LANGUAGE OF DIGITAL
Agenda – *in the next 45 minutes*…

- Introductions
- Digital Dilemma
- Digital Landscape
- Key take-a-ways
IAB Releases Internet Advertising Revenue Report for 2020

Findings Show 12.2% Increase in Digital Advertising, Despite COVID-19 Economic Impacts

$399 Billion
Introduction

Trey Morris

- Vice President / Senior Consultant @ The Center for Sales Strategy
- 10 years in Radio sales & sales management
- 10 years in Agency ownership & Chief Marketing Officer
- 11 Years owning chain of BBQ restaurants in Chicagoland.
Introduction

Susan McCullin
- Senior Consultant @ The Center for Sales Strategy
- 28 years in Radio & TV sales & sales management
  - Television General Manager
  - Radio Sr VP of Sales
  - Regional Sales Manager
The Digital Dilemma
# The differences in digital vs traditional marketing:

<table>
<thead>
<tr>
<th>Digital</th>
<th>Traditional</th>
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<tbody>
<tr>
<td>Two-way communication</td>
<td>One-way communication</td>
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<tr>
<td>Permission-based marketing</td>
<td>Interruption-based marketing</td>
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<tr>
<td>Hyper-Targeted</td>
<td>Targeted</td>
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<tr>
<td>Smaller initial investments</td>
<td>Larger initial investments</td>
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<tr>
<td>Metrics Driven ROI</td>
<td>Traditional results tracking</td>
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<tr>
<td>Large Reach</td>
<td>Large Reach</td>
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<tr>
<td>Messaging Matters</td>
<td>Messaging Matters</td>
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Let’s time travel back about 34 years

1987
Media Consumption In 1987

View a message...  
Hear a message...  
Read a message...
Let’s time travel back to today
Today’s Influences

- “Traditional” Advertising
- Display advertising
- Confer with friends, family
- Blogs or “interest” sites
- Consumer review sites
- Brand websites or apps
- Email Marketing
- Text Marketing
- Search Engines or Directory Sites
- Social Media
- Other?
ZMOT

WINNING
THE ZERO MOMENT
OF TRUTH
Changing the game...

“When consumers hear about a product today, their first reaction is ‘Let me search online for it.’

And so they go on a journey of discovery: about a product, a service, an issue, an opportunity.

Today you are not behind your competition. You are not behind the technology. You are behind the consumer.”

- Rishad Tobaccowala
  Chief Growth Officer
  Publicis Groupe SA
Traditional 3-Step Mental Model

- **Stimulus**
- **First Moment of Truth (Shelf)**
- **Second Moment of Truth (Experience)**
Zero Moment of Truth

ZMOT is that moment when you grab your laptop, mobile phone or some other wired device and start learning about a product or service, you’re thinking about trying or buying.

This is the moment that you must win or you’ll lose this sale!

The game has changed **FOREVER**!
The New Mental Model

Stimulus → ZMOT → First Moment of Truth (Shelf) → Second Moment of Truth (Experience) → Which becomes the next person’s ZMOT
How ZMOT impacts you!

The Zero Moment of Truth is a radical change in the sales cycle of any business, especially brick & mortar business.

There is now an “extra” step in the process.

And if you are NOT helping your clients engage with consumers at this Zero Moment, then you are not really helping them.
New Game, Same rules!

It’s a NEW GAME. Digital may change the way that we play with our marketing dollars, but the basic rules of marketing still apply.

- The Message still matters!
- Reaching the “right” people still matters!
- Frequency still matters! (Maybe now more than ever)

It’s not digital vs traditional marketing, rather it’s digital WITH traditional marketing!

