



# SELLING DIGITAL MARKETING SERVICES TO LOCAL BUSINESSES

June 24, 2020

**SalesFuel**<sup>®</sup>

**BIA** | ADVISORY  
SERVICES

# 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

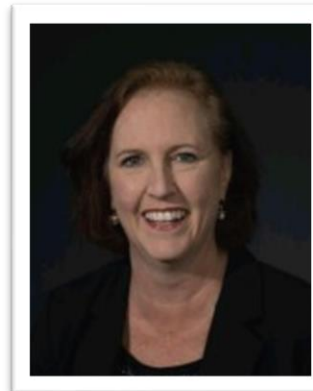
- Two broadcast executives: Stephanie Slagle, Graham Media Group, and Mike Hartel, Alpha Media share their perspective on digital

## Complimentary papers

## Upcoming podcasts and webinars



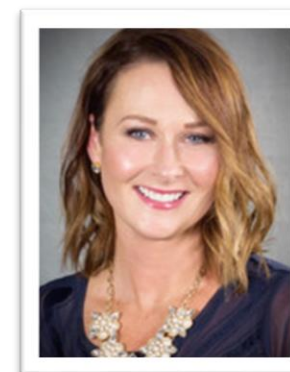
### Webinar Host



**Audrey Strong**  
VP Communications,  
SalesFuel



**Stephanie Slagle**  
Sr Director, Brand & Agency  
Sales Strategy, Graham  
Media



**Lisa Rigsby**  
VP, Sales,  
SalesFuel



**Rick Ducey**  
Managing Director  
BIA Advisory Services



**Mike Hartel**  
CRO  
Alpha Media

# 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:

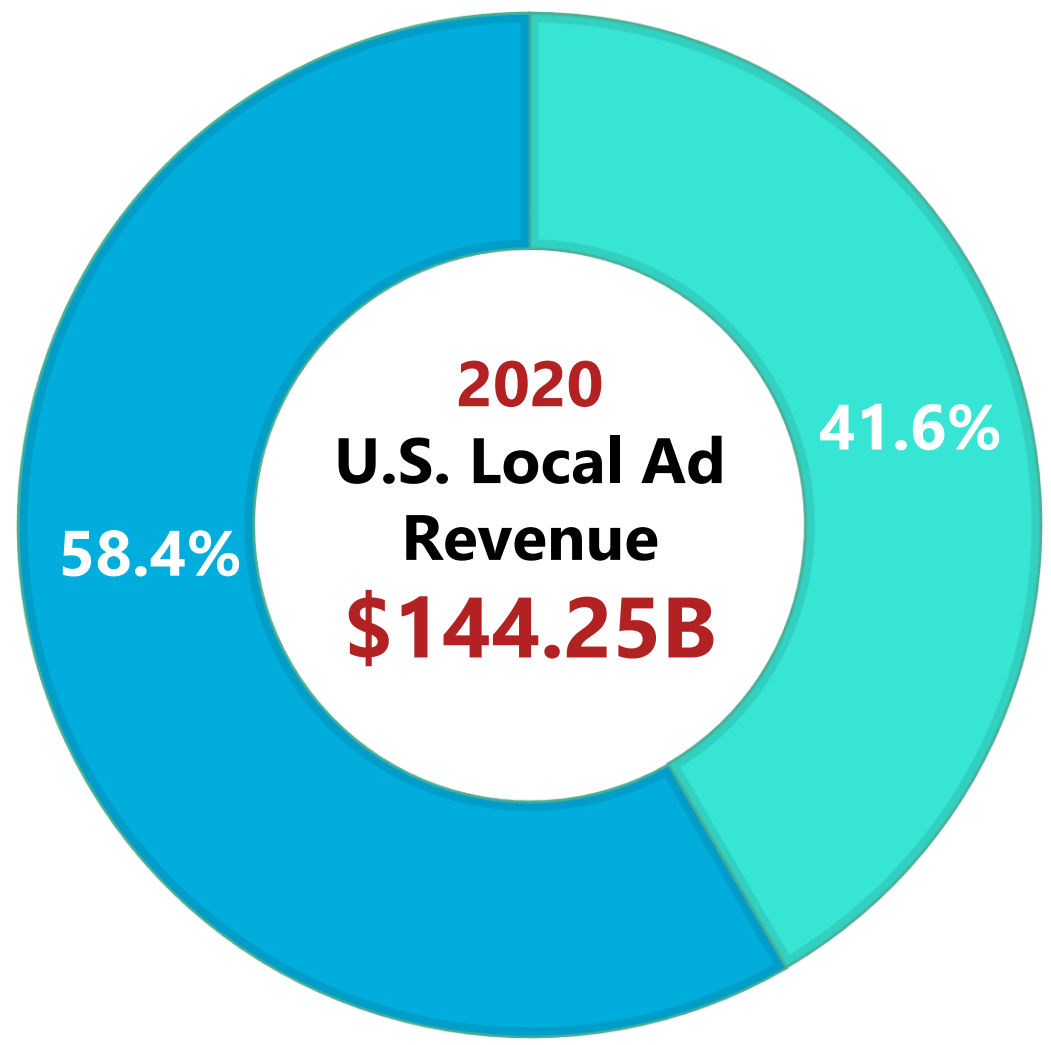
- *Our forecast and analysis service covers all 210 TV markets and 268 radio markets.*
- *Our goal is to help clients gain a bigger share of the local advertising dollars.*



