



# LBS WEBINAR SERIES 2nd

TUESDAY

Presented by: Greg Gibbons  
Digital Expert

## DIGITAL MARKETING: ASSISTING YOUR CLIENTS AS THEY REOPEN IN TODAY'S ENVIRONMENT!



**THIS WEBINAR WILL BEGIN AT 12:01 ET**



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



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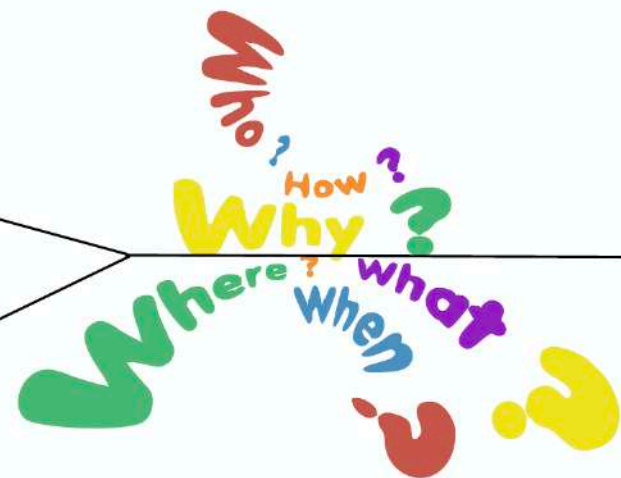
On-Demand Broadcast Training  
And Revenue Development That Works!

# LBS COVID IMPACT SHOPPING SURVEY



**Local**  
Broadcast Sales

**Pulse**  
Research



Contact [garymoore@localbroadcastsales.com](mailto:garymoore@localbroadcastsales.com) for details

# B.E.S.T.

Broadcast **E**ssentials for **S**elling **T**oday

- ✓ DAILY REMINDERS
- ✓ YOUR TIME TABLE
- ✓ DIRECT ACCESS TO LBS PROS
- ✓ NO ADDITIONAL COST, NO LIMIT OF PARTICIPANTS
- ✓ THE ENTIRE LBS SITE IS AVAILABLE TO YOUR NEW HIRES



# LBS is Your COVID Selling Headquarters

Nearly **70** brand new videos since March 16. That's roughly **FIFTEEN HOURS** of new content **BY** broadcasters and **FOR** broadcaster pros specifically designed to help your sales efforts through this pandemic.

- ✓ What's Your COVID STRATEGY?
- ✓ How to Work from the Home
- ✓ All-Star Panels and More.
- ✓ Over 150 articles discussing how key advertisers are dealing with COVID and moving forward!



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!

- ADVERTISER INTERVIEWS
- APPAREL
- ASK LBS
- AUTOMOTIVE
- DIGITAL MEDIA
- ELECTRONICS
- EMPLOYMENT
- ENTERTAINMENT
- FURNITURE
- GROCERY
- HEALTH CARE
- HOME IMPROVEMENT
- JEWELRY
- MEDIA
- REAL ESTATE
- RESTAURANTS
- RETAIL
- TELECOM
- TRAVEL



### Sales 101

LBS' quick start series for new broadcasters and veterans who would like a refresher!



### The BEST Program

Broadcaster Essentials for Selling Today Specifically for new broadcast reps!



### Sales Ideas

Need a creative boost or some fresh ideas? This section of LBS is loaded with them!



### Webinar Registration

Sign yourself or your team up for the next LBS 2nd Tuesday webinar and see past ones right here!



### Ask LBS

Got questions? Put our experienced team to work for you! They've been there and done that!



### For Sales Meetings

Great content for your next sales meeting. Just hook up to a projector and go!



### Tempur Sealy begins opening its network of domestic retail stores

Furniture

LEXINGTON, Ky. – Tempur Sealy International is welcoming customers and associates back to...

READ MORE

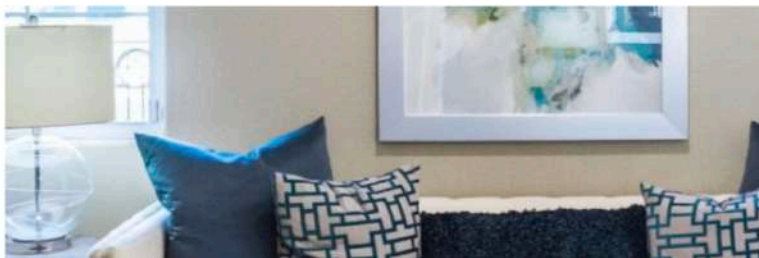


### Mattress retailers adapting in COVID-19 world

Furniture

HIGH POINT – As mattress stores around the country reopen, retailers are facing a new...

READ MORE



### Residential furniture orders dive 29% in March: Smith Leonard

Furniture

Photo by Smith Leonard HIGH POINT, N.C. – As expected, the COVID-19 pandemic impacted new...

READ MORE

# QUESTIONS?

A screenshot of the GoToWebinar Control Panel interface. The window title is "GoToWebinar Control Panel". The main content area is titled "Audio" and "View audio options". A "Questions" button is highlighted with a red circle. Below the button is a text input field with the placeholder text "Type question here." and a "Send" button. The GoToWebinar logo is visible at the bottom of the panel.

GoToWebinar Control Panel

Audio

View audio options

Questions

Type question here.

Send

GoToWebinar





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# DIGITAL MARKETING

Assisting Your Clients as They Reopen in Today's Environment

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**Greg Gibbons**

**Digital Media Manager,**

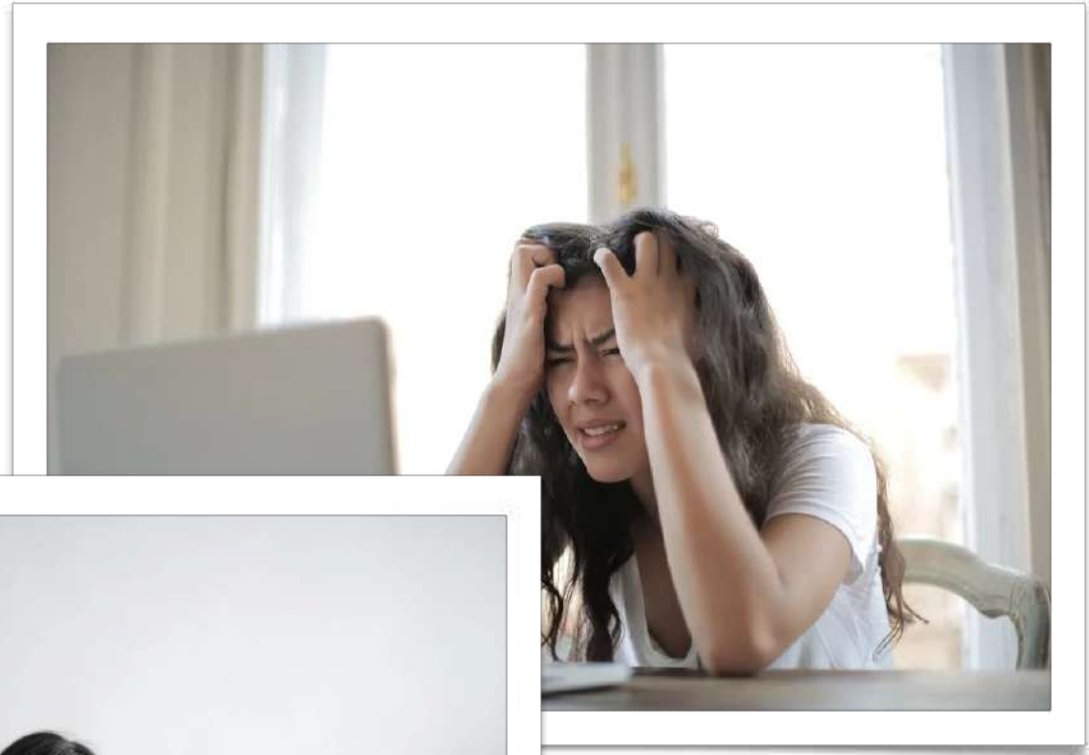
[greggibbons9999@gmail.com](mailto:greggibbons9999@gmail.com)

