



LANGUAGE OF DIGITAL

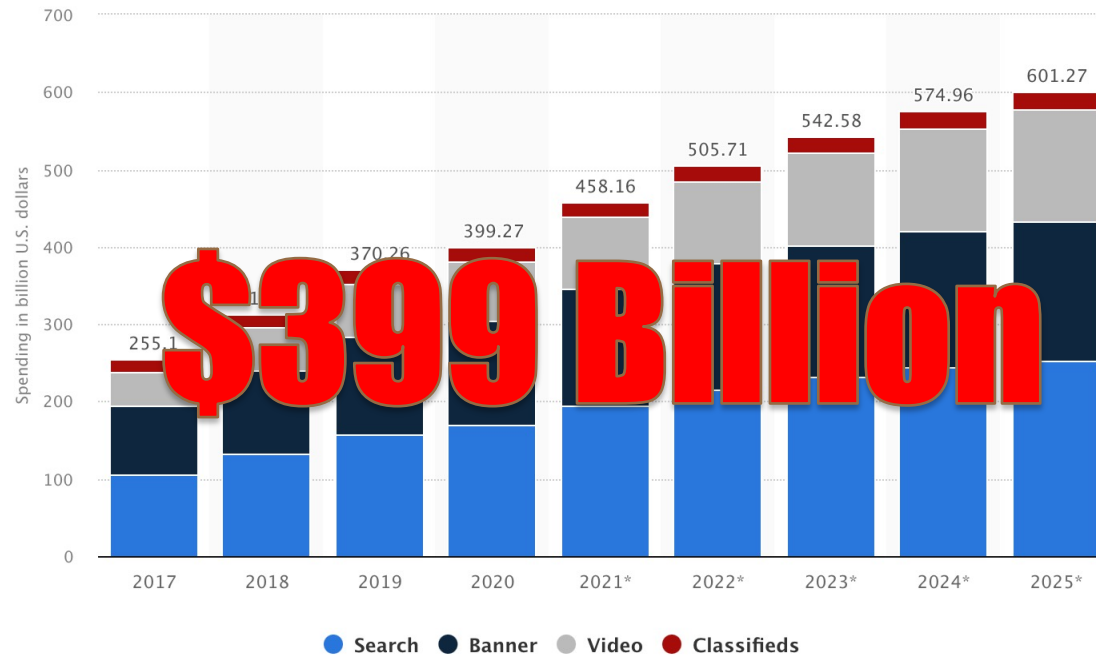


THE CENTER FOR
SALES STRATEGY

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



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

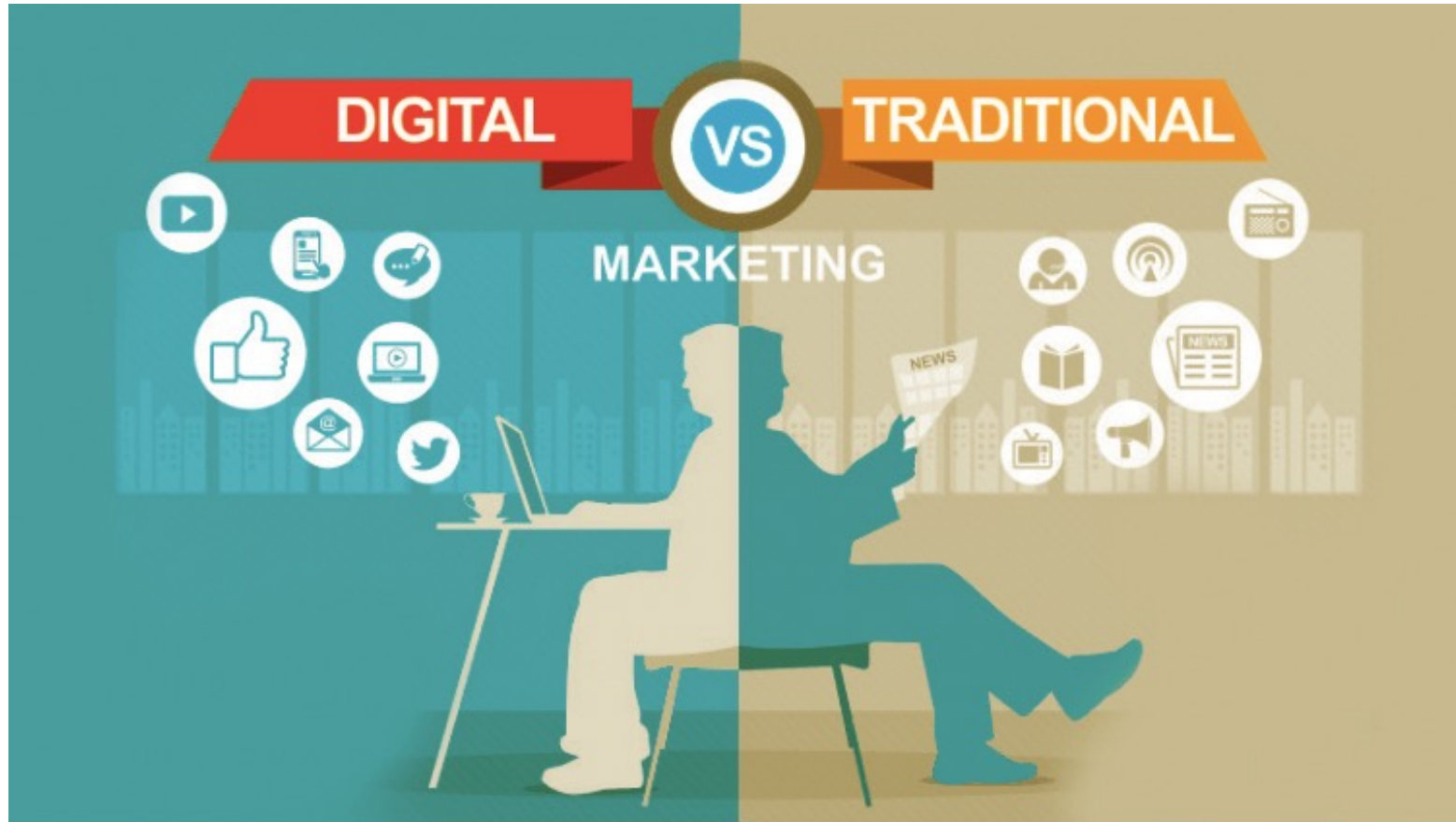


Susan McCullin

- 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:

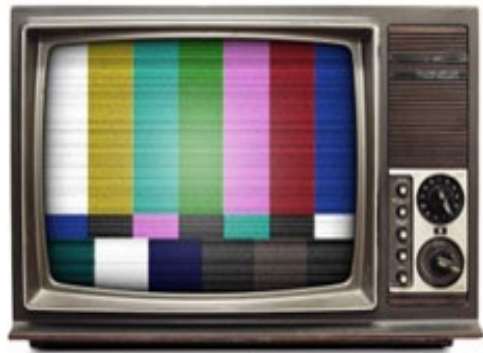
Digital	Traditional
Two-way communication	One-way communication
Permission-based marketing	Interruption-based marketing
Hyper-Targeted	Targeted
Smaller initial investments	Larger initial investments
Metrics Driven ROI	Traditional results tracking
Large Reach	Large Reach
Messaging Matters	Messaging Matters



**Let's time travel
back about
34 years**

Media Consumption In 1987

View a message...



Hear a message...



