



LBS WEBINAR SERIES

2nd

TUESDAY

MARK LEVY

LBS Broadcast Selling Expert
and President Revenue Development Resources

**IT'S 6TH MONTH CHECK-UP TIME:
DO YOU KNOW WHERE YOUR DOLLARS ARE?**



THIS WEBINAR WILL BEGIN AT 12:01 ET



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Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

Training



"I love LBS because of the video commentary and training tools it has to offer. I have been in sales for 13 years and I have never seen a training site just like this."
Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Sales Ideas

“I’ve been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an ‘old dog’ new tricks and ideas to help clients” **Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma**



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

Advertiser Intelligence



“I love LBS because the Advertiser Intelligence data provides me with information that allows me to speak intelligently with my clients about their business.”

Paula Bell - WVNI - Bloomington, Indiana



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Ask LBS

“I love LBS because it is the place to go for ideas, information, help, and motivation.”

Kimberly Likens - KFVS, WQQW - Cape Girardeau, Missouri



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

2nd Tuesday Webinars



“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”

Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Digits - Lincoln, Nebraska

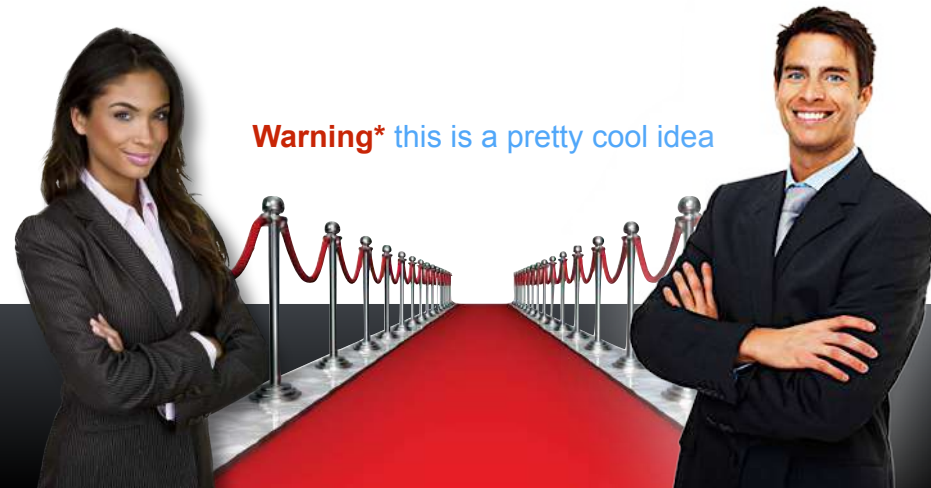
YOU CAN BECOME A SALES IDEAS STAR!



Would you like to receive \$50? Of course you would!
Your successful local sales campaign can make you a star...again!

How can you participate? **Easy as 1-2-3!**

- Step 1** : Tell us about your amazing local revenue building sales idea! ericmoore@localbroadcastsales.com
- Step 2** : (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.
- Step 3** : Your video will be posted on LBS! You will become famous! You will be \$50 richer!



Warning* this is a pretty cool idea



HAVE ANY QUESTIONS?





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DO YOU KNOW WHERE YOUR DOLLARS ARE?**



Your 6 Month Check Up:

Do You Know Where Your Ad Dollars Are?

Mark Levy
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RDR REVENUE
DEVELOPMENT
RESOURCES
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Who We Are



