



# 2nd

TUESDAY

**Presented by: Greg Gibbons**  
Digital Manager at Cumulus Media and LBS  
Digital Expert

## BROADCAST SELLING IS ALWAYS EVOLVING - ARE YOU?



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



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



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**Binge watch 2 hours of LBS videos every weekday until New Years WITHOUT a repeat!**



**Over 1,400 Training Videos**



**Weekly Sales Ideas**



**3,000+ Marketing Support Materials**



**Sales Development Library**



**700+ Q&A Scenarios**



**2nd Tuesday Webinars**

**Get yourself and your entire team signed up FREE today!**

1. Go to [www.localbroadcastsales.com](http://www.localbroadcastsales.com)
2. Complete the simple form and submit
3. We'll begin the process to get you all set-up

# 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



# EMAIL AND PHONE SCRIPTS SUPPORTED RESEARCH DATA



**LBS Research powered by: Pulse Research**



# WE ASKED THE QUESTIONS YOU WOULD ASK

To give you some answers during these uncertain times.

## Do you Plan to shop Clothing Stores over the next 3 months?

18,828

Said Yes  
Out of the 36,000 households in the  
LBS market area  
52.3% plan to shop Clothing Stores over the next 3 months

### Together, let's find some ideas to get you more customers.

We asked about specific buying plans over the next 90 days to give you some ideas

We asked about these categories	results	opportunity	select
Outerwear	5.3%	1,908 households	<input type="radio"/>
Scarves	1.8%	648 households	<input type="radio"/>
Women's Shoes	29.2%	10,512 households	<input type="radio"/>
Handbags	7.3%	2,628 households	<input type="radio"/>
Women's Apparel	44.1%	15,876 households	<input type="radio"/>

### Would you like to know more?

*I would be happy to share more of the Clothing Store research results and ideas with Karisma.  
Let's get together to review opportunities and ideas for your business during this time of  
challenge.*

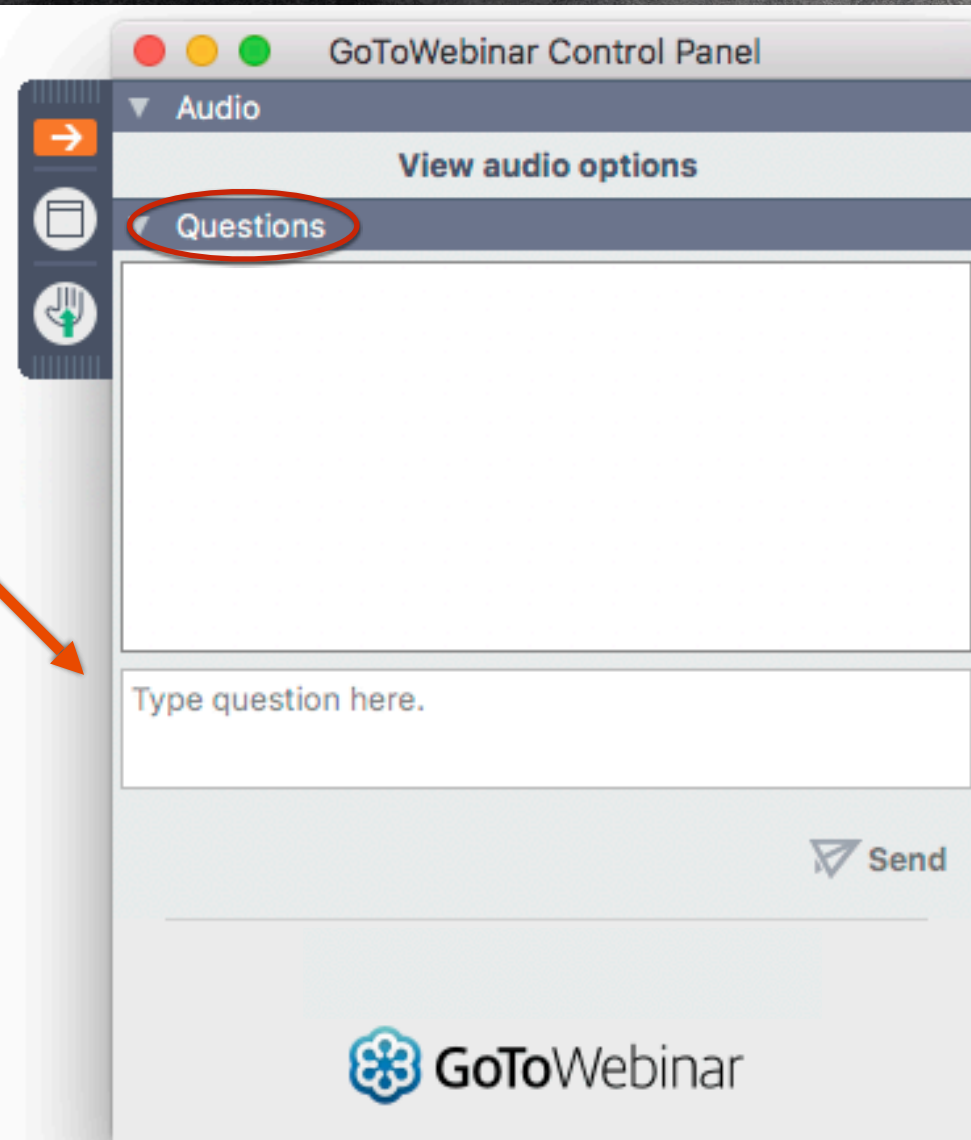
# Signup Today!