# So 2020 huh?

2020 for Local Broadcast Reps summed up in one graphic



# Salespeople I know at least once a day



# TV Ad Spending in 2020?



**28%**

CNBC



**9%**

Variety



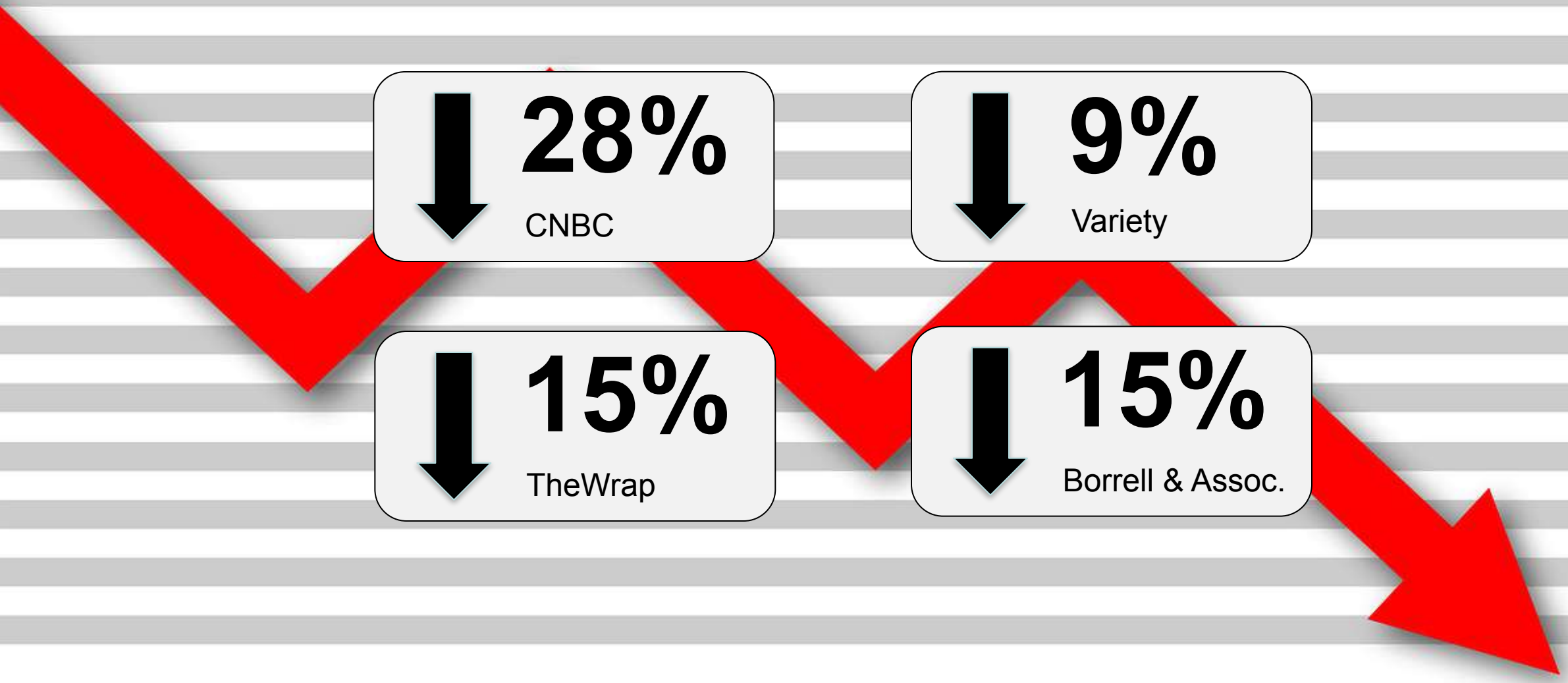
**15%**

TheWrap

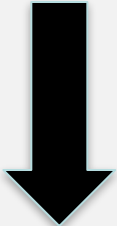


**15%**

Borrell & Assoc.



# What about Radio Revenue?



**50%**

BIA Advantage



**9%**

EMarketer



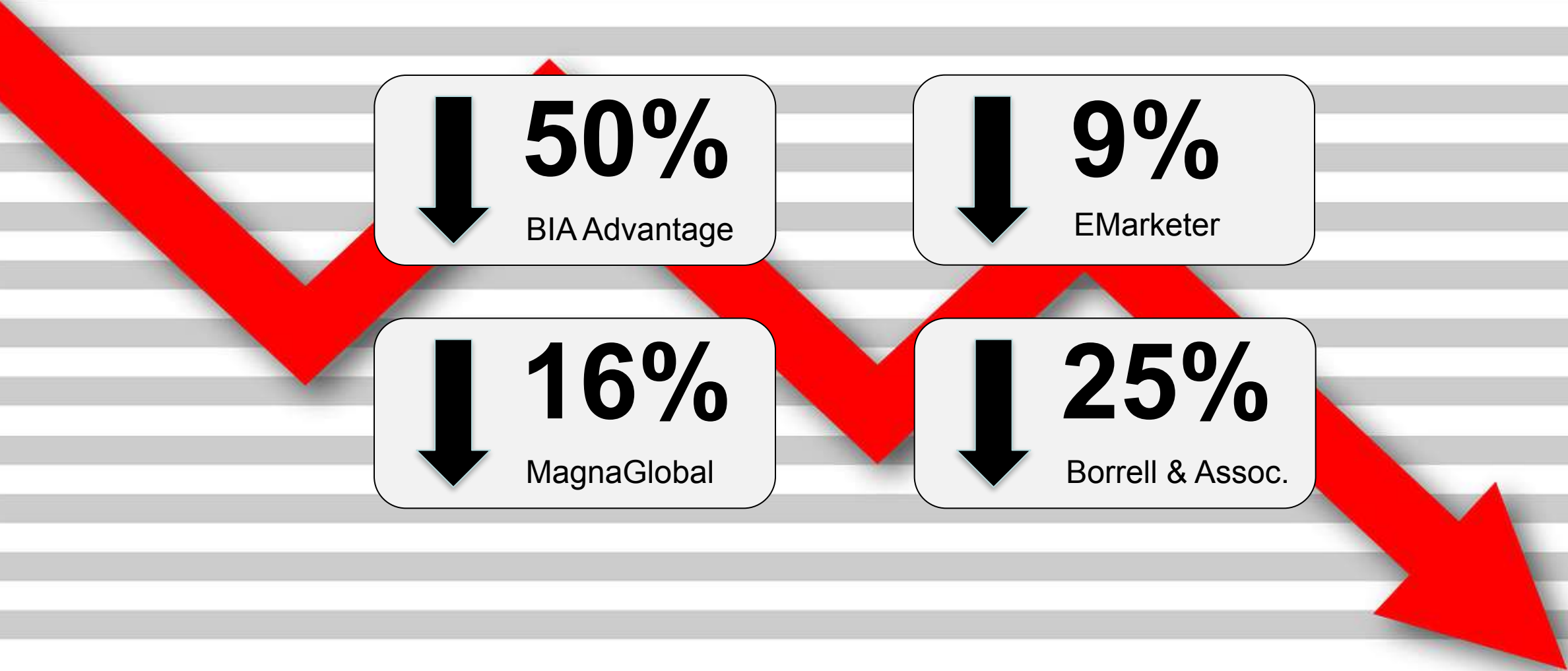
**16%**

MagnaGlobal



**25%**

Borrell & Assoc.