The new game is about INTEGRATING your marketing!
Multi-Screen Engagement

Media Snacking
Mark’s Media Snacking

Mark reads an article in his local newspaper. Later, he sees a Facebook post from his friend sharing a video on the same topic. He watches the video and then clicks through to a different news source.
The Digital Impact

Traditional* vs. Digital Media: Share of Average Time Spent in the US, 2017-2023

% of total

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital</th>
<th>Traditional*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>50.8%</td>
<td>49.2%</td>
</tr>
<tr>
<td>2018</td>
<td>48.2%</td>
<td>51.8%</td>
</tr>
<tr>
<td>2019</td>
<td>44.9%</td>
<td>55.1%</td>
</tr>
<tr>
<td>2020</td>
<td>41.4%</td>
<td>58.6%</td>
</tr>
<tr>
<td>2021</td>
<td>39.5%</td>
<td>60.5%</td>
</tr>
<tr>
<td>2022</td>
<td>37.8%</td>
<td>62.2%</td>
</tr>
<tr>
<td>2023</td>
<td>36.3%</td>
<td>63.7%</td>
</tr>
</tbody>
</table>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; *includes time spent on TV, newspapers, magazines, and radio
Source: eMarketer, April 2021
<table>
<thead>
<tr>
<th>Media Type</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital</strong></td>
<td>7.2%</td>
<td>14.8%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>2.2%</td>
</tr>
<tr>
<td>— Mobile (nonvoice)</td>
<td>8.7%</td>
<td>13.8%</td>
<td>2.5%</td>
<td>2.4%</td>
<td>2.2%</td>
</tr>
<tr>
<td>— Audio</td>
<td>10.9%</td>
<td>4.4%</td>
<td>9.1%</td>
<td>4.4%</td>
<td>2.9%</td>
</tr>
<tr>
<td>— Video</td>
<td>11.7%</td>
<td>17.4%</td>
<td>4.1%</td>
<td>3.4%</td>
<td>3.3%</td>
</tr>
<tr>
<td>— Social network</td>
<td>10.9%</td>
<td>20.4%</td>
<td>-0.4%</td>
<td>0.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Traditional media</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>— TV**</td>
<td>-6.7%</td>
<td>2.8%</td>
<td>-7.8%</td>
<td>-7.6%</td>
<td>-5.9%</td>
</tr>
<tr>
<td>— Radio**</td>
<td>-4.1%</td>
<td>-7.7%</td>
<td>-1.9%</td>
<td>-0.5%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>— Print**</td>
<td>-9.7%</td>
<td>1.3%</td>
<td>-3.0%</td>
<td>-3.0%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>— Magazines</td>
<td>-5.0%</td>
<td>-1.6%</td>
<td>-2.6%</td>
<td>-3.2%</td>
<td>-2.8%</td>
</tr>
<tr>
<td><strong>Newspapers</strong></td>
<td>-13.5%</td>
<td>3.9%</td>
<td>-3.4%</td>
<td>-2.9%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>— Other traditional media</td>
<td>-1.9%</td>
<td>-4.4%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>-1.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>0.8%</td>
<td>7.9%</td>
<td>-1.2%</td>
<td>-0.8%</td>
<td>-0.1%</td>
</tr>
</tbody>
</table>

Note: ages 18+; includes digital (desktop/laptop and mobile nonvoice), print (magazines and newspapers), radio, TV, and other; includes all time spent with media devices for entertainment. Traditional includes traditional and digital.
8 Digital Products Every Media Company (Reps) Should Be Selling Today!
**Audience Targeting**

- 4,000+ audience demos and interests to target (e.g. gender, age, children in HH)
- Reach your target demo and users with direct interest
- Ads are served on desktop, tablet and mobile platforms
- Geotarget ads by zip (minimum 10), city, or DMA
Topic Targeting

Ads appear next to relevant content (i.e. automotive buying and selling, home loans, healthy eating, etc.)