Married 34 years

Mark Levy
President

33+ years in media sales & management

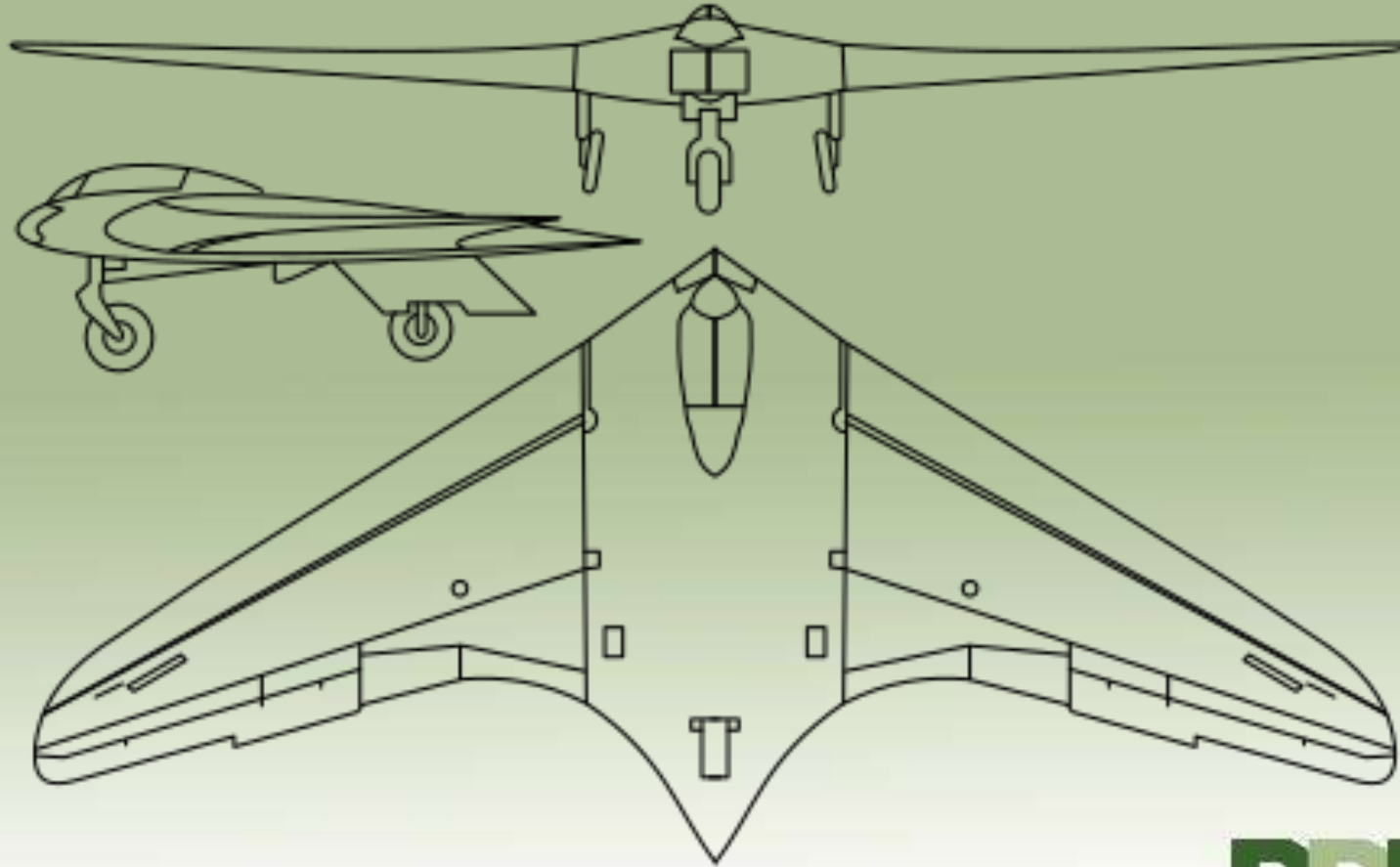


Holly Levy, Esq.
Vice President

16+ years in customer service



Sometimes we never knew.
And sometimes we forgot.



The Horten H.IX, [RLM designation](#) Ho 229
(or Gotha Go 229)

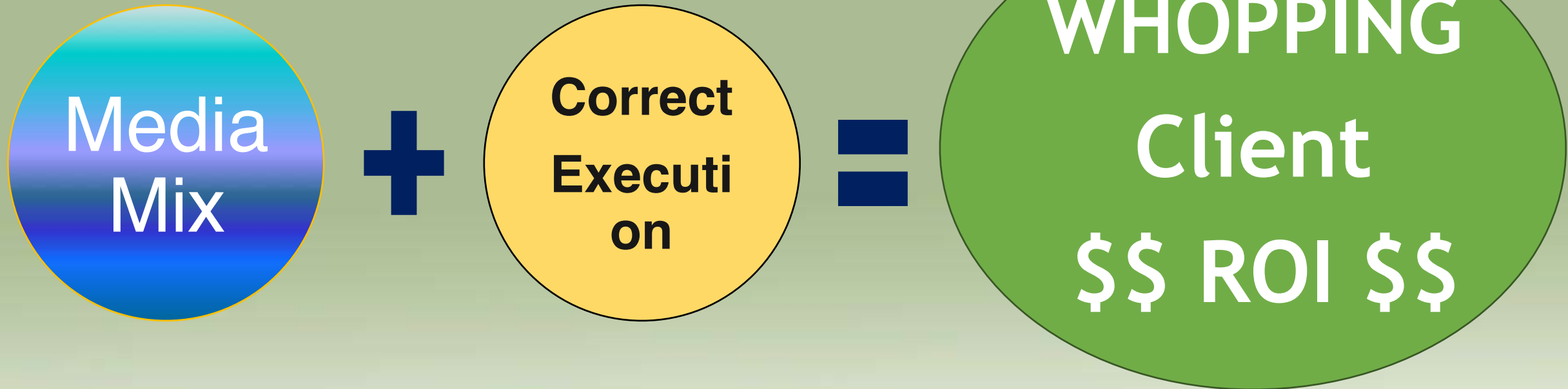
Great sellers know how to sell against & sell with competitive media.

#1 Rule of Competitive Media

NEVER TRASH COMPETITORS.

They may become
“family” one day soon.

Fact



Advertising Research Foundation (ARF) Data

A Study released at the group's Re!Think 2016 conference

Advertisers are likely to see a **greater return** on their marketing investment if they spread it among multiple media platforms.

Specific Findings in Advertising Research Foundation's "How Advertising Works Today" project that surveyed:

- 5,000 campaigns
- 1,000 brands
- 41 nations
- \$375 billion in global ad spending

Advertisers can increase ROI **19%** by doubling from 1 to 2 media platforms.

Each additional platform, up to 5, adds to ROI improving return by as much as **35%** over using only 1.

"Layering" really pays dividends!

Authentic Service =
Educating clients on the
strengths & weaknesses
of all competitive media,
including our own.

Not getting the money?

**Perhaps our competitors are
better at answering:**

“And just WHY should I advertise with your old-fashioned out-of-date medium now?”