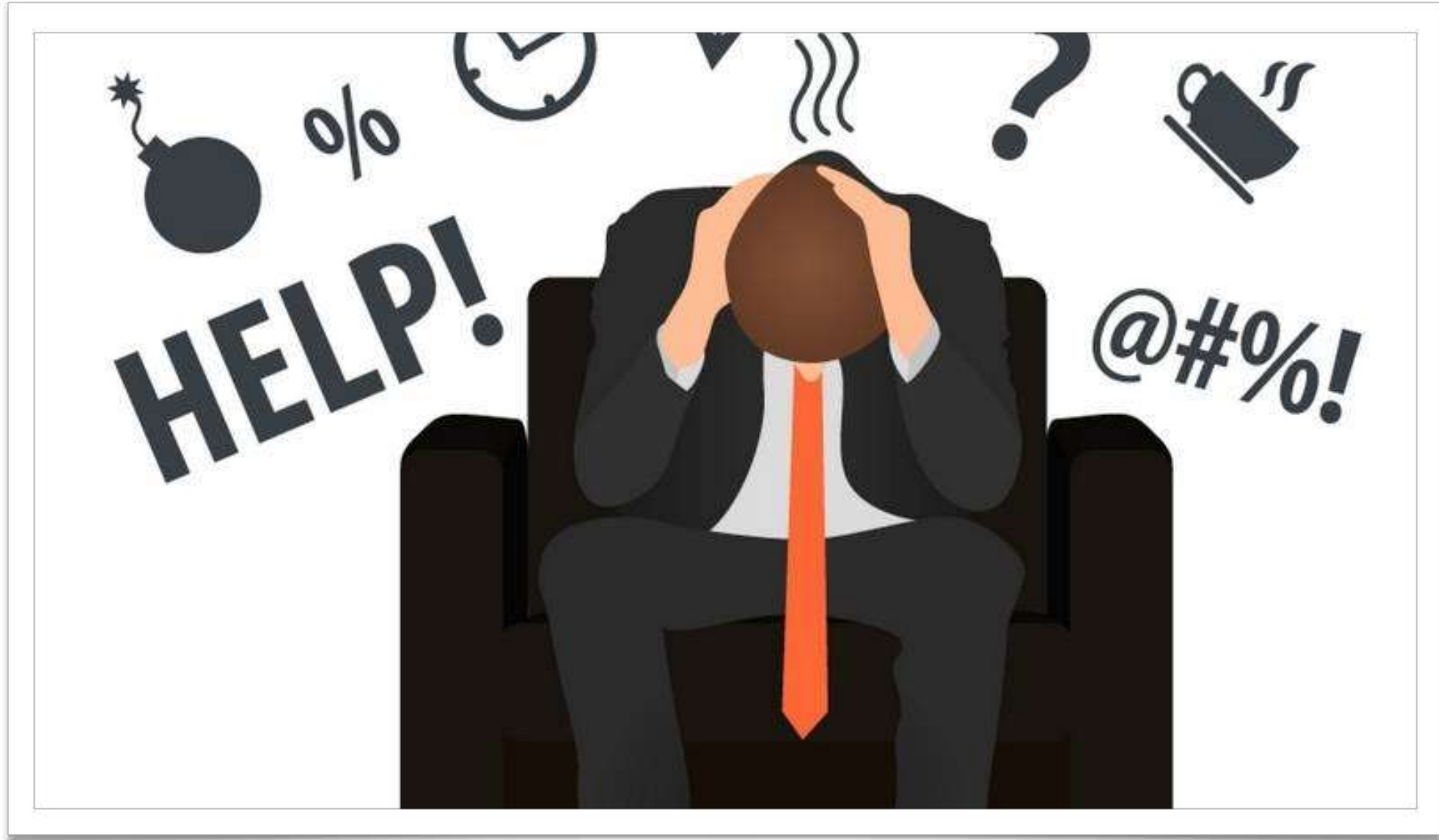


# Meanwhile word from above is...



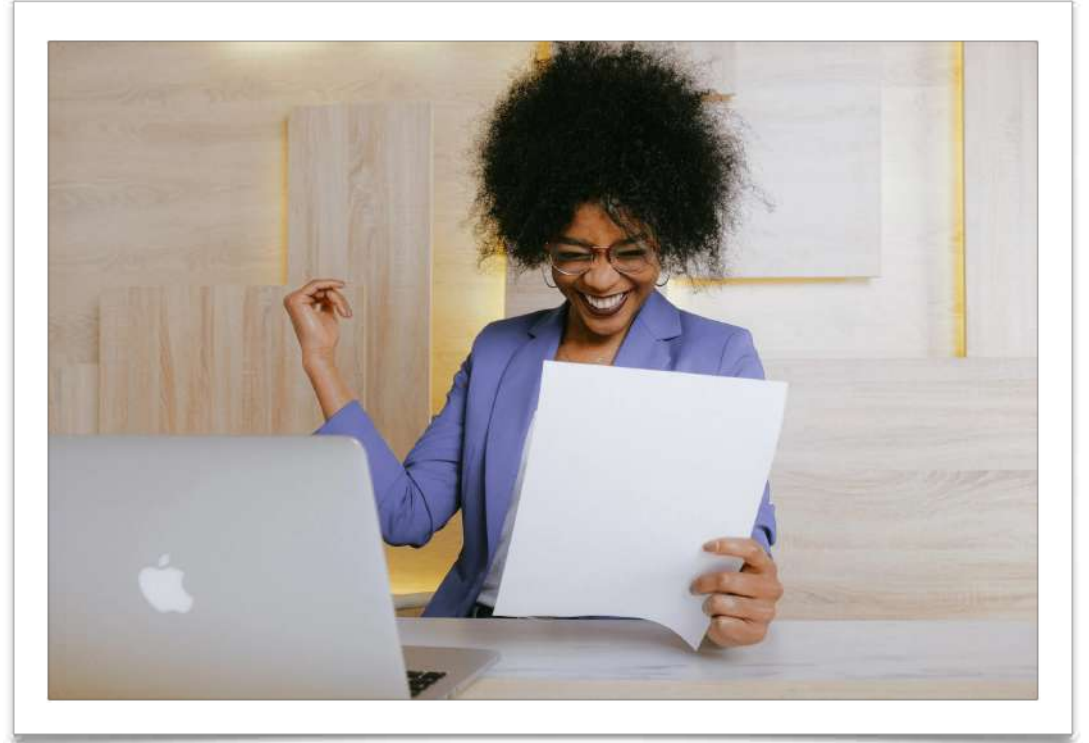
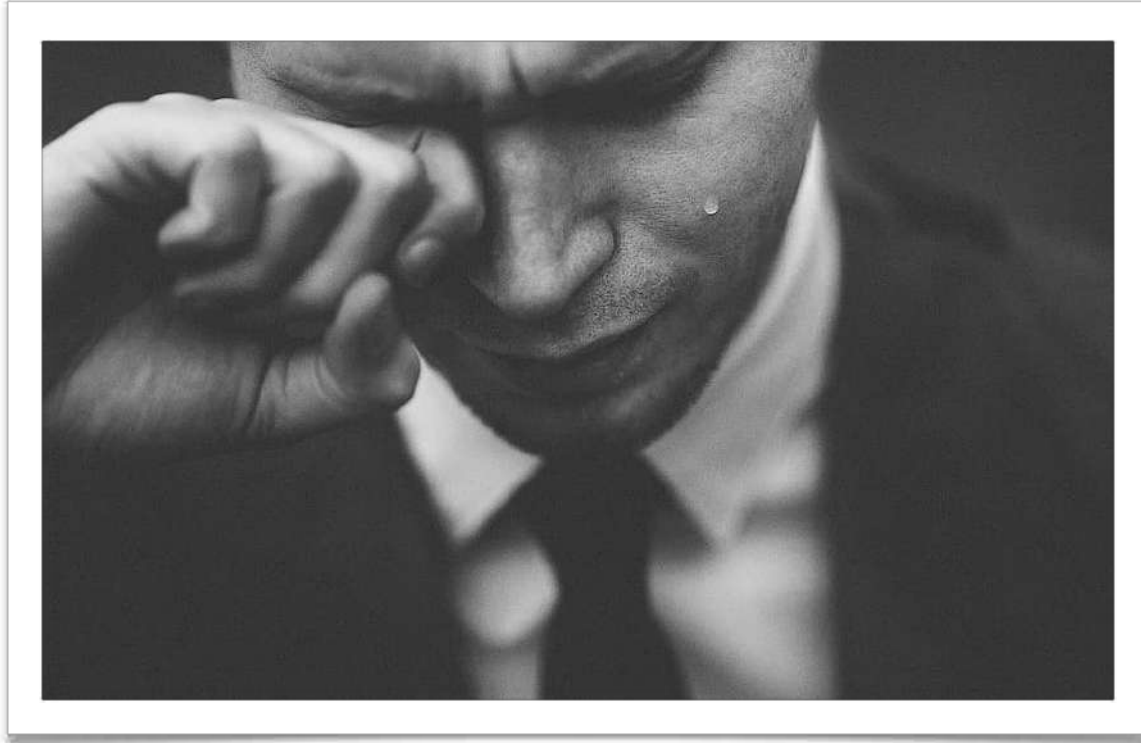
**Everything's fine  
just get back to selling  
like you used to!**

# It's ok to be freaked out a little





# You have 2 options:



**To those that choose to fight**



**YOU'RE A  
HERO**

# Don't believe me?



- ▶ Who else is going to help businesses in your markets keep from closing for good?
- ▶ Who else can reconnect them to the community and help them re-engage with their past, current and future customers?
- ▶ Who else is going to help shoulder the burden of marketing and advertising so they can focus on all the other problems they need to solve daily?

# Put yourself in their shoes

Will I ever recover from this?