700+ topics available to target

Ads are served on desktop, tablet and mobile platforms

Geotarget ads by zip (minimum 10), city, or DMA
Fed-up Illinois homeowners consider moving: 'It’s not just the property taxes on my home; it’s all of them'

By Gail Marklauf and Corlyn Shropshire

Frustration with taxes is one reason some Illinois residents are considering selling their homes and moving out of state.
Geo Targeting

Useful for building or creating recognition for your brand, product, or service

Target based on geography and adjusted based on locations performing the best

Ads are served on desktop, tablet, and mobile platforms down to a minimum of 5 zip radius
Geo Targeting
IP Address Targeting

Uses an IP address to deliver display and video ads online

Same strategy as traditional direct mail, except ads are served online with high frequency

Simple Process that involves mailing list addresses run IP mapping system to match home with IP
Howdy, folks!

For Cowb on the sorn

Clearing his mind is his not him. After all, it's the

ICE!

at GAYLORD TEXAN

EXPERIENCE THE MAGIC!

Make holiday memories last a lifetime in our winter wonderland featuring lavish decor and festive events, including:

- 2 million holiday lights
- 2 million pounds of ICE
- 12 lanes of snow tubing
- Outdoor ice skating
- Gingerbread decorating
- Photos with Santa
- Cookies with Mrs. Claus
- Scavenger hunt
- And much more!

50% OFF
ICE! TICKETS
Click here and enter promo code: GIFT

ICE PRESENTED BY pepsi, LEXUS

TRENDING

PERRY HOMES
VIEW HOMES NOW

DONALD TRUMP / SEP 31
Texas GOPers spending campaign cash at Trump's D.C. hotel not
Retargeting

Stay in front of people who have visited your website

Retargeted ads lead to higher conversion ratios

Ads are served on desktop, tablet and mobile platforms
Retargeting ad for Brooks Brothers
On MensHealth.com

Recently visited BrooksBrothers.com
Retargeting ad for Brooks Brothers On Star-Telegram.com
Video

Video offers you excellent way to engage prospects via your own website, blog, social media, pre-roll ads, and rich media advertisements.

55% of people watch videos online every day.

Videos are served on desktop, tablet and mobile platforms.
Facebook mobile ad.

Instagram video ad.
Social Media

Get in front of the right customers by choosing audience demos and interests to target

Sponsored ads served on Facebook and Instagram feeds, right rail, and Facebook audience networks

Ads are served on desktop, tablet and mobile platforms

Geotarget ads by zip (minimum 10), city, or DMA
The best of Nike will now be delivered to your doorstep. Customise yours at www.nike.com
Social Influencers

Authentic, trusted, referrals from people your customers like, trust, and look to for advice.

It’s word-of-mouth advertising in the age of social media and more marketers are using it everyday.

Messaging is served primarily through personal social posts on Facebook, Instagram, and Twitter.

71% of consumers are more likely to purchase based on social media referrals. (blog.hubspot.com)
"Boo at the Zoo Nights" are back in 2017 presented by SSM Health Cardinal Glennon Children's Hospital. The Point and Johnnie Brock's Dungeon invite you to come explore the Saint Louis Zoo after dark from October 17th through October 30th. Check out the rules and enter now for your chance to win a family 4-pack of passes —-> http://ly/e/Y530tBW5f

**Win a family 4-pack of BOO AT THE ZOO passes**

Point Club Members - log on and enter EVERY DAY between now and Sunday (October 15) for your chance to win a family 4-pack of passes to BOO AT THE ZOO!

"Boo at the Zoo Nights" are back in 2017 presented by SSM Health Cardinal Glennon Children's Hospital.

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Pumpkin spice and everything nice! Fall is here and the perfect time to get into your dream home. The team that will help you get there is none other than The Rick & Tracy Ellis Team. Check out their latest listings at tracylellis.com.

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QuotatIdeas.com
Partners

• *All digital is not created equal, but it’s hard to tell.*

• Pure Digital Agencies, SEO/SEM, Google Partners, Traditional Media, Digital Publishers, etc. etc.

• **Knowledge + Experience + Relationships = Success!**
Key take-a-ways

1. Traditional and Digital Marketing should work in tandem.
2. The more diverse your marketing solutions are the more likely your clients will connect with their customers.
4. Be a partner that you can trust.
Thank you for joining us today!

Next week we will discuss:

Selecting the Right Prospects