# Total Local U.S. Ad Revenue to Reach \$144.25B in 2020

Traditional Maintains Largest Share of Wallet this Year

Traditional Media Revenue  
**\$84.2 Billion**

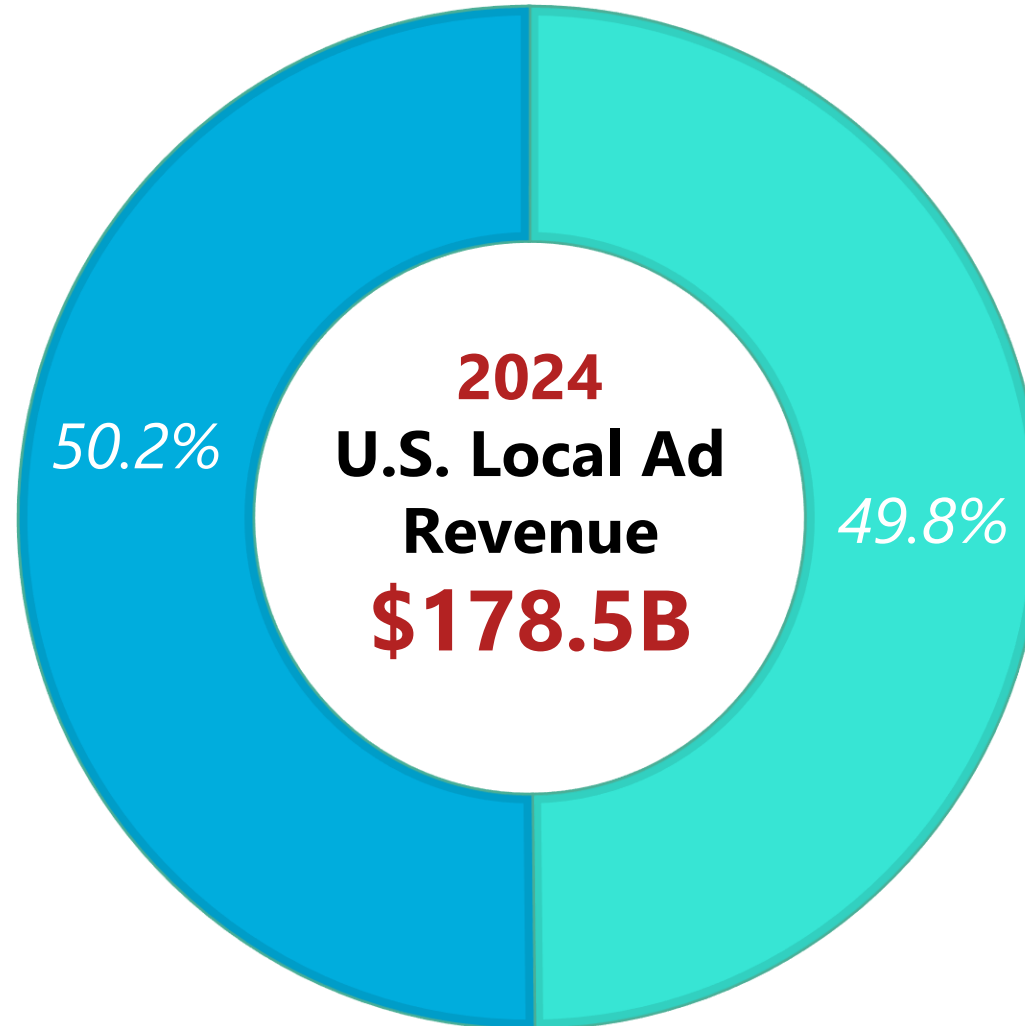


Local Online/Interactive/  
Digital Ad Revenue  
**\$60.0 Billion**

# 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**

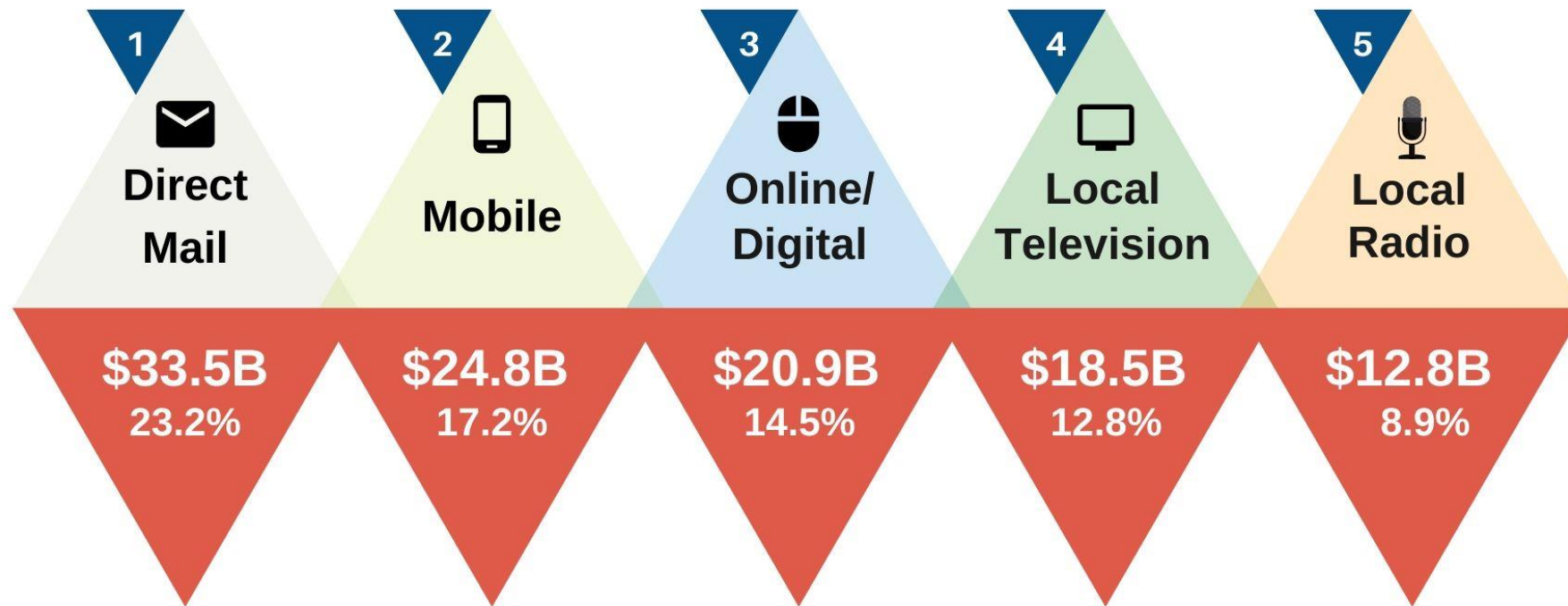


**Local Online/Interactive/  
Digital Ad Revenue  
\$89.0  
Billion**