# What do they need?



**CONSULTANT**



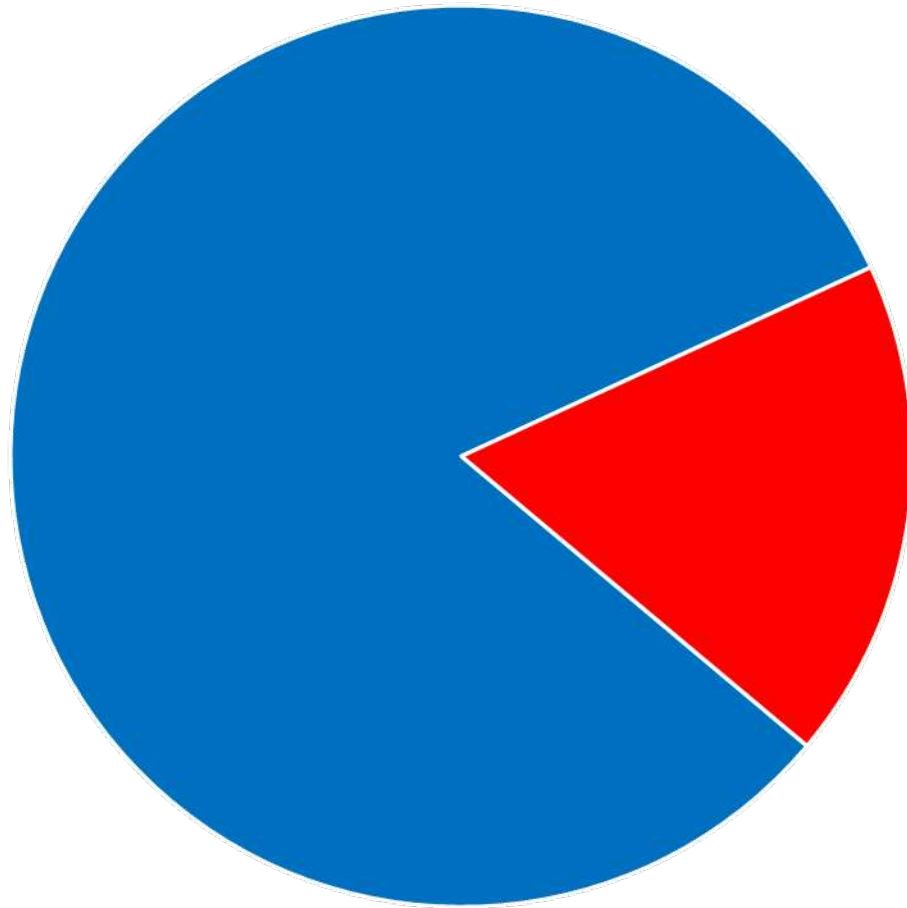
**SALES GUY**

**SOLVE THEIR PROBLEMS, NOT YOURS!**

**I thought this was about digital?**



# Is Digital Marketing important?



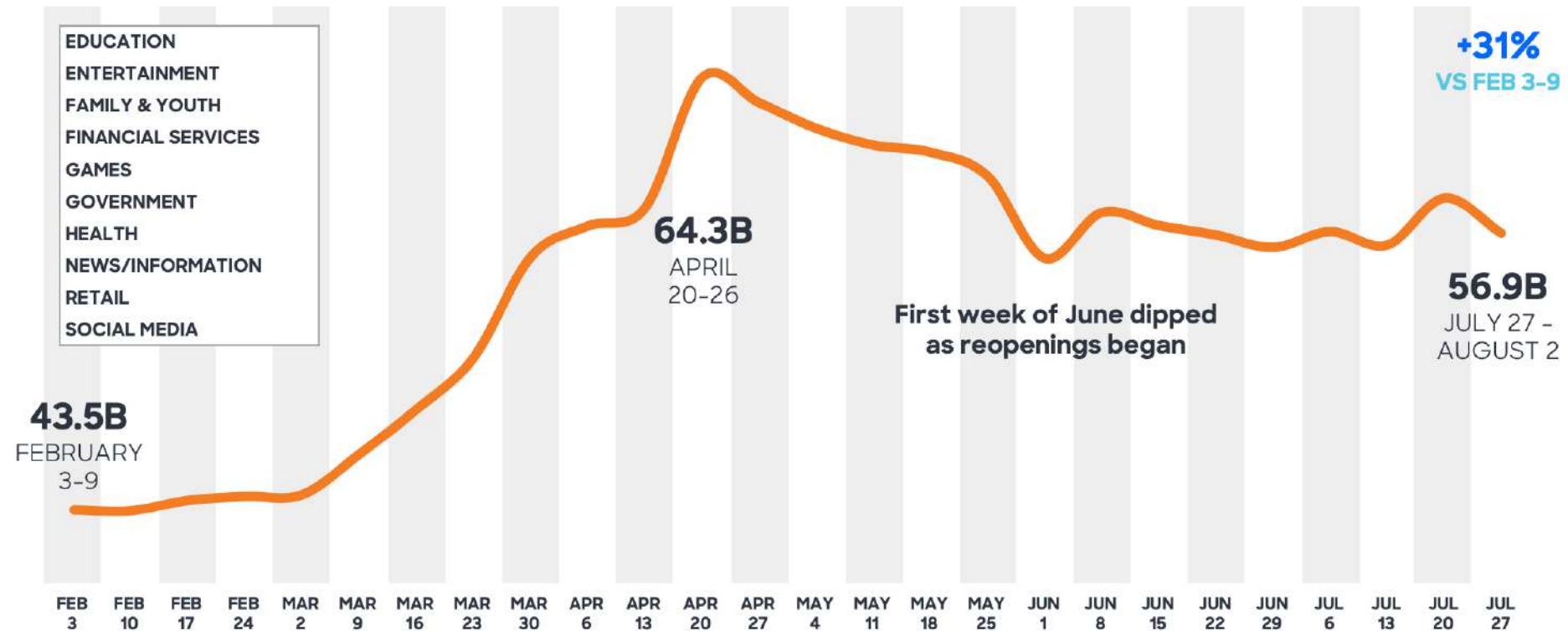
 **Businesses who think Digital is important**