## FREE LBS Research 21

[www.pulseresearch.com/lbs](http://www.pulseresearch.com/lbs)

# QUESTIONS?







# 2nd

TUESDAY

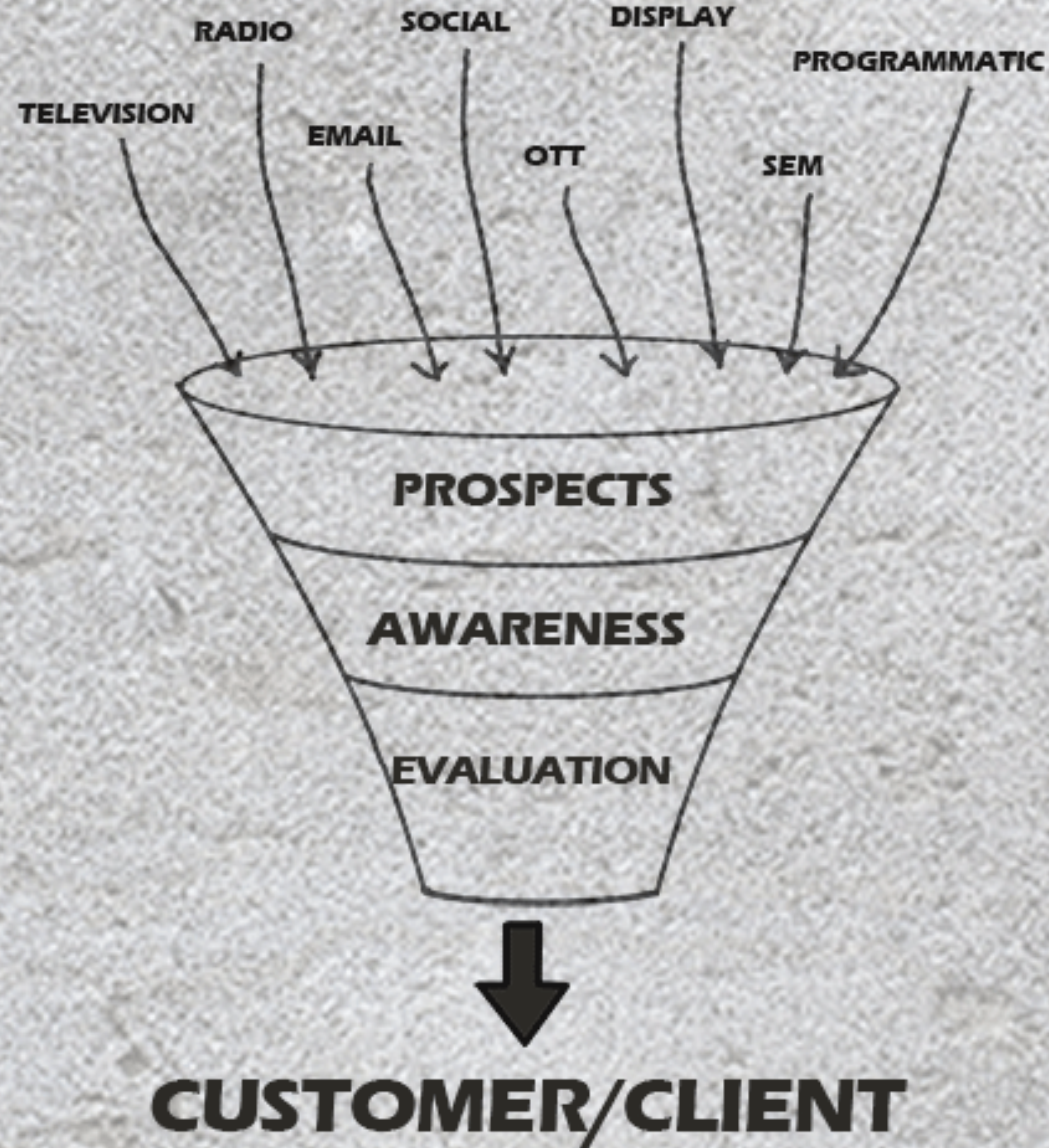
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**BROADCAST SELLING  
IS EVOLVING...  
ARE YOU?**



MY FACE WHEN MY BOSS  
HOW I'M DOING



How's your  
2021 going?