# Share of Wallet Across Top Media

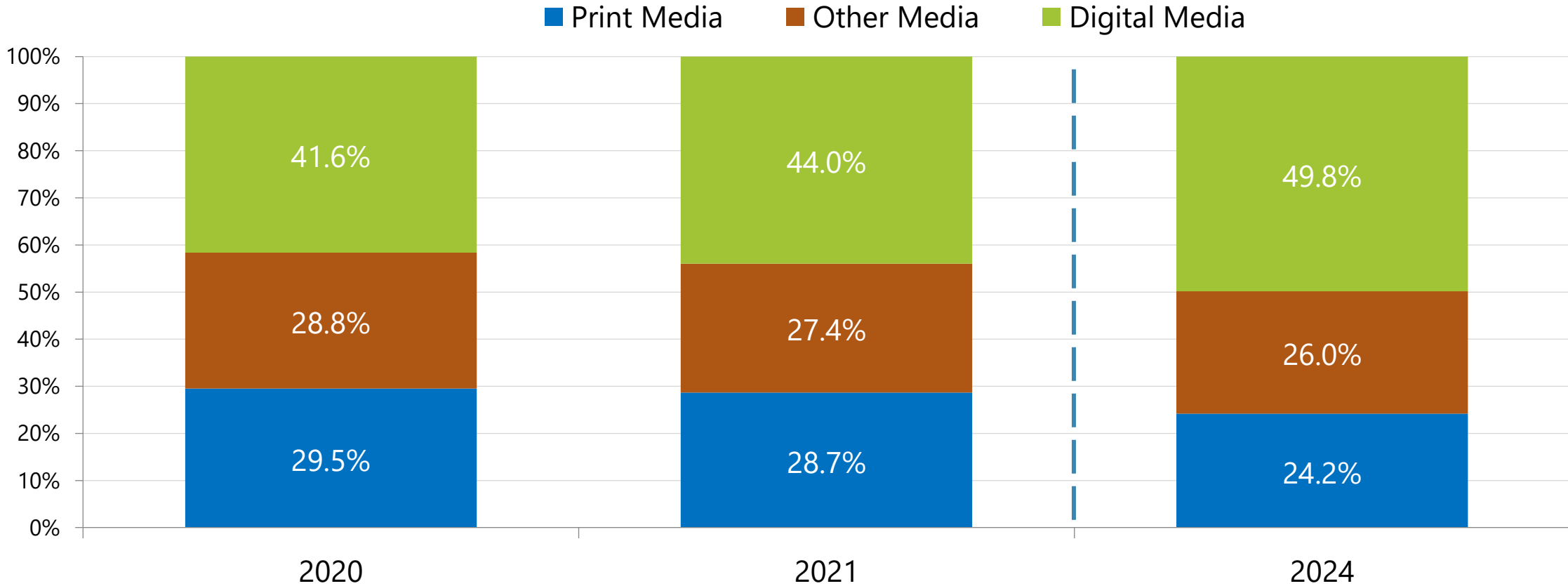
## Top Five Media in 2020

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



# 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.

## Selling Digital Marketing Services to Local Businesses



A WHITE PAPER POWERED BY



“While more than 54% of the buyers in our survey expect professionalism from you in conduct and appearance, that won’t close the deal.”