“Features” vs. “Benefits”

What’s the difference?



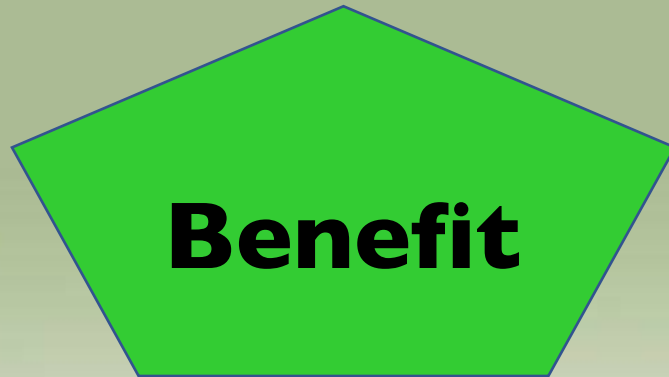
Feature

Attribute of your business
from *your* point of view

Usually begins with
“We” or “Our”

“Benefits” vs. “Features”

What’s the difference?



Attribute of your business
from the *prospect's* point of
view

Usually begins with
“You” or “Your”

More Profitable Than Watching Funny Cat Videos

Memorize at least **20** benefits of:

- Advertising
- Long-term advertising
- All media types you offer
- Your specific media offerings
- Doing business with you

**“You will (benefit),
because we(feature).”**

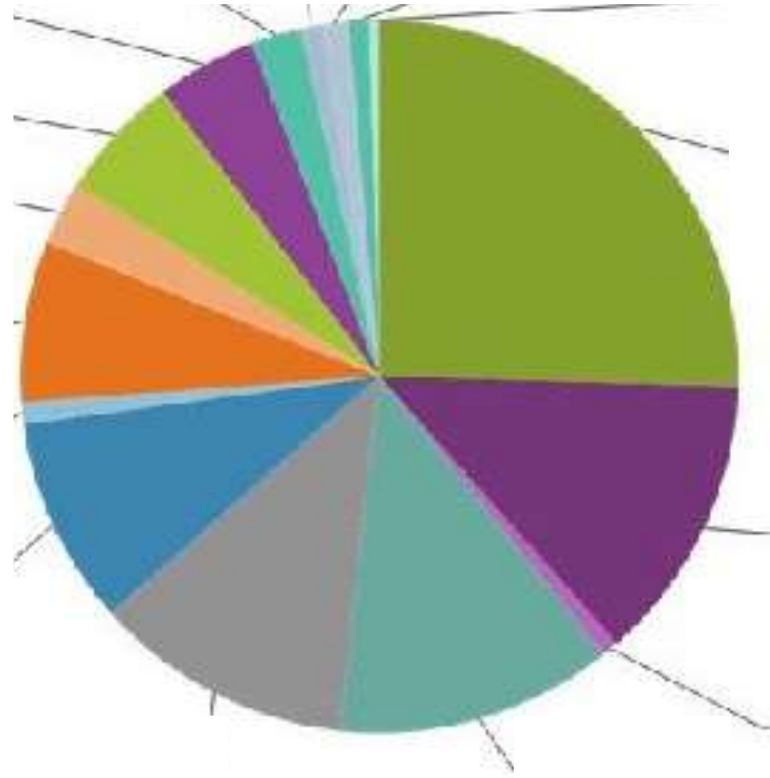


So...

who has your money?