 **Also businesses who think Digital is important just in a different color**

# Digital surged in Spring and are still well above “normal”

## Total Digital Visits

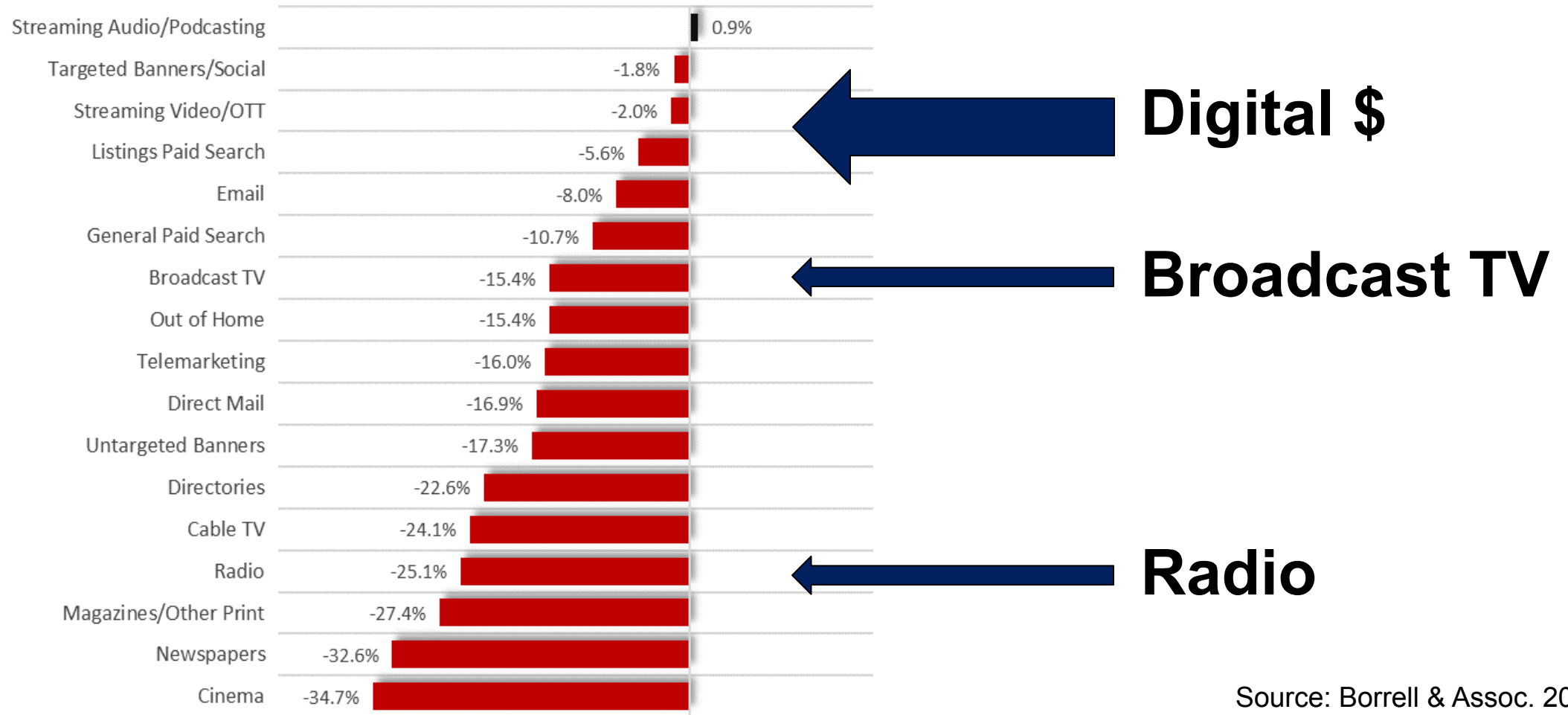
TEN KEY CATEGORIES





# What about Digital Spending vs. Traditional?

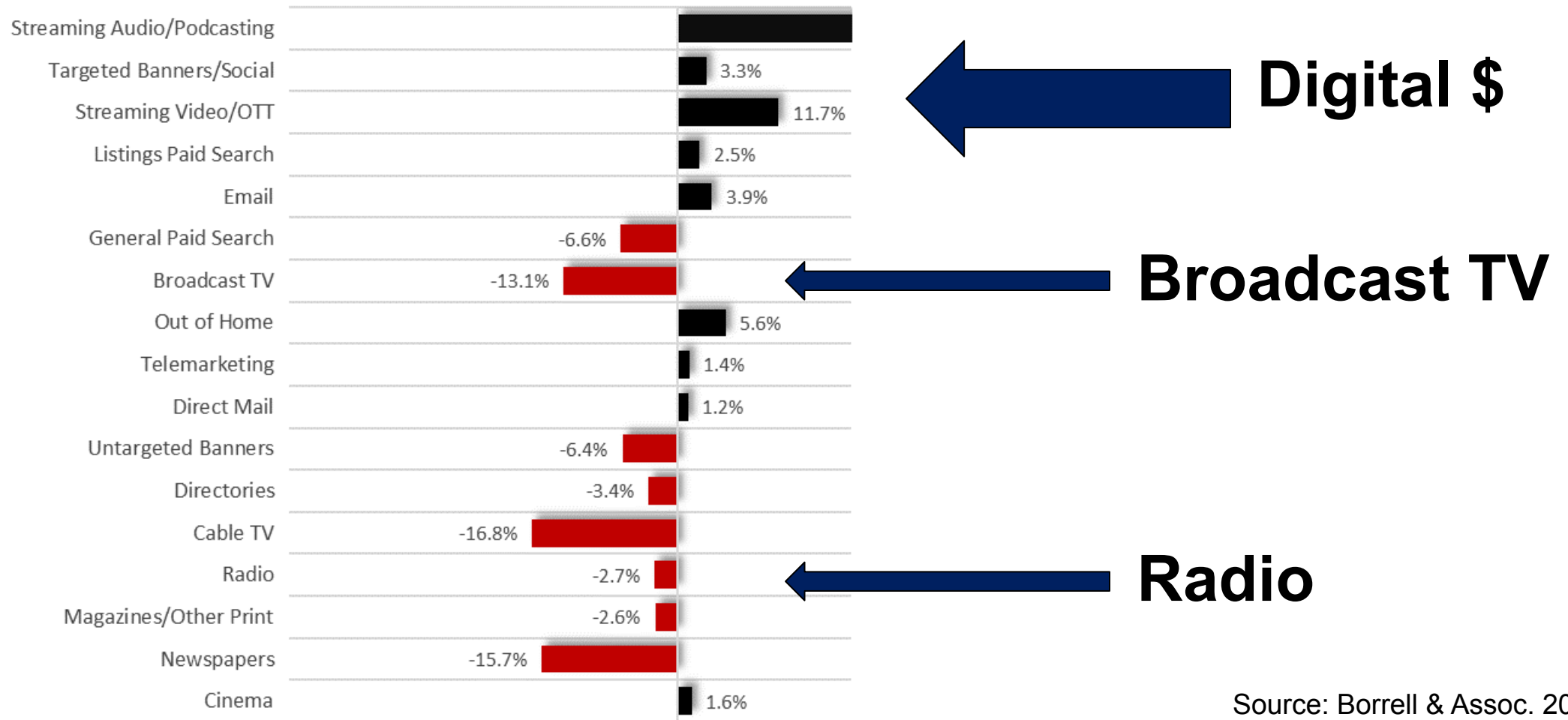
Projected Change in U.S. Local Advertising, 2020



Source: Borrell & Assoc. 2020

# What about 2021? Will it go back to normal?

Forecast Change in U.S. Local Advertising, 2021



Source: Borrell & Assoc. 2020

**Don't think just about now...**



**Imagine your job beyond 2021**

**So shift all our money to Digital?**



# Sell the TOTAL SOLUTION

If you were hungry would you want this?



Or this?



**So now you are saying...**

**OK, I get it!**

**We should be selling everything!**

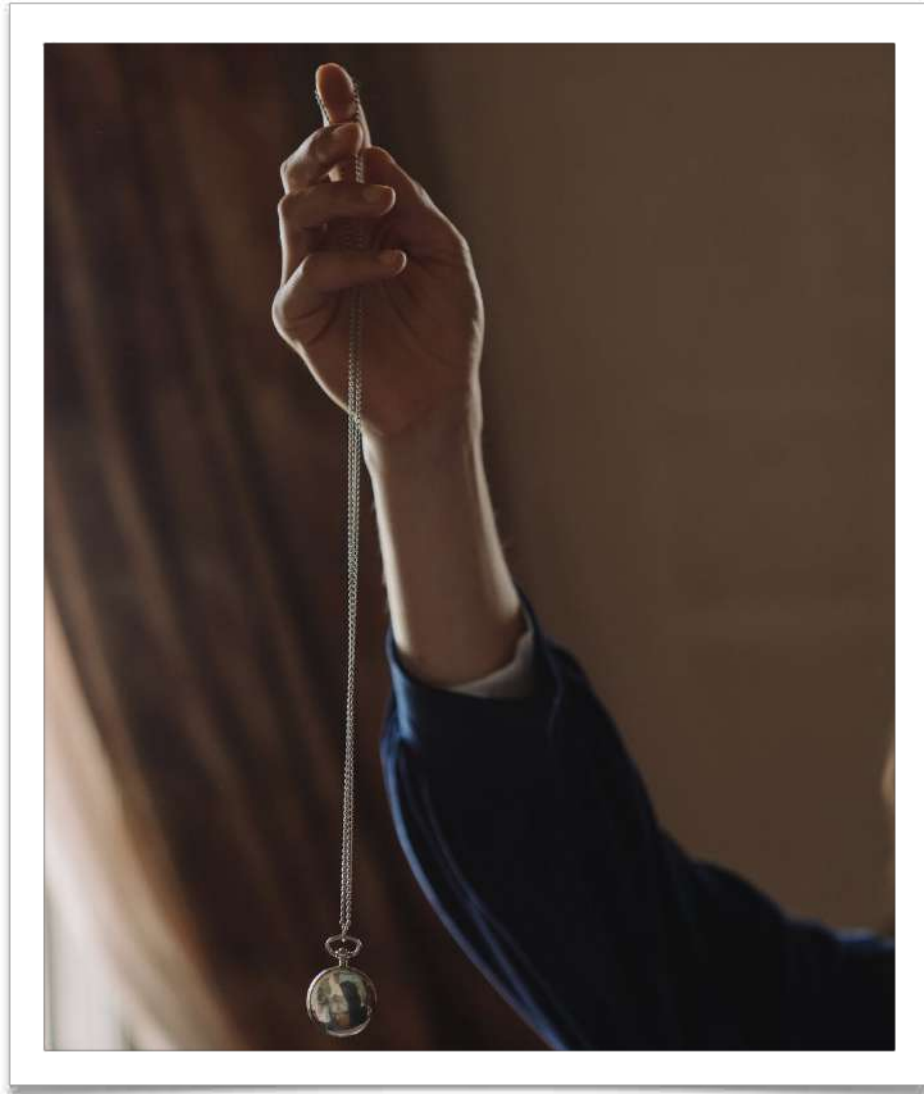
**I'm on board!**

**BUT...**

**HOW DO I DO THAT?**



# So how do we give them that full meal?



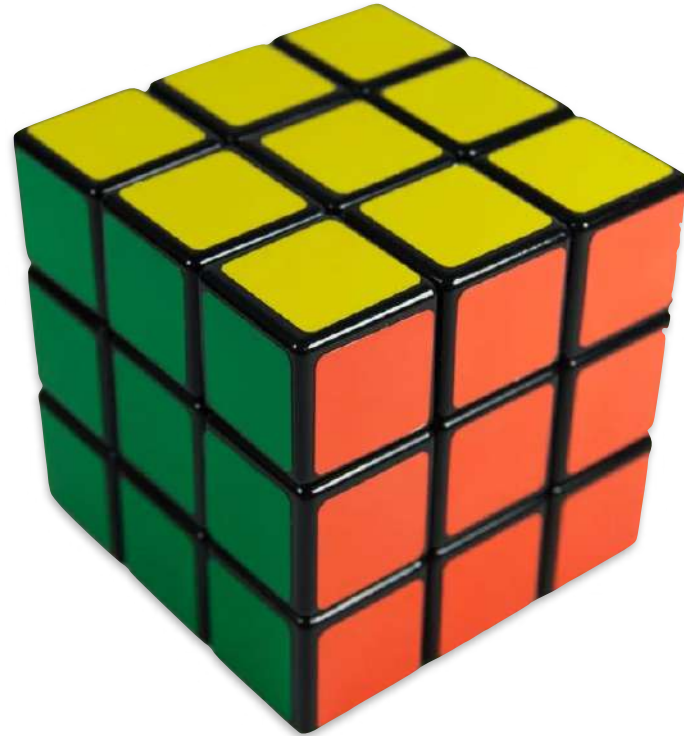
Repeat after me:

I am NOT  
a Radio Sales Rep

I am NOT  
a Television Sales Rep



I am a  
**PROBLEM SOLVER**



# Learn your Tool Kit

Does a handyman only use a hammer to fix every problem?