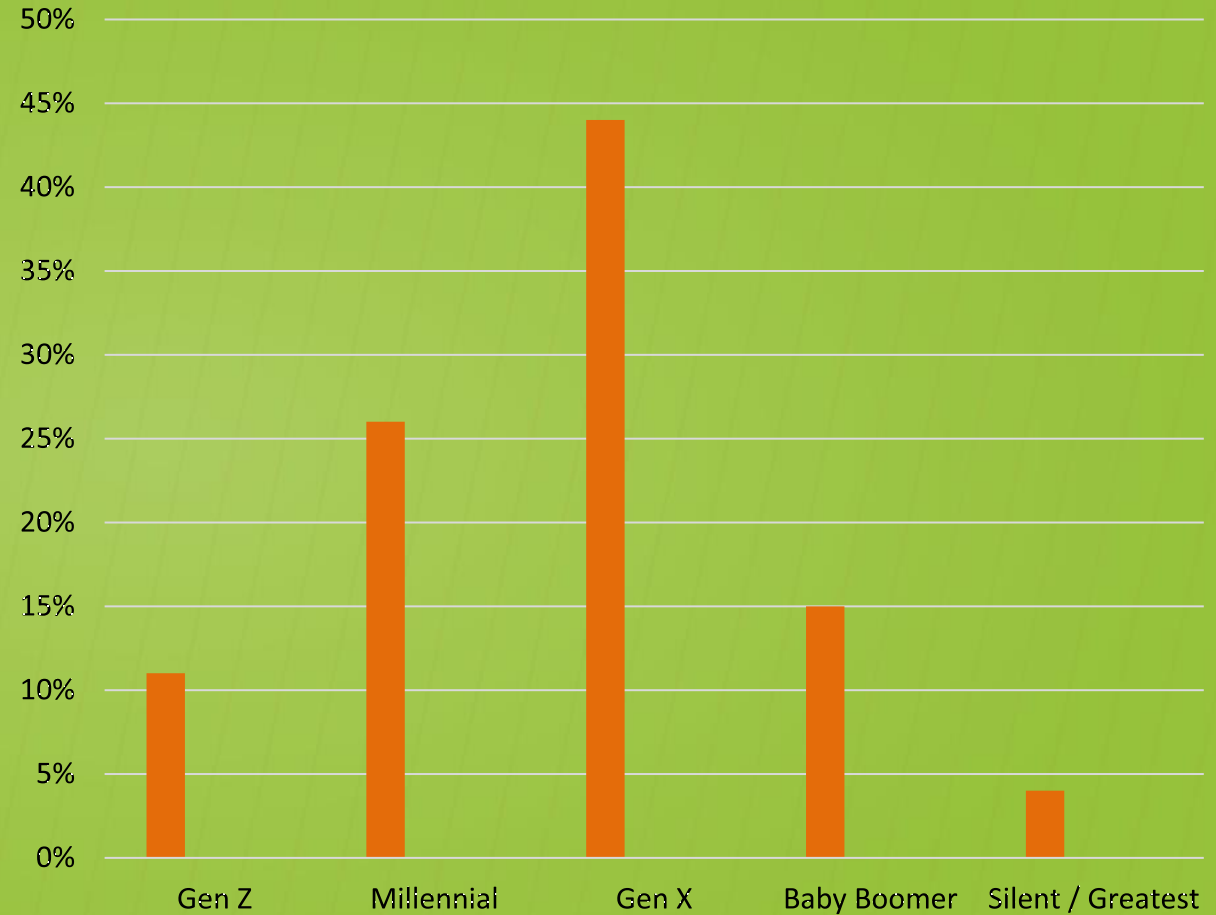


# Effective Selling Tips to Get Your Share

- ➔ 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

**BUY 3 TIRES AND GET 1 FREE**

Advertisement for a tire promotion. It features a stack of four tires with a silver wheel on top. The background is yellow with a checkered flag pattern. Text reads "BUY 3 TIRES AND GET 1 FREE".

**0% APR**  
EXP. 07/06/2020

All hybrids including Corolla, Camry, Corolla, Avalon, RAV4, Highlander, and Supra.

Offer Details

Advertisement for 0% APR financing. It features a large "0% APR" graphic and a list of vehicles: Corolla, Camry, Corolla, Avalon, RAV4, Highlander, and Supra. A red button says "Offer Details".

**CarVision.com**  
Need a car but all the dealerships are closed?  
**WE ARE OPEN**

REMOTE DIGITAL SALES DEPARTMENT NOW OPEN.

- Chatting with our digital sales department
- Taking a virtual tour of the car you are interested in
- And even signing most of the paperwork!

GIVE US A CALL AT (610) 901-4507