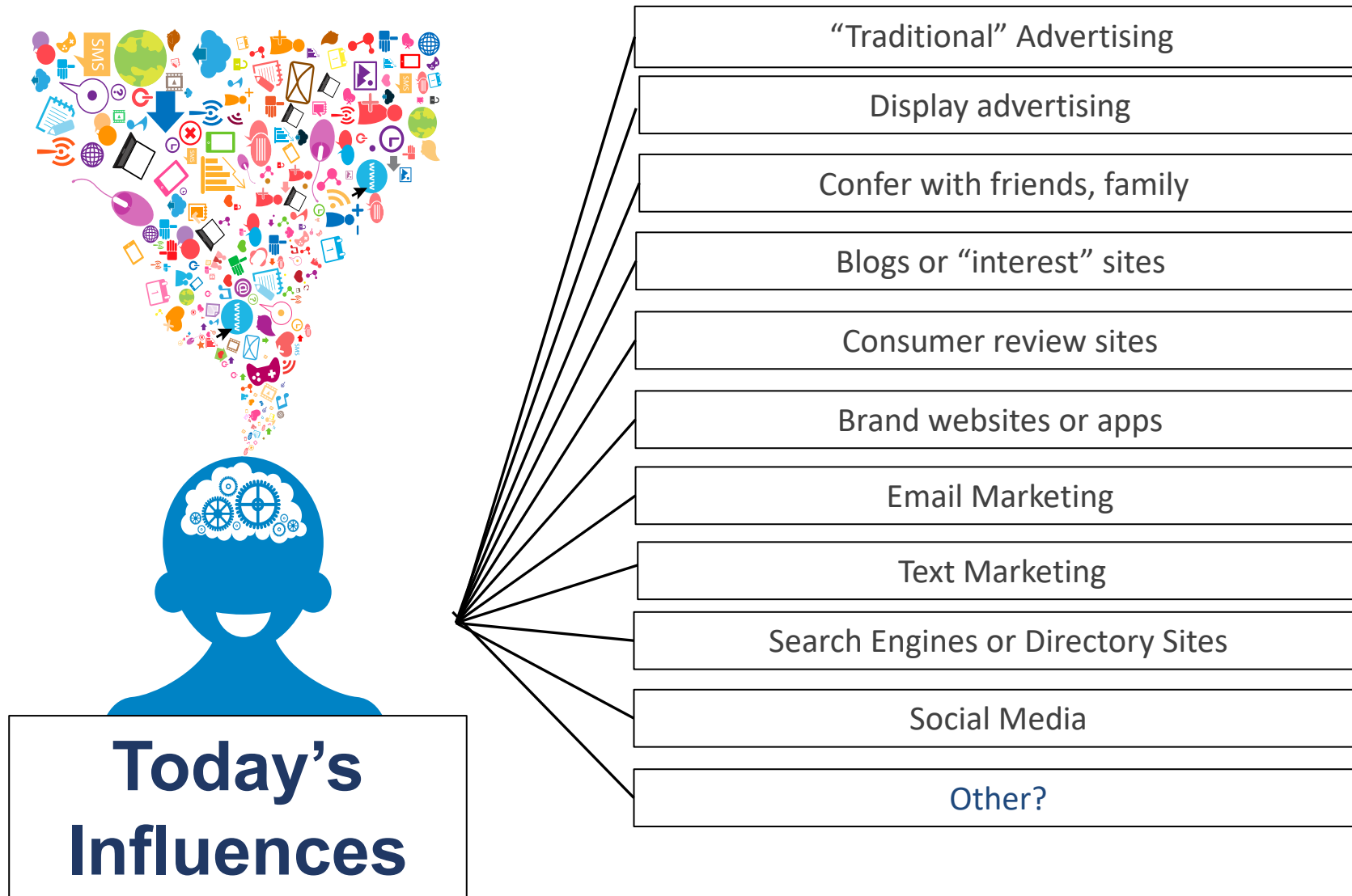
Read a message...