Does he ever use just one tool for a big job?



# What's in your Tool Kit?



# What Digital Elements should I use?



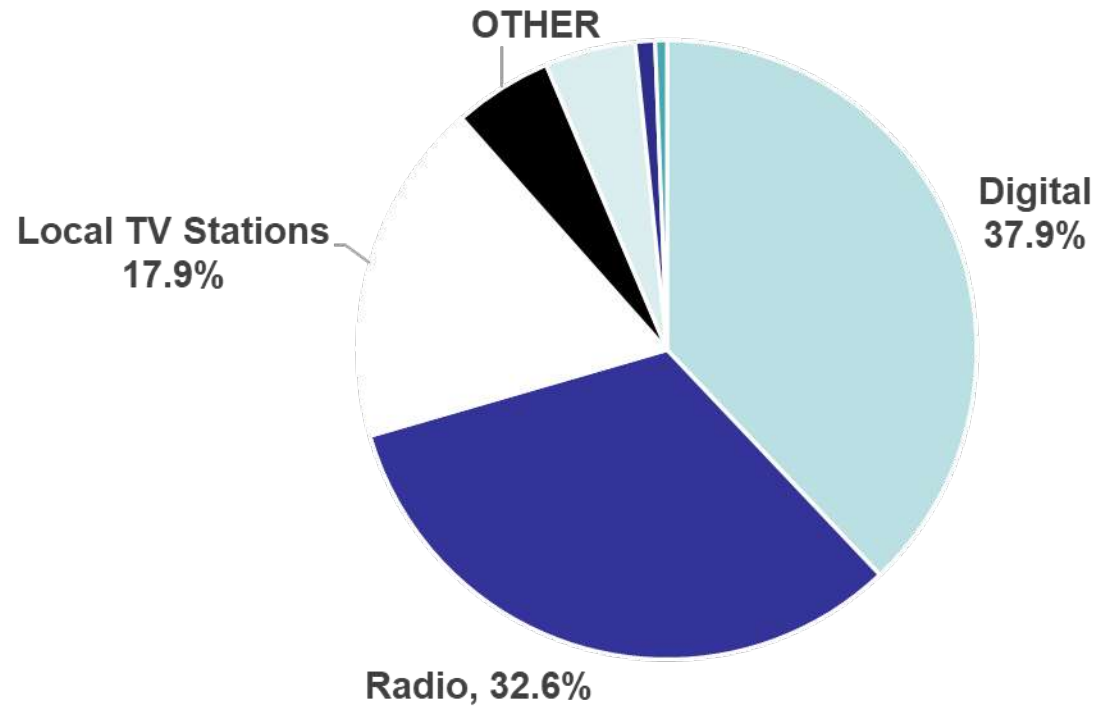
# PUTTING THE PLAN TOGETHER

- 1) What should the % be for broadcast vs digital?
- 2) Should I shift broadcast dollars over to digital?
- 3) If I am asking for more, how much more?

# What % should be broadcast/digital?

## USE RESEARCH

Jewelry Spending in Syracuse NY



# What % should be broadcast/digital?

**% SPLIT**

**10%  
RULE**

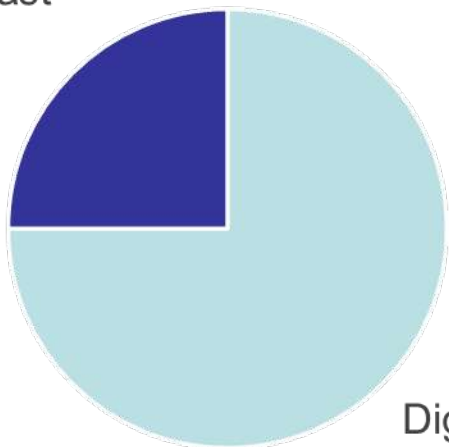
**75/25  
RULE**

# What % should be broadcast/digital?

## WHAT MAKES SENSE

**Local Retail store just launched a new app. Primary Goal is app downloads.**

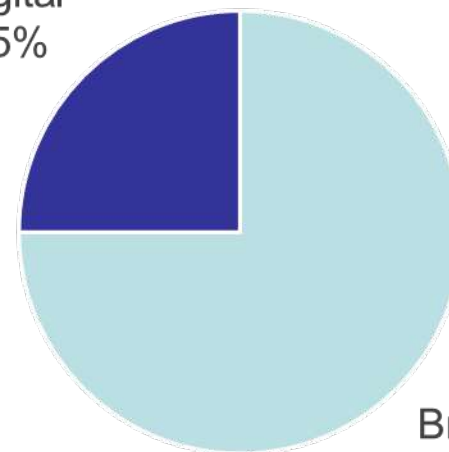
Broadcast  
25%



Digital  
75%

**New Retail store is having a Grand Opening event. So new it has no website or social media presence**

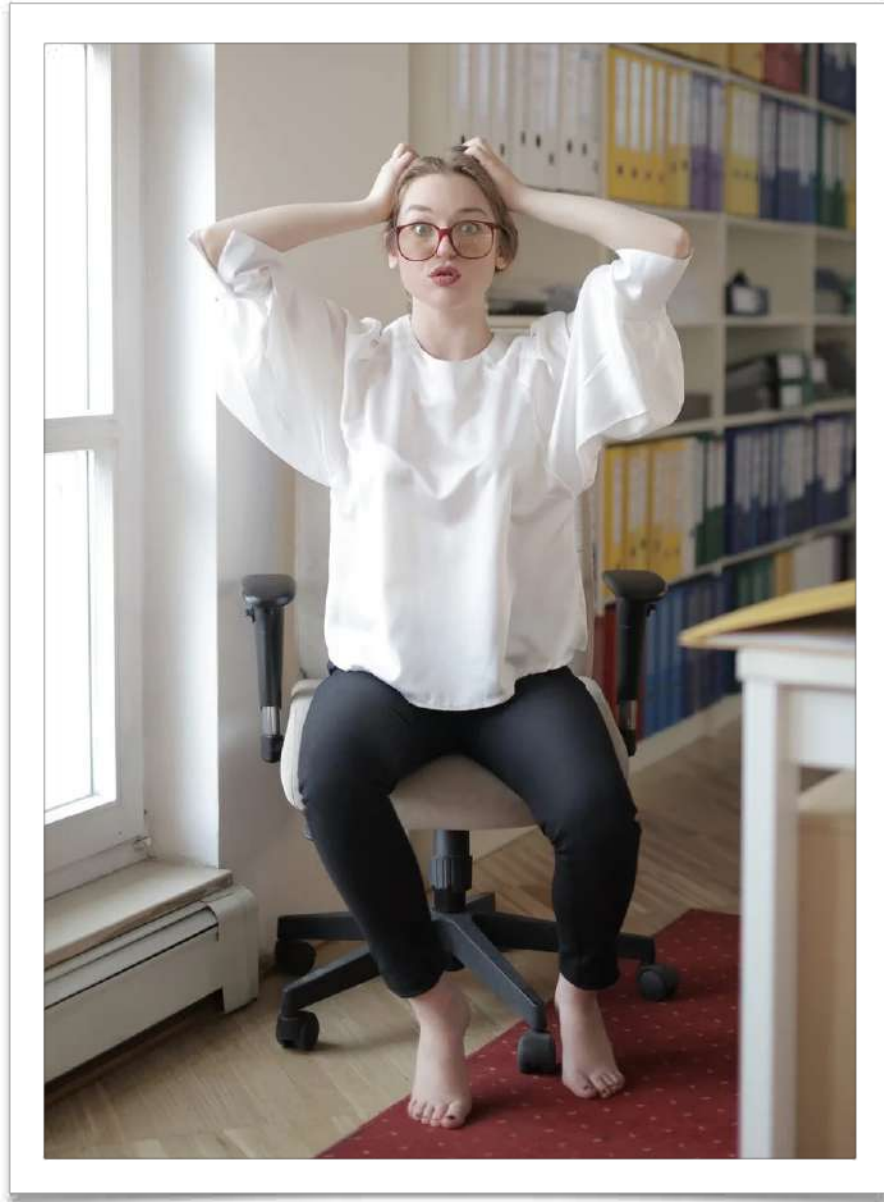
Digital  
25%



Broadcast  
75%



# Should I shift broadcast dollars over to digital



**Why would you do that????**

# If I am asking for more, how much more?



- 1) TALK TOTAL BUDGET
- 2) HARDER TO ASK LATER
- 3) JUSTIFY WHY

# If I am asking for more, how much more?

## Analysis for Home Improvement company (asking for \$24,000)

|                                         |                 |
|-----------------------------------------|-----------------|
| <b>Average cost of a project</b>        | <b>\$40,000</b> |
| <b>Profit margin (national average)</b> | <b>20%</b>      |
| <b>Profit per job</b>                   | <b>\$8,000</b>  |
| <b># jobs needed for 3X investment</b>  | <b>9</b>        |
| <b># Leads needed to get a job</b>      | <b>4</b>        |
| <b># Leads needed to 3X investment</b>  | <b>36</b>       |