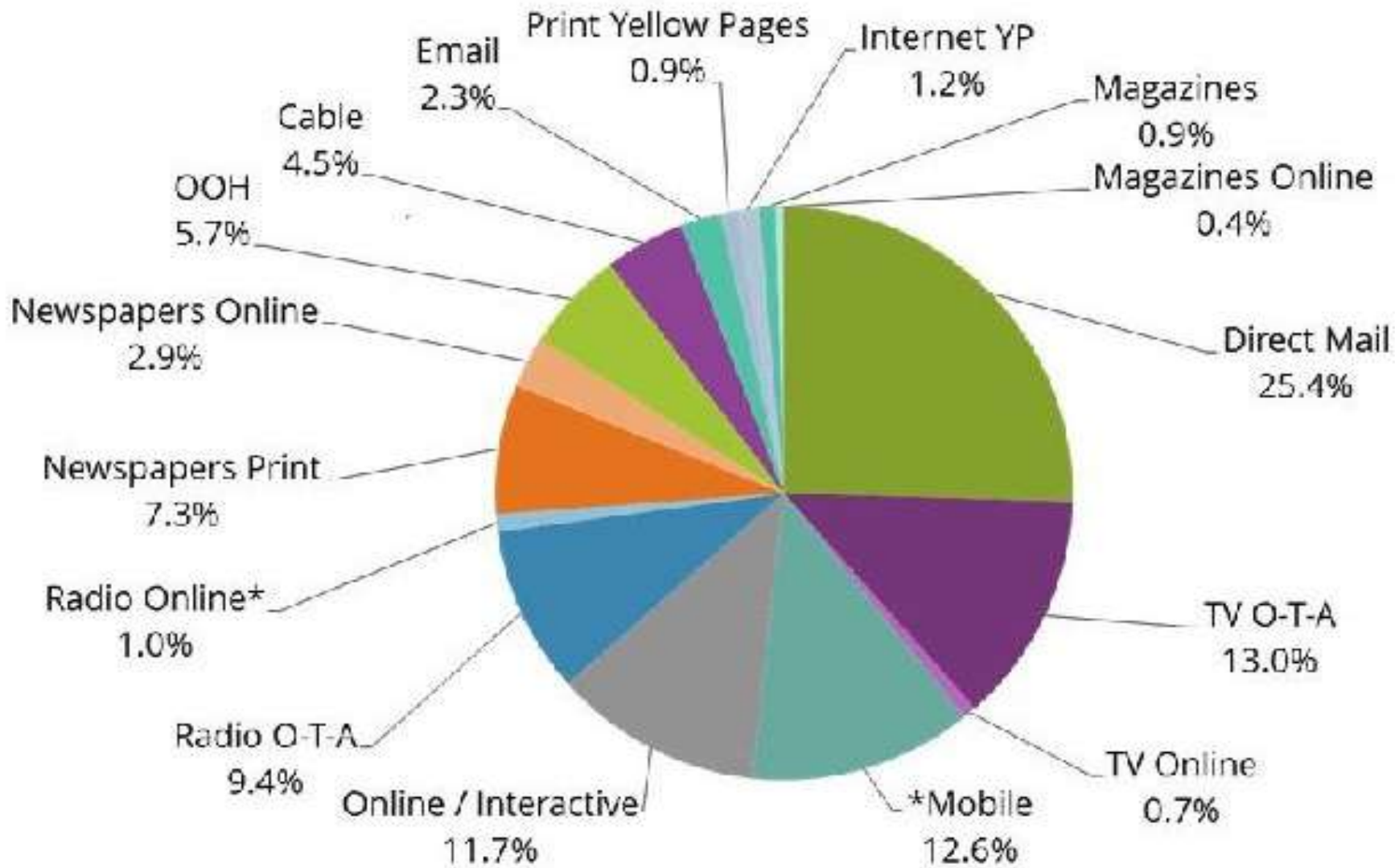
According to BIA/Kelsey's Chief
Economist & SVP,
Mark Fratrik:

