest growing digital ad platforms on a relative basis include:
  - OTT (9.3 percent)
  - Radio Online (9.2 percent)
  - Mobile (6.5 percent)
  - Email (3.4 percent)
  - Online (3.1 percent)

### 2019-2020 Automotive Ad Spending by Media ($000s)

<table>
<thead>
<tr>
<th>Media Platform</th>
<th>2019</th>
<th>2020</th>
<th>%Change</th>
<th>$ Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV OTT</td>
<td>$178,948</td>
<td>$195,502</td>
<td>9.3%</td>
<td>$16,554</td>
</tr>
<tr>
<td>Radio Online</td>
<td>$182,856</td>
<td>$199,728</td>
<td>9.2%</td>
<td>$16,872</td>
</tr>
<tr>
<td>Mobile</td>
<td>$2,185,808</td>
<td>$2,328,685</td>
<td>6.5%</td>
<td>$142,877</td>
</tr>
<tr>
<td>Email</td>
<td>$257,841</td>
<td>$266,508</td>
<td>3.4%</td>
<td>$8,667</td>
</tr>
<tr>
<td>Online</td>
<td>$2,645,387</td>
<td>$2,728,620</td>
<td>3.1%</td>
<td>$83,233</td>
</tr>
</tbody>
</table>
Automotive Consultative Selling

Using a tool such as an audit, will allow you to gain insight into their situation and make the best suggestions.
Automotive Consultative Selling

Find out what is important to the dealer before you walk in the door. Be prepared to have a conversation and ask more questions.
Digital growth is driven by data, analytics, ease of buying, performance

Become a more effective marketing partner with local accounts, something Google can never do.

1. Learn their businesses.
2. Work with clients to develop multiprong campaign strategies that suit their business vertical (i.e., how are their competitors spending) and their specific business and marketing goals (i.e., what are their KPIs).
3. Show clients how their ad investment works with ROI analytics using attribution solutions.

From the Field:

Digital Strategies Case Studies
1. **Company types:** What types of companies are purchasing Digital Marketing Services?

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A conversion occurs when a visitor to a website performs a desired action like buying a product, filling out a contact form or visiting a specific page.
Basically, when the user does what you want them to do... that’s a conversion!

They are tracked in Google Analytics - which is THEIR data (more powerful than a CTR report)

They should also be tracked via conversion pixels added to the client’s site

Clients don’t always know their conversion points on their website – help them out and then measure as you go!
10. Average number of devices per US HH in 2019

3+. Average number of devices per person in the US in 2019

90% of consumers start a task on one device and finish it on another.

85% of consumers expect a seamless experience across all channels.
Case Study: Alpha Media Digital Sales Strategies

Mike Hartel
CRO
Alpha Media

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CASE STUDY...VW DEALERSHIP - Midwest

DIGITAL TACTICS BEST PRACTICES
Challenge:

- Single point dealers are at a distinct competitive disadvantage because they tend not to utilize first party data well.
- Competitors with multiple franchises leverage complex data sets of historical new and used car buyers, service customers, in-market intenders, website CRM audience pools, telemarketing, Chat, SMS outreach and numerous other direct-to-consumer data sources.
- First party data is the most important, powerful resource an auto dealer can learn to master in order to dramatically increase sales and consumer engagement.
Opportunity:

- A Volkswagen dealer struggles to compete with other in-kind franchises with dramatically more in-market data.
- The owner agreed to work with Alpha Media to organize his current VW owner data and in-market VW Shopper data (scrubbed against their CRM) against similar model/make intenders (via. Polk Data), and Facebook custom audience targeting.
- The end result was a curated list of 17,000 names, addresses, phone numbers and emails of very INTERESTED customers.
Uncovering Auto Opportunities With Digital

Action Taken:

● Sent 17,000 emails 2x per month over a 90 day period.
● Facebook custom audience ads were delivered immediately after the first email and ramped up as each month progressed to maximize engagement.
● Continued to scrub CRM data every 30 days to capture new intenders and purge opt-outs and converted users.
● Used retargeting as a data capture tactic for additional names and emails from new users.
Uncovering Auto Opportunities With Digital

Results:

● 37% of actual dealership “buyers” during this 90 day period claimed they were motivated by this marketing effort. 34 direct sales were attributed by the dealer to the first party data focused email/social efforts.

● Overall email open rates for buyers was 82%...and 14% for the entire email distribution of 102,000 (6 drops of 17,000).
Takeaways:

1) Take advantage of 1st party data - Years worth of CRM data, leads, service visits and sold cars to build customized and hyper-targeted audiences.
   - PERSONALIZED email marketing
   - Follow up with these custom audiences via facebook, and display
   - Add Look-a-like model tactics across all platforms to increase reach

2) Balancing low funnel digital marketing efforts with top funnel brand building strategies utilizing radio, TV, Video, OTT, outdoor, etc. Don’t ignore traditional efforts.
Thank you, Stephanie and Mike

Excellent case studies that explain the growth and importance of digital and how radio broadcasters are selling it successfully.
More on what we’ve just been talking about in 2 reports available to everyone on the webinar.

Drag and Drop each handout from the GotoWebinar Panel
SalesFuel and BIA are sharing important proprietary data to give clients more insights and analytics around vertical ad spend.

SalesFuel data in BIA ADVantage will show:
- Business intel like average ad budget, number of establishments and employees, category of employees
- Ad data like digital influence, co-op spend, digital influence, ad location

BIA data in AdMall will show:
- Digital and non-digital percentage of spend by vertical
- Estimated spend on media products by vertical

Our mutual goal is to deliver timely, actionable data and analysis to local sellers. Stay tuned for more details.
Increase Your Opportunities to Grow Local Ad Sales

Give yourself a local competitive edge with BIA ADVantage.

BIA ADVantage is a service that will help you:

- Size your local ad opportunity
- Find new revenue streams across verticals
- Prospect verticals
- Track your competition
- Determine strategies and tactics for sales, marketing and product initiatives
- Get local sales support with weekly emails, vertical analysis and much more

... All from the most respected analysts in the media industry.


Contact us: advantage@bia.com to discuss how our service can help you.
Virtual SALES LEADERSHIP Conference
July 29, 2020
SalesFuel CEO C. Lee Smith
“The Road To Recovery”
REGISTER:
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Hire Smarter, Sell More!
Using Talent Analytics to Discover Sales Rainmakers and Avoid Toxic Troublemakers

by C. Lee Smith
President / CEO, SalesFuel

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AUGUST 12, 2020

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QUESTIONS?
Contact Audrey Strong
astrong@salesfuel.com