Campaign will get you at LEAST 36 leads and net you 3X your investment. 3 Clients from this and you break even? Do you think we can get more than 3 clients with this campaign?

***YOU ARE NOT SELLING A PACKAGE YOU ARE SOLVING A PROBLEM!***



***YOU ARE NOT SELLING A PACKAGE YOU ARE SOLVING A PROBLEM!***



# Including Digital in your proposals

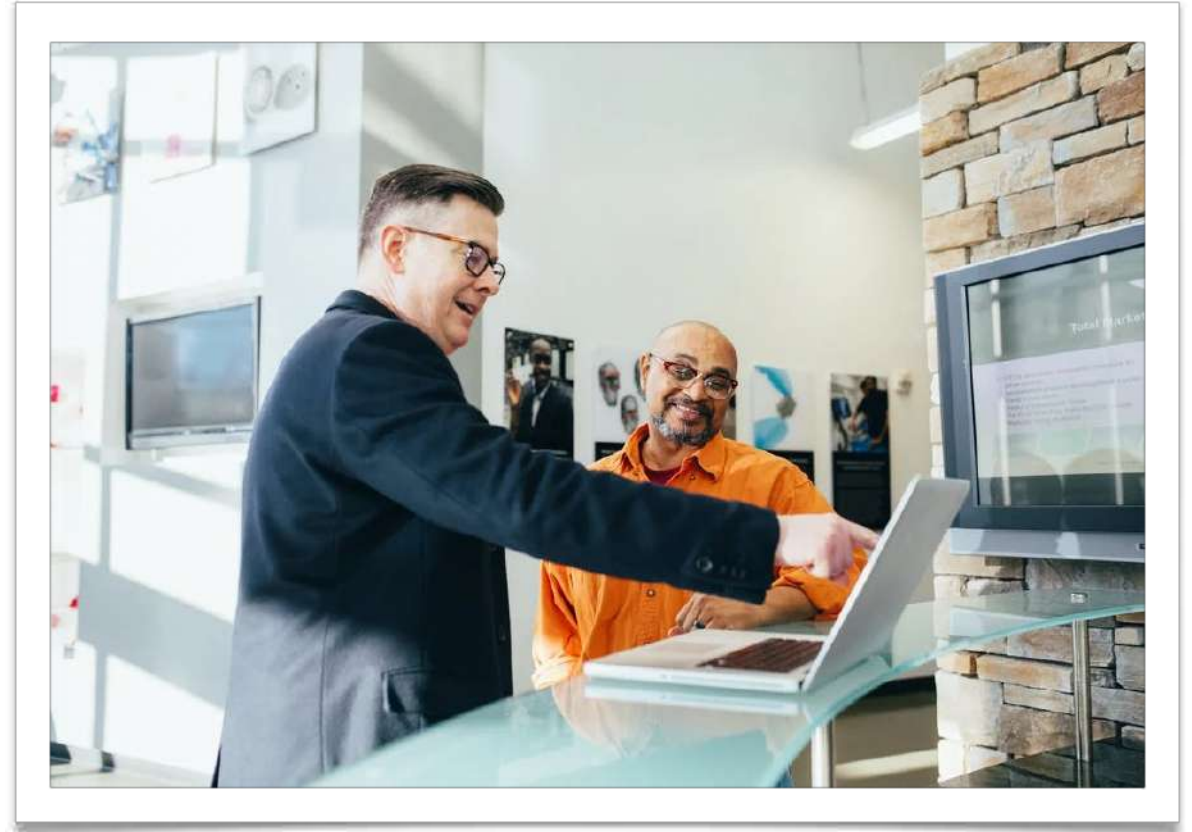


# Including Digital in your proposals



# How to best present Multi-Media Solutions

1. Summarize their needs
2. Highlight all elements
3. Detail why it will work
4. Explain success plan
5. ONE price for everything





# Summarize their Business and their Needs



- **Business overview**
- **Top Needs/Goals**

**What problem  
are you solving?**

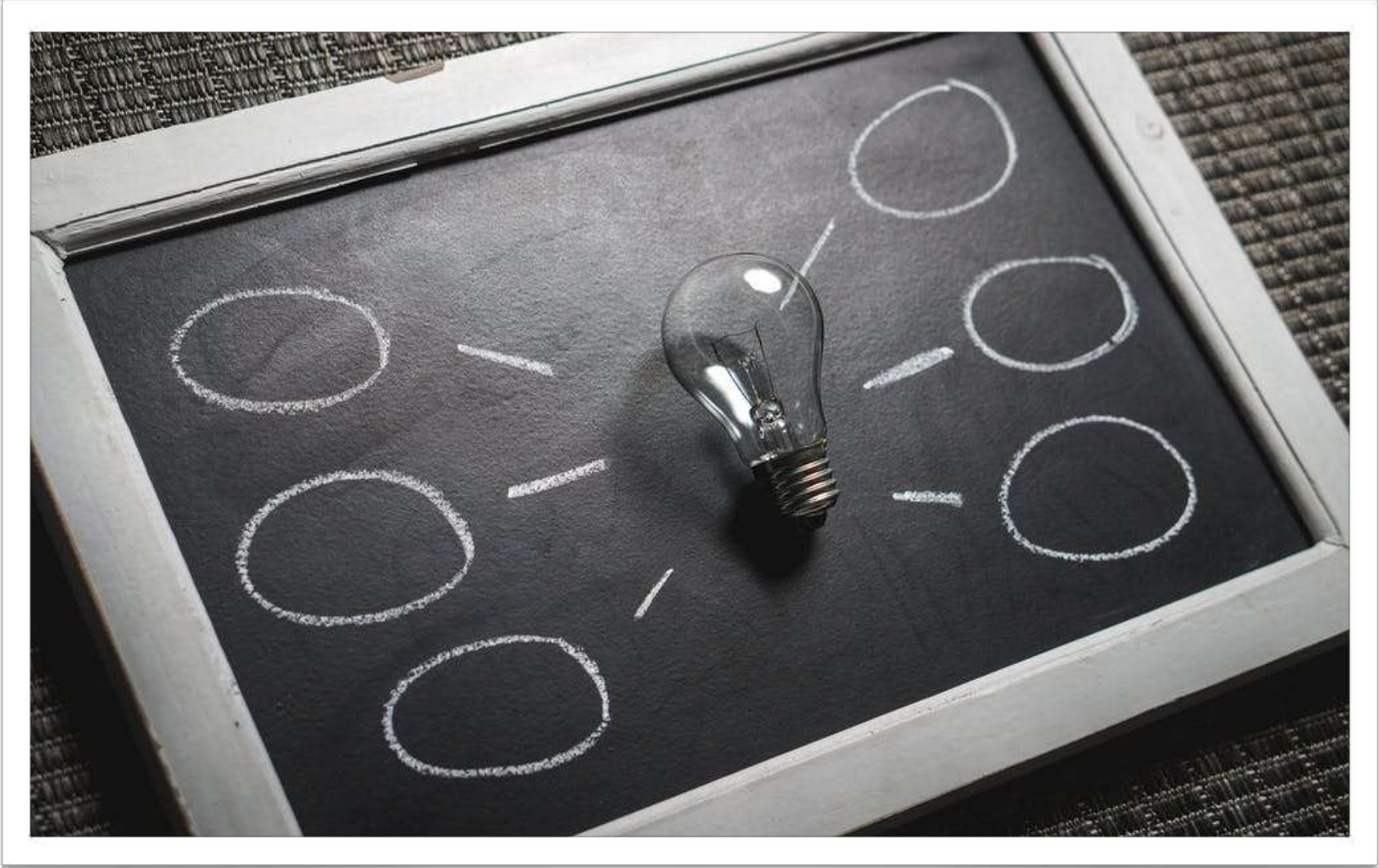
# Detail what you will do for them



# Explain the benefits of the plan



# How will we know if it's a successful campaign?



# Summarize but offer **ONE PRICE FOR EVERYTHING**

- ▶ Broadcast Media
- ▶ Production
- ▶ NTR/Special Promotion
- ▶ Social Media Ads
- ▶ Targeted Digital
- ▶ Google AdWords

INVESTMENT: \$XX,XXX

# COMPLETELY REAL NOT MADE UP PROPOSAL FOR A JEWELRY STORE

## PRICING PLAN

We know:

- ▶ Just spent \$20,000 on a new website
- ▶ Looking to drive traffic to it
- ▶ Also needs to increase sales
- ▶ Normally spends approx. \$120,000 a year in marketing but has to cut that
- ▶ Owner loves using his family in his ads
- ▶ Spent \$25,000 with us last year on TV Ads (no digital)
- ▶ Is willing to give us a shot with digital but wants to have money left for other media (Radio, Outdoor, etc.)