2018 U.S. Local Media Revenue — \$151.2 Billion



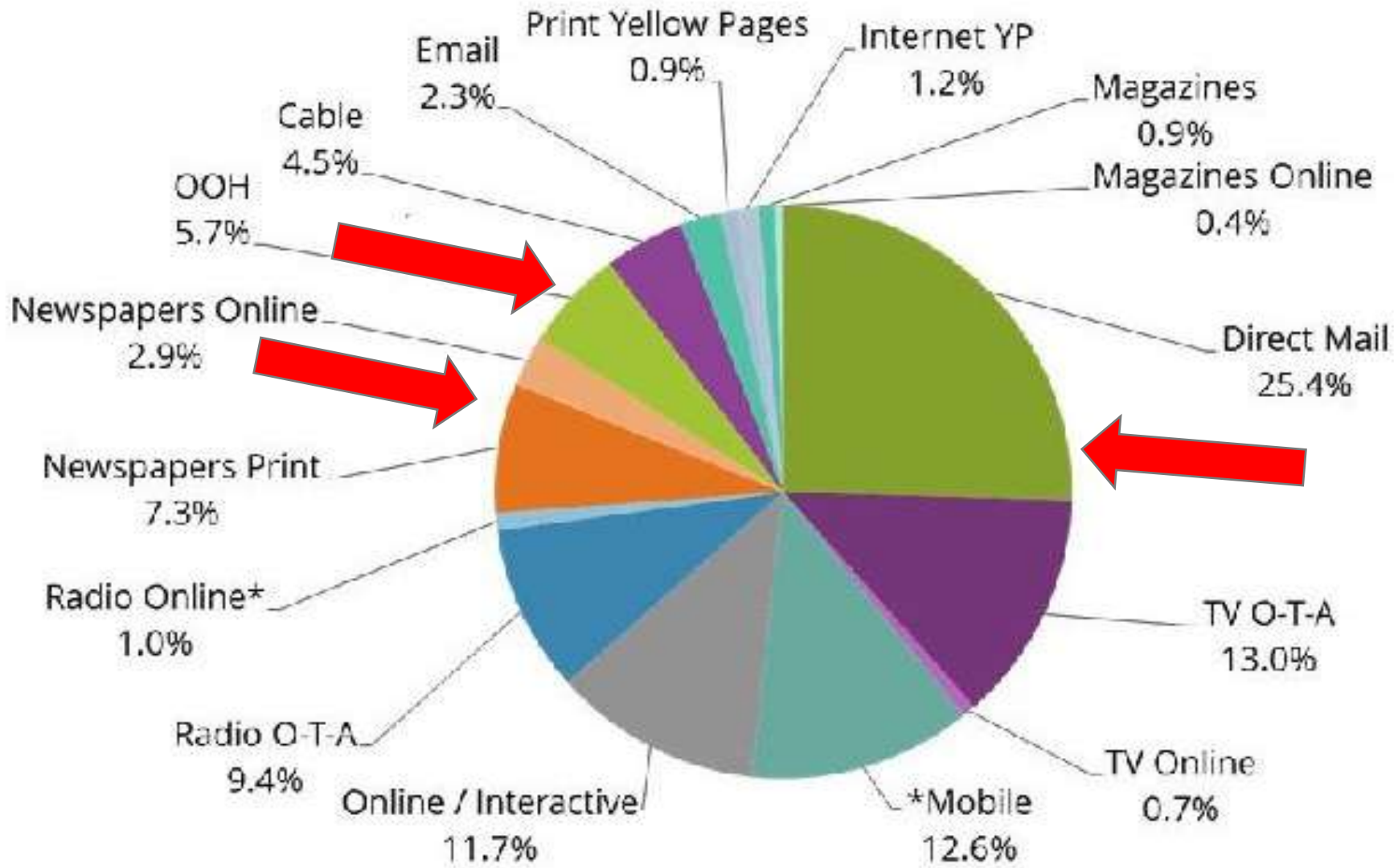
Source: BIA/Kelsey, Dec. 2017

2018 U.S. Local Media Revenue — \$151.2 Billion



Source: BIA/Kelsey, Dec. 2017

2018 U.S. Local Media Revenue — \$151.2 Billion



**Flying
under
the
radar**

Source: BIA/Kelsey, Dec. 2017

Out of Home

4 Distinct Segments

Billboards

- Paints - big, long standing boards
- Posters/Jr. posters - paper, 30 days, bane of political season
- Walls (yep, walls of buildings)
- Digital Boards - new message every few seconds

4 Distinct Segments

Transit

- Buses, Airports, Subways, Taxis
- Digital Messages in above vehicles
- Mobile Billboards - parked trailers, boards on trucks (Vegas)



4 Distinct Segments

Urban Furniture

- Bus Stops
- Benches
- Trash Receptacles
- Streets



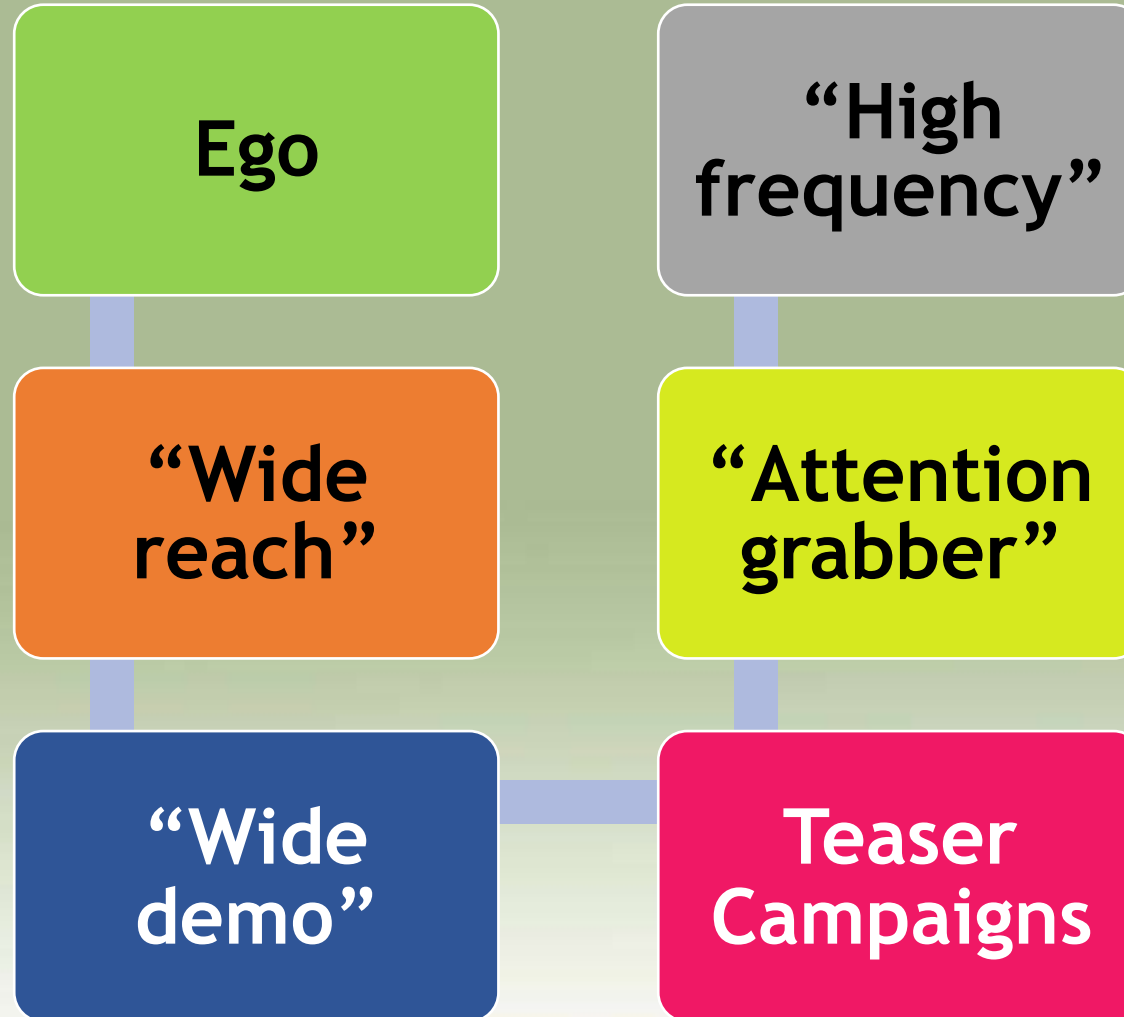
Photo: www.creativeguerrillamarketing.com/guerrilla-marketing/the-80-best-guerilla-marketing-ideas-ive-ever-seen/

4 Distinct Segments

Location-based

- Theaters, Malls
- Stadiums (colleges & high school)
- High-traffic pedestrian areas
- Parking garages
- Bathrooms

Why do people buy this?