Advertisement for CarVision.com. It features the CarVision.com logo and a sign that says "1000+ CARS". A list of services is provided, and a call to action is at the bottom.

**FILL-UP AND WIN**  
ENJOY WITH MANY PRECIOUS GIFTS

Money Back | Car Wash | Oil Change | Repairs

EVERYONE'S A WINNER WITH US

FUEL STATION | MARKET | CAFE

**CASTROL GAS STATION** | Domestic North East Zone

15% MONEY CASH BACK

Advertisement for Castrol Gas Station. It features a gas station image and a "15% MONEY CASH BACK" graphic. Text describes the station's services and location.

**TAX TIME SALE EVENT!**  
3 DAYS ONLY!  
Guaranteed Credit Approval

Friday February 28th - Sunday March 2nd

OUR FEATURED VEHICLES

- 2011 Toyota Camry LE 124K
- 2010 Dodge Stratus Sedan White
- 2007 Acura Element Green

**\$100.00 Gas Card to Every Buyer!**

LOCATED AT RIVER ROAD AUTO SALES  
2841 County Road 52 Norwalk, NY | 987-334-8842 | www.riverroadautos.com

Advertisement for a Tax Time Sale Event. It features a "TAX TIME SALE EVENT!" graphic and a list of featured vehicles. A "100.00 Gas Card to Every Buyer!" graphic is also present.