**Let's time travel
back to today**





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



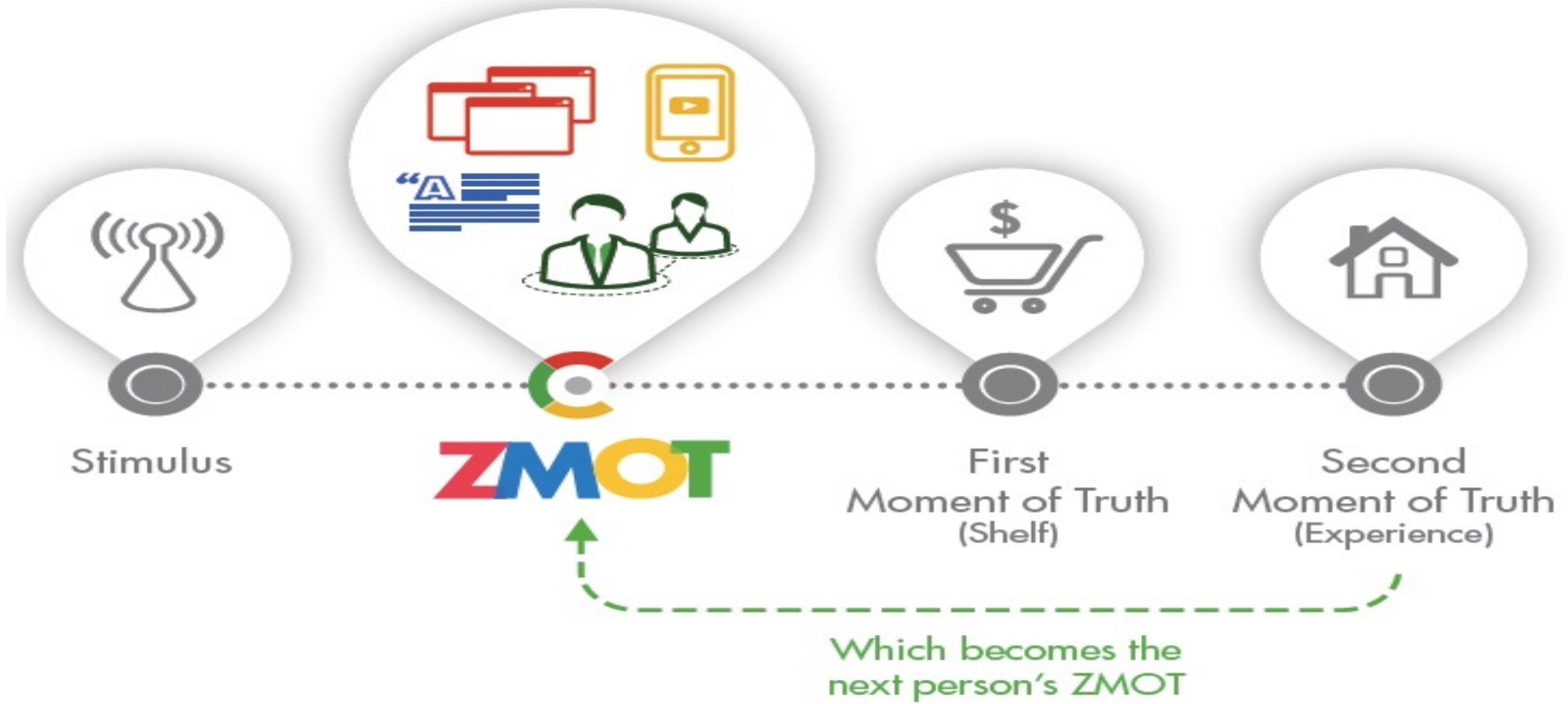
Zero Moment of Truth

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

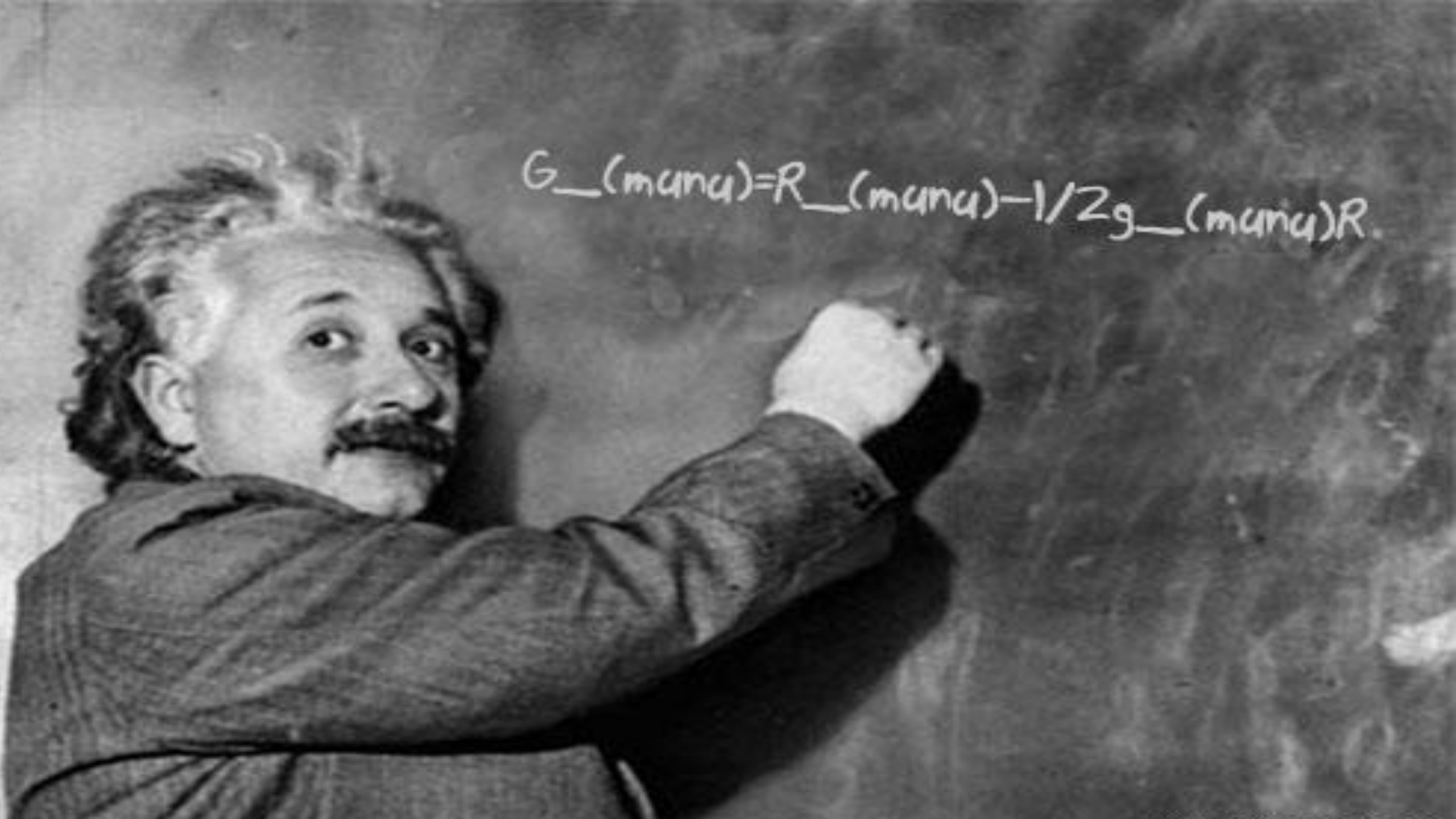


How ZMOT impacts you!

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.

A black and white photograph of Albert Einstein. He is shown from the chest up, turned slightly to his right but looking back over his left shoulder towards the