## Average Time Spent with Media in the US, by Media, 2019-2023

hrs:mins per day among population

	2019	2020	2021	2022	2023
<b>Digital</b>	<b>6:49</b>	<b>7:50</b>	<b>7:59</b>	<b>8:09</b>	<b>8:20</b>
— Mobile (nonvoice)	3:45	4:16	4:23	4:29	4:35
— Audio	1:07	1:10	1:16	1:19	1:22
— Social networks	0:52	1:03	1:03	1:03	1:04
— Video*	0:42	0:49	0:51	0:53	0:55
— Other	1:05	1:15	1:13	1:14	1:14
— Desktop/laptop**	1:54	2:03	1:59	1:56	1:56
— Video*	0:23	0:26	0:26	0:25	0:25
— Audio	0:16	0:20	0:20	0:20	0:20
— Social networks	0:07	0:07	0:07	0:06	0:06
— Other	1:08	1:09	1:06	1:04	1:04
— Other connected devices	1:10	1:30	1:38	1:44	1:49
<b>Traditional media</b>	<b>5:33</b>	<b>5:31</b>	<b>5:13</b>	<b>4:57</b>	<b>4:45</b>
— TV***	3:27	3:33	3:17	3:02	2:51
— Radio***	1:35	1:28	1:26	1:26	1:25
— Print***	0:19	0:19	0:19	0:18	0:17
— Newspapers	0:10	0:10	0:10	0:10	0:09
— Magazines	0:09	0:09	0:08	0:08	0:08
— Other traditional media	0:12	0:11	0:11	0:11	0:11
<b>Total</b>	<b>12:23</b>	<b>13:21</b>	<b>13:12</b>	<b>13:06</b>	<b>13:05</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; \*excludes time spent with video via social networks; \*\*includes all internet activities on desktop and laptop computers; \*\*\*excludes digital