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

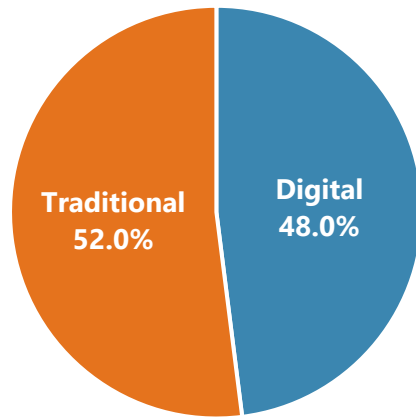


## BIA breaks the Auto vertical into 8 sub-verticals and estimates the 2020 ad spend for each:

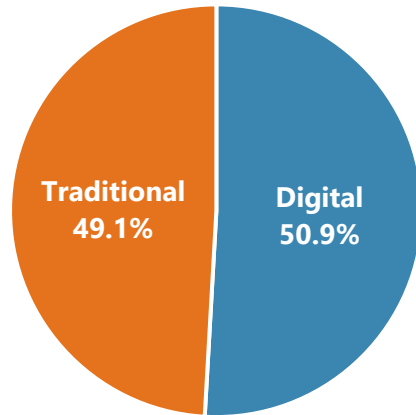
	(\$000s)
Tier 1 - Automotive Manufacturers (OEMs)	\$3,980,872
Tier 2 – Automobile Local Dealers Associations	\$3,610,849
Tier 3 - New Car Dealers	\$3,229,949
Tier 3 - Used Car Dealers	\$279,648
Automotive Repair Services	\$253,712
Gas Stations & Petroleum	\$962,717
Other Motor Vehicle Dealers	\$806,838
Tires, Automotive Parts, and Accessories Stores	\$879,173

# Auto's Digital Spend in 2020 Compared to 2024

## Auto Ad Spend 2020



## Auto Ad Spend 2022



Source: BIA ADVantage, May 2020

## • 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.

# Auto Advertising, COVID & Digital


- 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)

Media Platform	2019	2020	%Change	\$ Change
TV OTT	\$178,948	\$195,502	9.3%	\$16,554
Radio Online	\$182,856	\$199,728	9.2%	\$16,872
Mobile	\$2,185,808	\$2,328,685	6.5%	\$142,877
Email	\$257,841	\$266,508	3.4%	\$8,667
Online	\$2,645,387	\$2,728,620	3.1%	\$83,233

# Automotive Consultative Selling

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



**BLOSSOM CHEVROLET**  
Shadeland Ave, Indianapolis, IN 46219 | 866-459-7328  
[blossomchevrolet.com](http://blossomchevrolet.com)

Digital Alignment: 4.3    Reputation Score: 7.9

## Advertising

[View Global Trends](#)

### Adobe Audience Manager

[Adobe Audience Manager Usage Statistics](#) · [Download List of All Websites using Adobe Audience Manager](#)

Data management platform for ads from Adobe.  
Data Management Platform

### The Trade Desk

[The Trade Desk Usage Statistics](#) · [Download List of All Websites using The Trade Desk](#)

Data-driven marketing suite that offers marketers a single place to buy all forms of online media.  
Demand-side Platform

### Amazon Ad System

[Amazon Ad System Usage Statistics](#) · [Download List of All Websites using Amazon Ad System](#)

This site has identifiers that shows it is using Amazon Ad System.

### Amazon Associates

[Amazon Associates Usage Statistics](#) · [Download List of All Websites using Amazon Associates](#)

Launched in 1996, Associates is Amazon.com's affiliate marketing program. By linking to Amazon products and services you can add content for the sites visitors and receive up to 10% in referral fees.  
Affiliate Programs

### Evidon

[Evidon Usage Statistics](#) · [Download List of All Websites using Evidon](#)

Evidon gives businesses an easy, standard way of providing evidence of compliance with industry guidelines, and consumers more transparency into and control over how their information is used online

# 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.

Top Pages on blossomchevrolet.com

<b>Used Vehicles for Sale in ...</b> Search used vehicles for sale in Indianapolis, IN at Blossom ...	<b>Schedule Service</b> If you would like to contact our Service Department directly ...	<b>Finance Center</b> Look no further than the Finance Center at Blossom Chevrolet ...
<b>Why Buy Pre-Owned?</b> ... crossroads you'll encounter is whether you should buy a new ...	<b>Blossom Chevrolet Dealership</b> Need your car serviced today? Stop in at the Chevy Service ...	<b>Pre-qualify for Financing at ...</b> In just a few simple steps, you can apply to finance or lease your ...
<b>Used Car Info</b> At Blossom Chevrolet, we want all of our guests to leave in a top ...	<b>Search New</b> Search new vehicles for sale in Indianapolis, IN at Blossom ...	<b>Meet the Departments at ...</b> Come meet the team that makes up Blossom Chevrolet. It's them ...
<b>Events</b> A Indianapolis Indiana Chevrolet dealership, Blossom Chevrolet ...		

SOURCE: Google, June 19, 2020

The screenshot shows the Blossom Chevrolet website. At the top, there is a navigation bar with links for HOME, NEW VEHICLES, PRE-OWNED, SPECIALS, COLLISION, and FINANCE. A dropdown menu is open under PRE-OWNED, listing options like SHOP PRE-OWNED MODELS, CERTIFIED PRE-OWNED VEHICLES, WHY BUY PRE-OWNED?, USED CAR INFO, REASONS TO BUY PRE-OWNED AT BLOSSOM CHEVROLET, PREFERRED USED CAR DEALERSHIP, and VALUE YOUR TRADE. Below the navigation is a large banner with the text 'SHOP ONLINE FOR YOUR NEW CHEVY.' and a 'SHOP-CLICK DRIVE' button. The background of the banner shows hands typing on a keyboard.