camera. He has his characteristic wild, white hair and a dark mustache. He is wearing a dark, textured jacket. His right arm is extended, with his hand resting on a chalkboard. On the chalkboard, he has written a mathematical equation in white chalk. The equation is $G_{(manc)} = R_{(manc)} - 1/2 g_{(manc)} R$. The chalkboard itself is dark and shows some signs of wear and previous writing.
$$G_{(manc)} = R_{(manc)} - 1/2 g_{(manc)} R$$

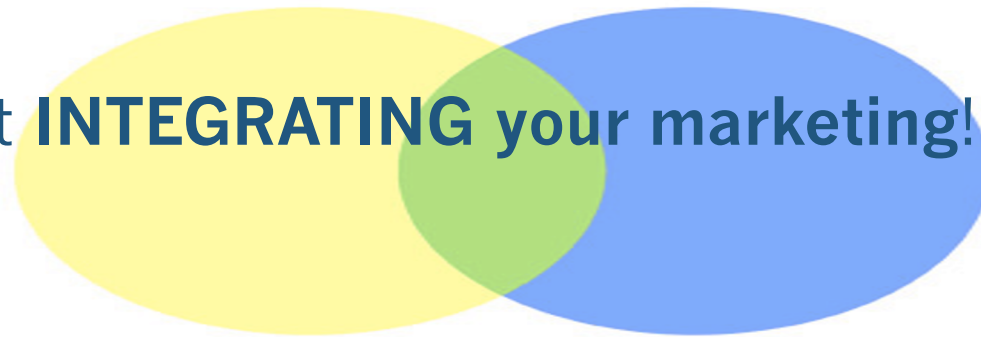
New Game, Same rules!