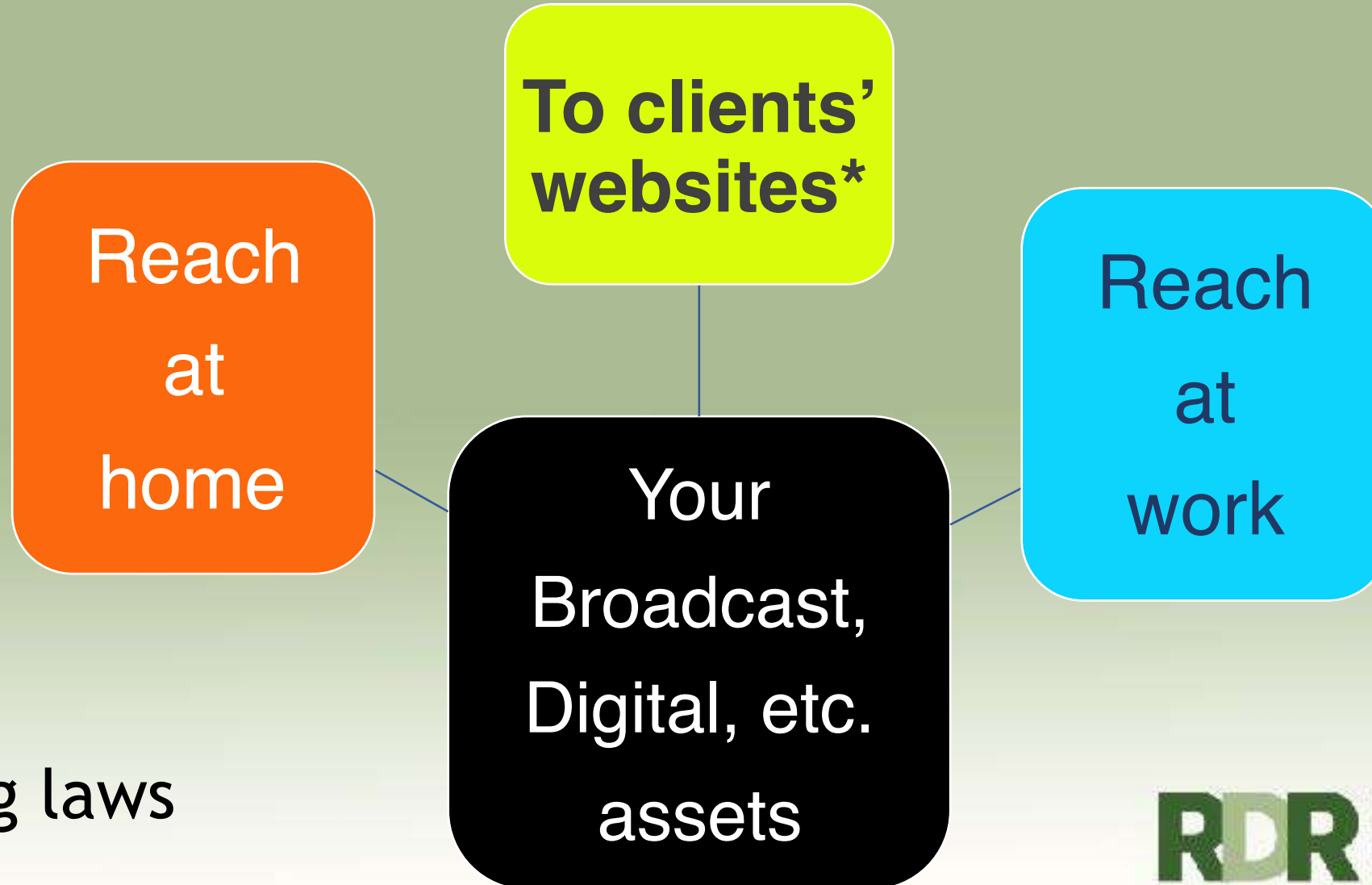
WIFE WANTED
BILLBOARD BACHELOR
www.billboardbachelor.com
Single - Successful - Ready



Why do people buy this?

- ❖ Association with movies & teams (+tickets)
- ❖ Perception: airports signs attract upscale audience. (but these are travelers rushing to planes, not shoppers!)
- ❖ Perception: billboard “stands out due to less clutter i.e. broadcast”
- ❖ Perception: “restroom audience” *is truly captive*

Selling with



*texting laws

Selling with

- Broadcast can tighten or broaden client's target demo
- Alert audience in ads:
 - “Watch for ABC Client's billboard, & watch/listen for ABC Client's future broadcast ads...” = *synergy!*
- Augment brief message with broadcast
- “Reallocation” - reduce & move \$ to your media

Selling with

Your camera is your tool

- Evening pics
- Light traffic time
- Dirty benches
- Restrooms
- Model billboard = misleading
- People in theater (math)
- “*I have a concern*” email/call

Selling against

Is it really working? What is criteria?