# Recommendations for Success

Digital growth is driven by data, analytics, ease of buying, performance



Report details:

<https://bit.ly/AutoVerticalReport>

**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

# Case Study: Graham Media Digital Sales Strategies



## Stephanie Slagle

Sr Director, Brand &  
Agency Sales Strategy,  
Graham Media



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## What is a Conversion?



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.



Omne Convert 

# What is a Conversion?

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!**



# CROSS-DEVICE ATTRIBUTION/EXTENSION

**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



**ALPHAMEDIA**  
ON-AIR, ON-SITE, ON-DEMAND

- 1. Company types:** *What types of companies are purchasing Digital Marketing Services?*
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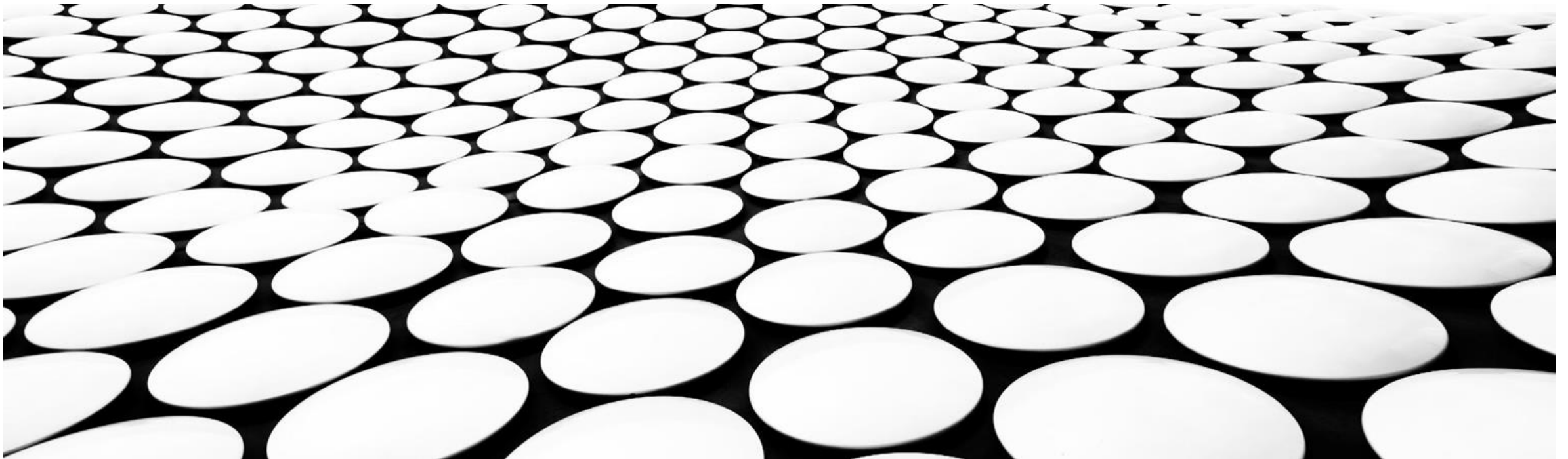
**ALPHAMEDIA**

ON-AIR, ON-SITE, ON-DEMAND



## CASE STUDY...VW DEALERSHIP - Midwest

DIGITAL TACTICS BEST PRACTICES





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# Uncovering Auto Opportunities With Digital

## 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.



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# Uncovering Auto Opportunities With Digital

## 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.



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# 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.



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# 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).



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# Uncovering Auto Opportunities With Digital

## Takeaways:

- 1) Take advantage of 1<sup>st</sup> 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

**Thank you, Stephanie and Mike**

Excellent case studies that explain the growth and importance of digital and how radio broadcasters are selling it successfully.

# Complimentary Report Downloads

## Selling Digital Marketing Services to Local Businesses



A WHITE PAPER POWERED BY



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*



# DELIVERING MORE INSIGHTS AND ANALYSIS TOGETHER



**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.**



[SalesFuel.com](https://SalesFuel.com)



[@SalesFuel](https://twitter.com/SalesFuel)



[/company/sales-fuel](https://linkedin.com/company/sales-fuel)



# 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.*

Learn more: <http://bit.ly/BIA-ADVantage>

Contact us: [advantage@bia.com](mailto:advantage@bia.com) to discuss how our service can help you.