Source: eMarketer, April 2021

## MEDIA CONSUMPTION TRENDS 2019–2023

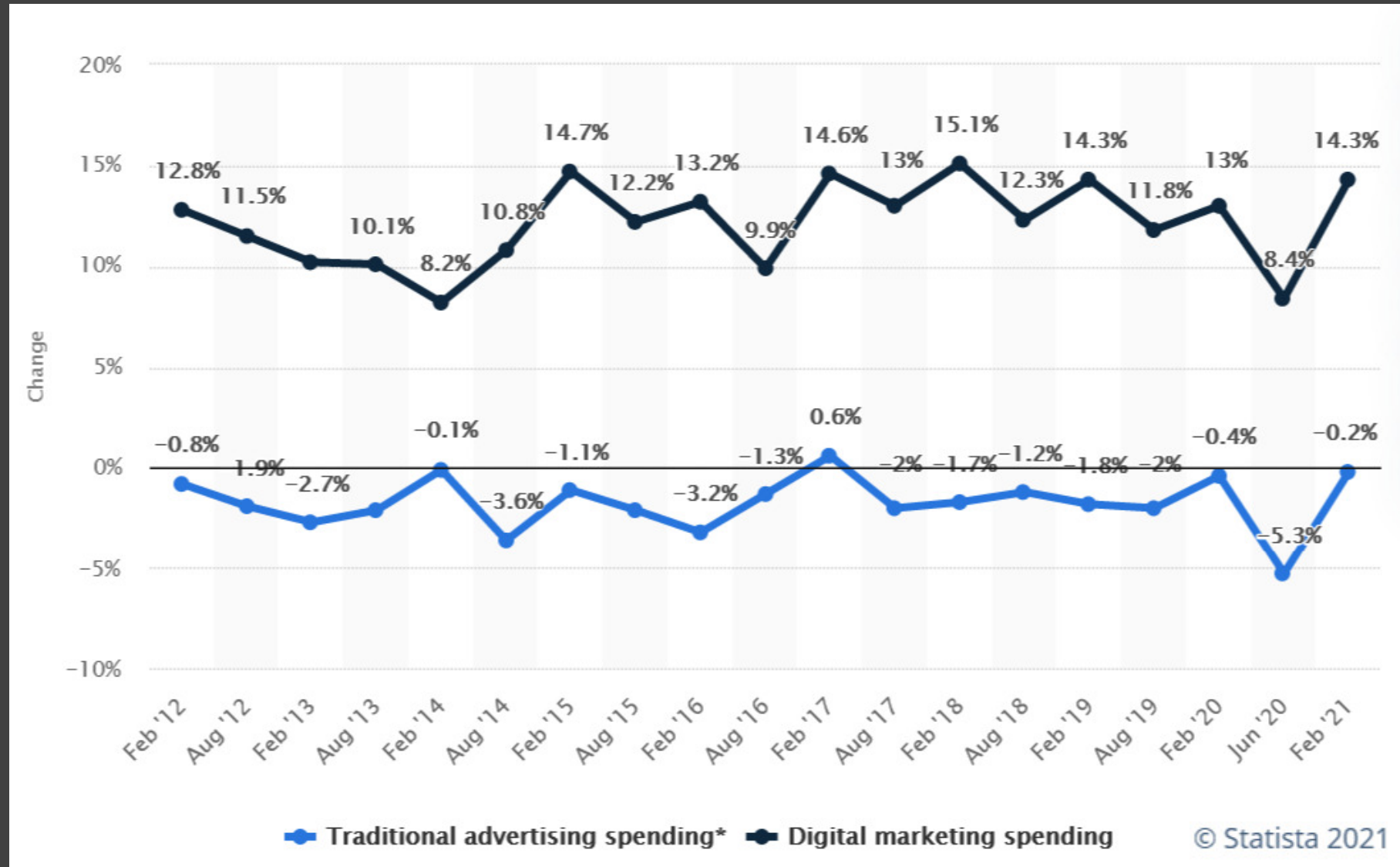
Digital usage  
continues to rise

Broadcast  
usage continues  
to decline

# AD SPENDING TRENDS (Digital vs Traditional)

Digital  
still on  
the rise.

Traditional  
not so  
much



TV and out-of-home (OOH) ad spending will increase this year after sharp declines in 2020 —but neither medium will reach its previous peak again.

\*EMarketer – April 2021





This is not as  
doom and  
gloom as it  
sounds...  
you don't have  
to freak out.



We need to ask  
ourselves what  
can we learn  
from this?

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# What changed with clients?

- Tighter budgets
- Solidifying into less outlets
- Different Messaging
- TRACKING and RESULTS!





# What changed with us?



- Where we work
- How we work
- Communication methods
- MORE competition
- MORE stress

# Things we've learned LOCALLY in the last 18 months

- The “go to” industries aren’t as “go to” as they used to be
- Recruiting was/is HUGE
- EVERYONE is selling digital
- Digital agencies are not just small 1-person shops
- We need to think differently to stay in the game



WHAT SHOULD I DO??????





The background of the image is a deep space scene filled with numerous small, distant stars. In the center, there is a bright, glowing nebula with a core of orange and yellow light, surrounded by wispy clouds of blue and white gas. A white speech bubble with a black outline points from the right towards the central nebula. Inside the speech bubble, the words "NOT YOU" are written in a bold, black, sans-serif font.

NOT YOU

First understand...it's not about YOU



# Put yourself in your client's shoes

Will I ever recover from this?



I get it you want  
us to stop selling  
traditional  
broadcast and  
shift everything to  
digital!





It's not 100% back to traditional...  
it's not 100% all digital...  
it's a MULTI-PLATFORM approach

If you were to cook  
someone a meal do  
you think they'd want  
this?  
Or this?



# USE YOUR ENTIRE TOOL BOX







Digital Agency

What about  
those big bad  
Digital  
Agencies that  
are getting all  
the Digital  
Revenue?





YOU

Digital Agency

YOU HAVE  
STRENGTHS  
THAT  
DIGITAL  
AGENCIES  
DON'T HAVE!



You have  
**MORE** to  
offer!





Just don't be stubborn or refuse to try to change



You might be  
better at it than  
you thought



# MUSTS FOR SUCCESSFUL MEDIA REPS

- 1) LISTEN to what they need
- 2) Stop single product selling
- 3) Offer a solution not an answer
- 4) Sell what helps them not you  
and ABOVE ALL...
- 5) Create partnerships not clients

A word cloud featuring the phrase "Thank You" in numerous languages. The words are arranged in a roughly rectangular shape, with "THANK YOU" being the largest and most prominent in the center. Other languages include Spanish ("GRACIAS", "GRACIAS"), Italian ("GRAZIE", "GRAZIE"), German ("DANKS", "DANKS"), French ("MERCI", "MERCI"), Japanese ("THANKS", "THANKS"), Chinese ("THANKS", "THANKS"), Korean ("THANKS", "THANKS"), Hindi ("THANKS", "THANKS"), and many others. The words are in various colors and orientations, creating a vibrant and multicultural display.