% people claiming “I saw it” vs. lift in sales
or in a bad year:

staying close to previous year

Newspaper

“...If they're not thinking about buying a local newspaper or starting a direct mail initiative in their market, they should...”

“Radio’s Big Challenge: Finding Its Way Forward In This New Digital World”

Gordon Borrell

Forbes.com, 3/30/18

Why do people buy this?



- ❖ Easily trackable
- ❖ Co-op
- ❖ Details/pics
- ❖ Size varieties
- ❖ 55+
- ❖ Coupon delivery vehicle
- ❖ Section targeting
- ❖ Geo Zone targeting
- ❖ Local sports coverage
- ❖ Year-long calendar

Why do people buy this?

Old habits die hard!

- Belief: 1 newspaper ad = more impressions than 1 radio/TV spot
- Belief: newspapers = more civically benevolent
- Tangible results vs. “branding” ads often run on broadcast
- (Arguably) 1st medium to harness synergy of companion websites & apps?

Selling with

- Broadcast  ad awareness for paper readers
- Broadcast  ad reach to non-paper readers
 - Paper reaches most affluent demo.

Strategy: use broadcast to reach younger demos + use paper reach 55+

- Double frequency - 2 smaller ads vs. 1 large
- Remember “old” newspaper/frog legs adage

Selling with

1. Center broadcast schedules to run day prior, of, & after newspaper ad runs
2. After client accepts your recommendation to reduce ad size, reallocates money into broadcast, & schedule has aired, always ask: ***“How did the ad perform?”***

Never ask “How did the broadcast schedule work?” You WANT the client to say the ad worked better because you said it would if augmented with broadcast!

Selling against

Your camera is your tool

- ✓ Pictures of competitors on same pages
(esp. special sections)
- ✓ Page placement
- ✓ Short-rate if client cancels
- ✓ Declining circulation (5 year trends)

Selling with (sound familiar?)

Is it really working? What's the criteria?

% people saying "I saw it" vs. lift in sales

Or

in a bad year, staying close to previous year

Direct Mail

“...If they're not thinking about buying a local newspaper or starting a direct mail initiative in their market, they should...”

“Radio’s Big Challenge: Finding Its Way Forward In This New Digital World”