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!





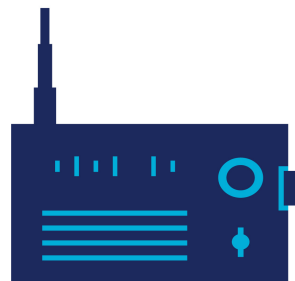
The Digital Landscape



Multi-Screen Engagement



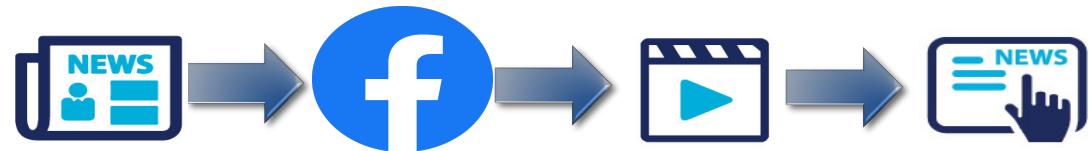
Media Snacking





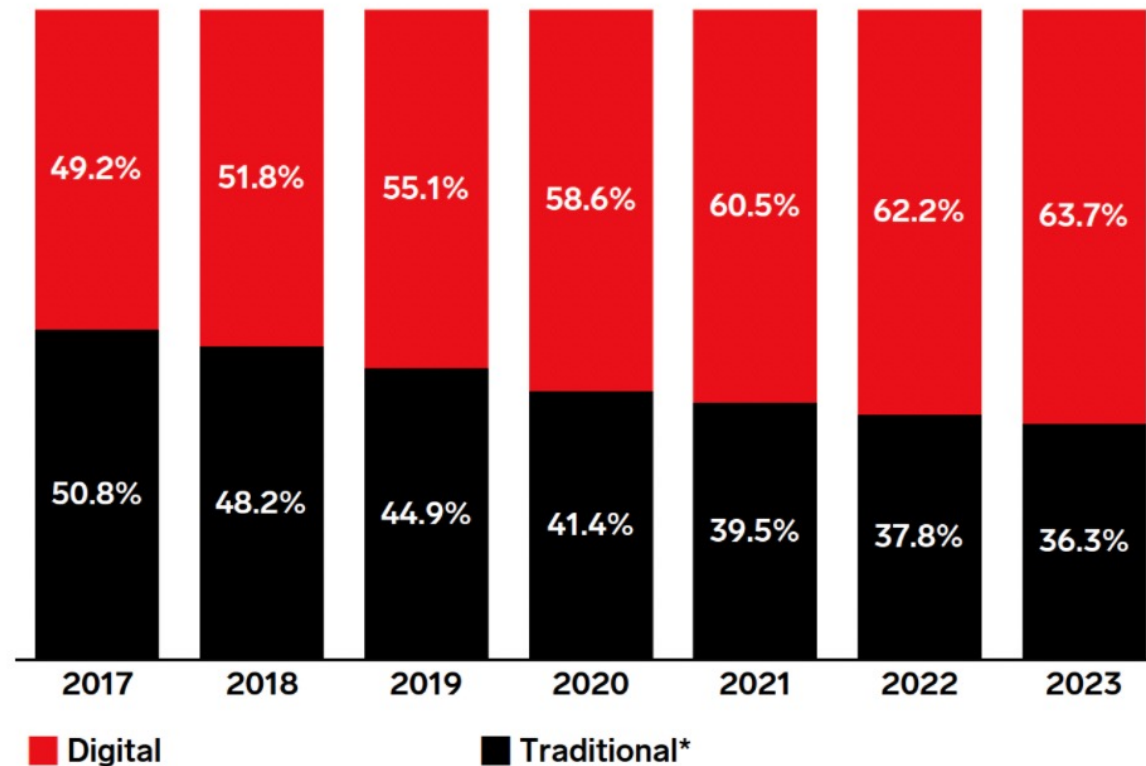
Mark's Media Snacking

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



*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

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

% change among population

	2019	2020	2021	2022	2023
Digital	7.2%	14.8%	2.0%	2.0%	2.2%
— Mobile (nonvoice)	8.7%	13.8%	2.5%	2.4%	2.2%
— Audio	10.9%	4.4%	9.1%	4.4%	2.9%
— Video	11.7%	17.4%	4.1%	3.4%	3.3%
— Social network	10.9%	20.4%	-0.4%	0.8%	1.7%

Traditional media	-6.0%	-0.6%	-5.7%	-5.0%	-4.0%
— TV**	-6.7%	2.8%	-7.8%	-7.6%	-5.9%
— Radio**	-4.1%	-7.7%	-1.9%	-0.5%	-0.6%
— Print**	-9.7%	1.3%	-3.0%	-3.0%	-2.9%
— Magazines	-5.0%	-1.6%	-2.6%	-3.2%	-2.8%
— Newspapers	-13.5%	3.9%	-3.4%	-2.9%	-2.9%
— Other traditional media	-1.9%	-4.4%	0.6%	0.6%	-1.4%

— Magazines	-5.0%	-1.6%	-2.6%	-3.2%	-2.8%
— Newspapers	-13.5%	3.9%	-3.4%	-2.9%	-2.9%
— Other traditional media	-1.9%	-4.4%	0.6%	0.6%	-1.4%
Total	0.8%	7.9%	-1.2%	-0.8%	-0.1%
Total (hrs:mins)	12:23	13:21	13:12	13:06	13:05