# COMPLETELY REAL NOT MADE UP PROPOSAL FOR A JEWELRY STORE

## PRICING PLAN

- Need to drive traffic to website but also increase sales
- Goals will be website traffic and uptick in foot traffic to store

## WHAT TOOLS WOULD WE USE?



# COMPLETELY REAL NOT MADE UP PROPOSAL FOR A JEWELRY STORE

## PRICING BREAKDOWN

Proposed budget: \$55,000

### TV Ads

**\$30,000**

Revamped schedule from last year plus added spots to promote new website  
(Sponsorship? Billboards?)

### Digital

**\$25,000**

(Combination Social Media and Targeted Video Ads)



# COMPLETELY REAL NOT MADE UP PROPOSAL FOR A JEWELRY STORE

## PRICING SHEET FOR CLIENT

ABC Jewelers will receive:

(X,XXX) :30 Television Commercials airing in key time slots for target demo

(X,XXX) :15 Television Commercials airing in key time slots promoting new site

(X,XXX) :05 “Billboard” Sponsorships promoting new website

Production of (1) :30, :15 and :05 Television Ad each quarter

X,XXX,XXX Targeted Digital Video Ads (YouTube, Websites, Apps)

X,XXX,XXX PAID Facebook Ads

Production of all relevant sized digital assets for (4) campaigns

Set-up and On-going Management of all campaigns

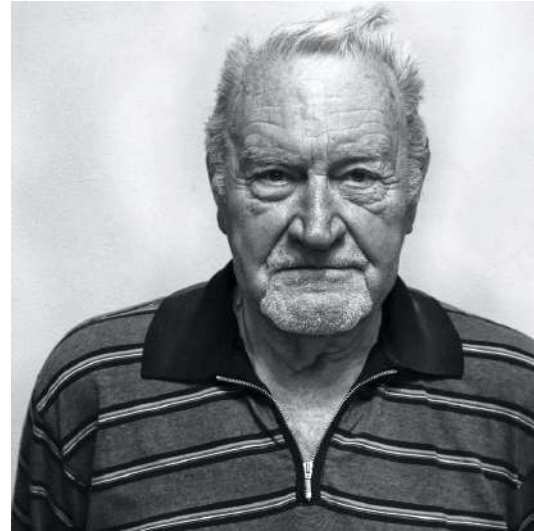
Monthly reporting on TV spots, digital ad delivery, website visits, foot traffic and all relevant data

***Total of XX,XXX Television Ads and X,XXX,XXX Digital Ads***

**INVESTMENT: \$55,000**

# COMMON ISSUES/SITUATIONS

**I LIKE IT THE  
WAY IT WAS  
AND I REFUSE  
TO CHANGE!**



**OK  
BOOMER**

# COMMON ISSUES/SITUATIONS

**There's not enough money available for both Broadcast AND Digital**

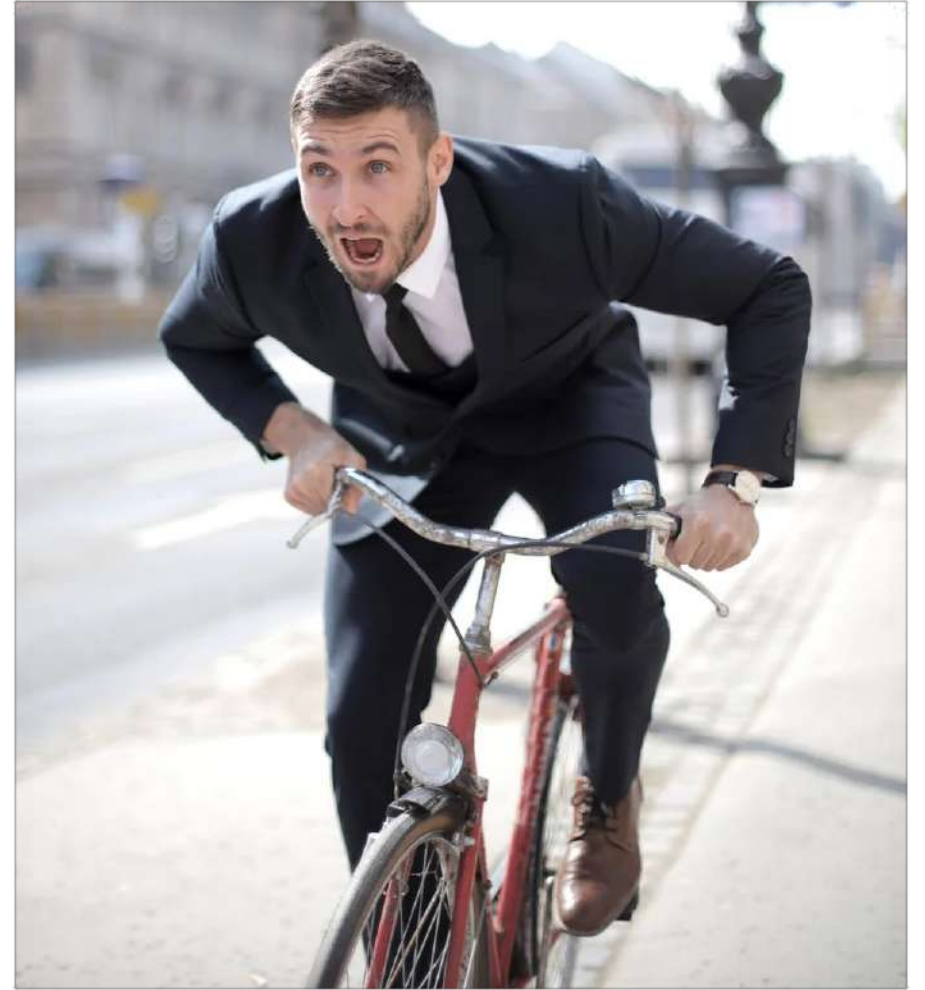


# COMMON ISSUES/SITUATIONS

What about Political Season?



# WHAT CAN YOU DO STARTING TODAY



# CLOSING THOUGHTS



**The best time to plant a tree is 20 years ago.**

**The next best time to plant a tree is today.**

**GRACIAS**  
**ARIGATO**  
**SHUKURIA**  
**JUSPAXAR**  
**DANKSCHEEN**  
**TASHAKKUR ATU**  
**YAQHANYELAY**  
**SUKSAMA**  
**EKHMET**  
**TINGKI**  
**BIYAN**  
**SHUKRIA**  
**THANK**  
**YOU**  
**BOLZIN**  
**MERCI**  
**MAAKE**  
**GRAZIE**  
**MEHRBANI**  
**PALDIES**  
**KOMAPSUMNIDA**  
**LAH**  
**GOZAIMASHITA**  
**EFCHARISTO**  
**CHALTU**  
**SPASSIBO**  
**SNACHALHUYA**  
**NUHUN**  
**WAREEJA**  
**MAITEKA**  
**HUI**  
**YUSPAGADATAM**  
**DUHNYADAD**  
**AIBHA**  
**ATTO**  
**SPASIBO**  
**DENKAUJA**  
**HENACHALHYA**  
**UNALCHEESH**  
**HATUR**  
**GE**  
**EKOJU**  
**SIKOMO**  
**BAIKNA**  
**TAVTAPUCH**  
**MEDAWAGSE**  
**MERASTAWHY**  
**GAEJTTHO**  
**AGUYJE**  
**FAKAAUE**  
**SANCO**  
**MAKETRI**  
**MIRMONCHAR**

# QUESTIONS?




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Questions



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