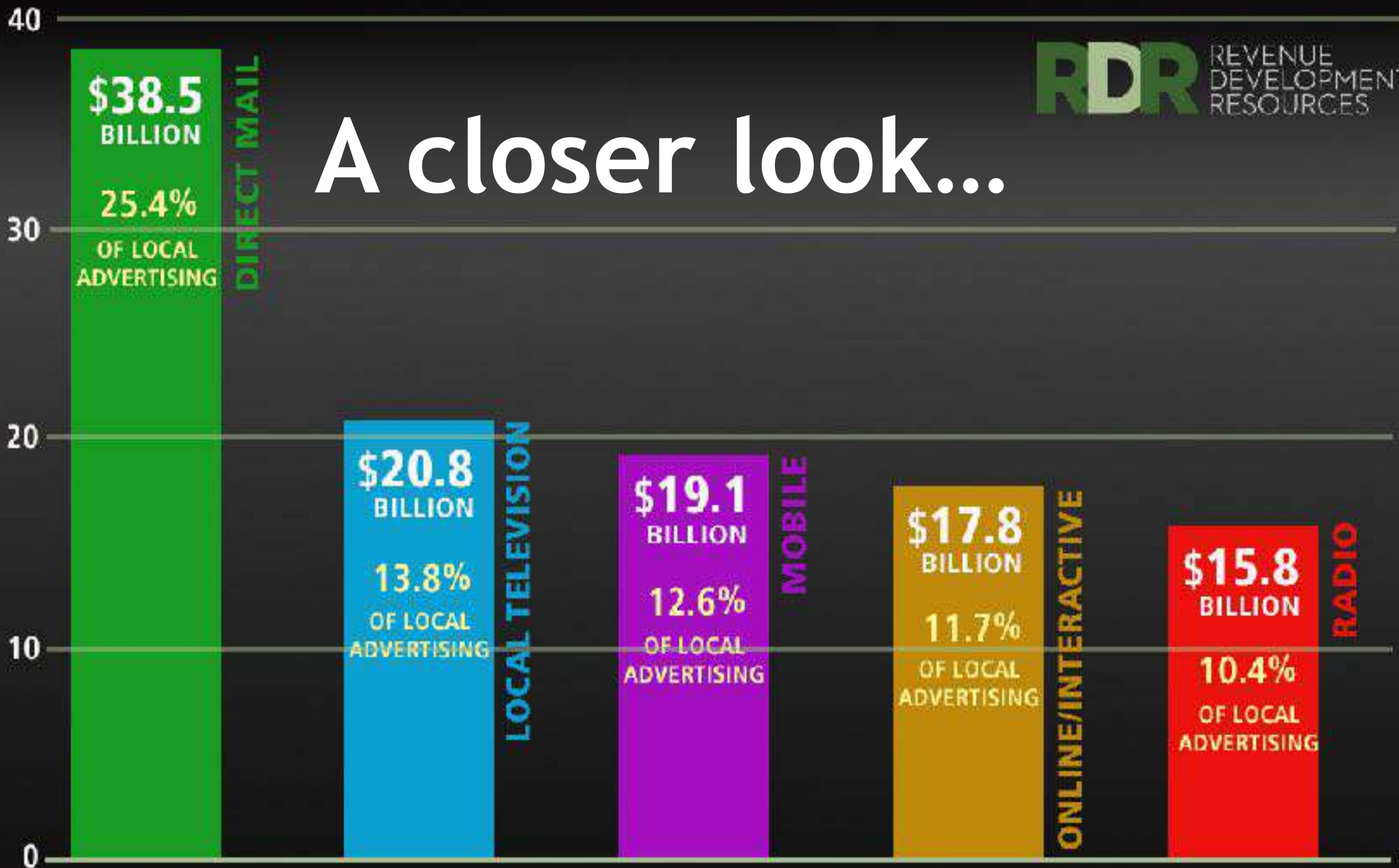
Gordon Borrell

3/30/18

Forbes.com

A closer look...

CHART IN BILLIONS OF DOLLARS



Source: BIA/Kelsey

Why do people buy this?

Perception = it works

- Per BIA, response rate is now over 5.6%
- Great for bringing current customer back (BOGO, Off-Peak Offer, etc.)
- Targeting by geographic zone
- Targeting by demo as well
- Great tool for building segmented database
- Prospects will touch it (even if they throw out)
- Easy to test different offers in the same mailing

Why do people buy this?

- Easy to track
- Great amount of co-op
- Details/pictures
- Variety of sizes/layouts
- Great coupon deliverer
- Tangible results vs. “branding” ads so often run on broadcast
- True ability to be totally personalized
- Great way to reach Boomers, Gen-Xers & Millennials? YES!

Baby Boomers

- ½ of all consumer expenditures
- look forward to checking mail each day (Gallup)
- ✓ 36% used coupon mailed for a purchase in past month
- ✓ 34% used coupon emailed for a purchase in past month
- ✓ 75% = more likely to purchase with coupon/loyalty discount (Synchrony Financial, Ap. 2017)

Gen Xers

- were just gaining in the workforce when recession hit
 - not relying on Social Security after retirement
 - saving for college, homes, a business, retirement
 - they *love coupons* (Wordstream Dec. 2017)
-
- ✓ Appreciate standard mail (bills excluded)
 - ✓ Many still mail hand-written notes
 - ✓ Direct mail may reach them at home more effectively than work since many in management (May Design, Mar. 2017)

Millennials

- ✓ More than ½ obtain coupons from paper sources such as direct mail, inserts & magazines (WMI, July 2017)
- ✓ 47% increased their use of coupons in past year - 14% more than all respondents & 21% more than Baby Boomers
- ✓ 34% report increase in mail coupon usage (Business Wire, 2016)
- ✓ Nearly 90% use paper coupons received via mail (Valassis' annual coupon report, 2017)
- ✓ Response rates to all direct mail, ads & coupons = up 60% from a decade ago (Data & Marketing Assoc., 2017)

Selling with

- Use broadcast to increase awareness of ad for people receiving ad in mailboxes
- Use broadcast to increase reach of ad to for people getting not the ad in their mailboxes by directing your audience to an on-line version)
- Use broadcast to give “life” to mailed message
- People really like it. Remember: “old” newspaper/ frog legs adage

Selling with

1. Center broadcast schedules so they run the day before, day of, & day after the mail piece drops, in order to reduce “I just threw it away.”
2. After client accepts your recommendation to reduce ad size, reallocates money into broadcast, & schedule has aired, always ask: **“How did the ad perform?”**

Never ask “How did the broadcast schedule work?” You WANT the client to say the ad worked better because you said it would if augmented with broadcast!

Selling with

Your camera is your tool

- If marriage mail, picture showing how many ads of similar size in same envelope
- Standalone cost can be very high
- Ad copy mistake in not easily corrected
- Quality vastly differs
- How good is the zip code list?
- Do not mail lists
- Not environmentally friendly

Selling with (sound familiar?)

Is it really working? What's the criteria?

% people saying "I saw it" vs. lift in sales

Or

in a bad year, staying close to previous year

Investments in you

Inexpensive Impact

- Weekly carwash
- Good pen
- Portfolio
- Up to date laptop/tablet with Office-type presentation software
- 1 hour/week to write thank you notes
- 1-2 weekends/year: vision retreat

Growth Strategies

- ✓ Frequently analyze presentations from competitive media
- ✓ Create year-long promo calendars to assist clients long term planning
- ✓ Conduct focus groups to assess sales growth needs

Growth Strategies

- ✓ Hold client seminars to teach sales closing techniques & customer service essentials

- ✓ Follow up after the sale & inquire in invoice:
 1. Did schedule run as ordered?
 2. Did schedule run at agreed upon investment?
 3. Did ad copy address marketing objectives?

**Questions? Comments?
Snide Remarks?**



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Revenue Development Resources

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Blog: www.rdrtoday.com/blog/

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