Over 85% of our clients rate ADVantage "Very" to "Extremely Useful" in daily work and closing ad sales.



**SALES**3.0  
CONFERENCE

**SellingPower**

## Virtual SALES LEADERSHIP Conference

July 29, 2020

SalesFuel CEO C. Lee Smith

“The Road To Recovery”

REGISTER:

<https://www.sales30conf.com/virtualconference2020/>



**SalesFuel**



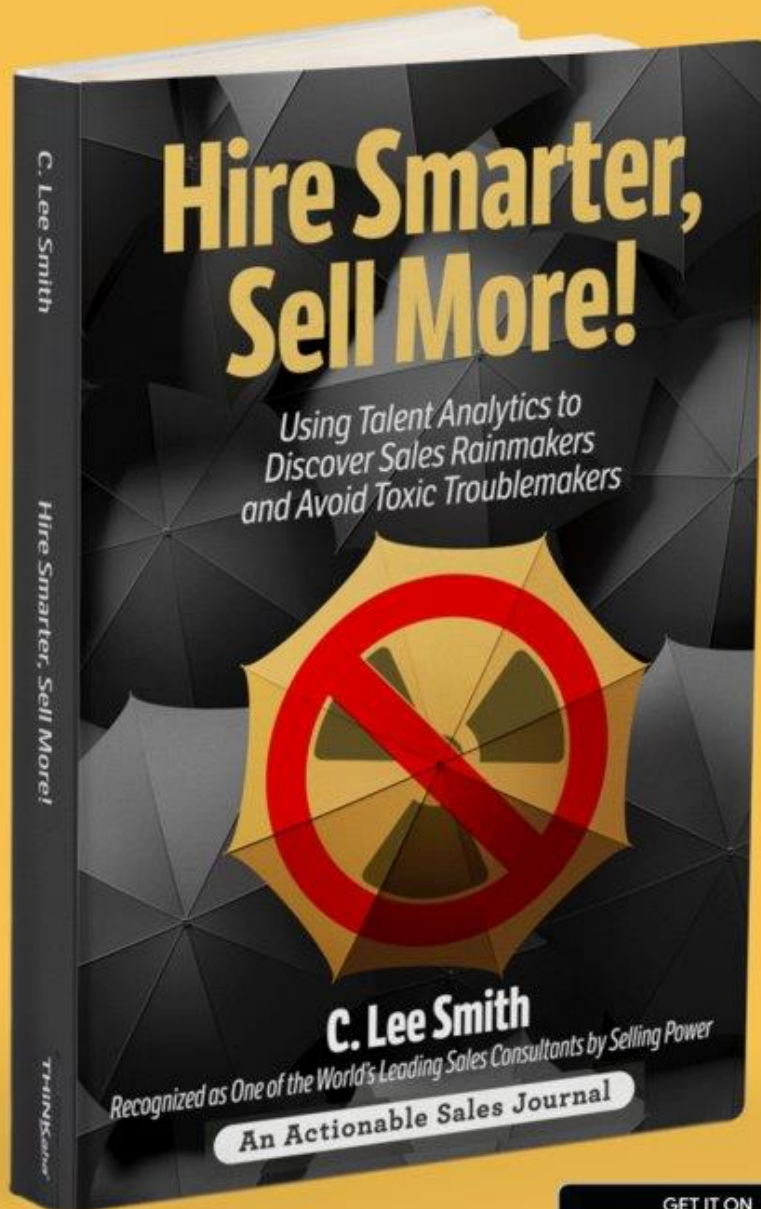
SalesFuel.com



@SalesFuel



/company/sales-fuel



# Hire Smarter, Sell More!

*Using Talent Analytics to Discover Sales Rainmakers  
and Avoid Toxic Troublemakers*

by **C. Lee Smith**

**President / CEO, SalesFuel**

**PRE-SALE NOW**



**cleesmith.com**



**NEXT WEBINAR**

**PREPARING FOR 4<sup>TH</sup> QUARTER SUCCESS**

**AUGUST 12, 2020**

**WATCH SOCIAL MEDIA FOR REGISTRATION LINK**



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@SalesFuel



/company/sales-fuel

The logo for SalesFuel, with 'Sales' in green and 'Fuel' in orange, followed by a registered trademark symbol.

# SalesFuel®

A white globe icon inside a circle.

SalesFuel.com

A white Twitter bird icon inside a circle.

@SalesFuel

A white LinkedIn 'in' icon inside a circle.

/company/sales-fuel

QUESTIONS?

Contact Audrey Strong

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