Note: ages 18+; includes digital (desktop/laptop and mobile nonvoice), print (magazines and newspapers), radio, TV, and other; includes all time spent with each medium, regardless of multitasking; includes all internet activities on

**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

www.refinery29.com


Apps ★ Bookmarks Entertainment Financial Info News Shopping Tools Travel CSS Home Other Bookmarks












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PROFESSIONAL
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REFINERY29 VIDEO STYLE BEAUTY WORK & MONEY HEALTH ENTERTAINMENT FOOD NEWS HALLOWEEN


        



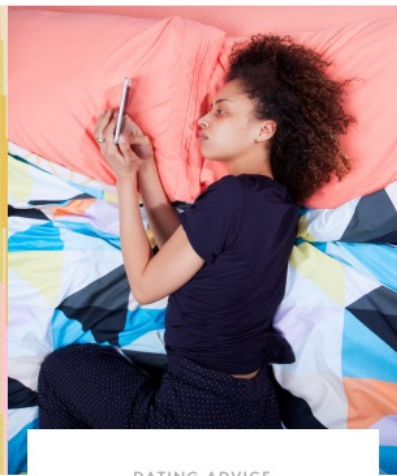
STRONG OPINIONS



HOROSCOPES



BEAUTY



DATING ADVICE

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

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

WFAA abc HOME WEATHER 83° LOCAL NATION NOW TRAFFIC SPORTS FEATURES ABOUT VIDEO PHOTOS COMMUNITY SHARE GMT

POLITICS

INSIDE TEXAS POLITICS

NEWS abc WFAA

Inside Texas Politics (10/1/17)

[Read Story](#) Berna Dean Steptoe

RIGHT NOW WEATHER

Dallas, TX

8 PM	2 AM	8 AM	2 PM
83°	73°	70°	88°

[More Weather](#)

CLICK FOR TICKETS

RENT

20TH ANNIVERSARY TOUR

Police searching for Duncanville...

Dallas neighborhood ramps up...

Trustee: More Dallas schools names...

Inside Texas Politics (10/1/17)

Fort Worth Police investigating...

One adult, four children injured in...

7/7 A CITY MOVES FORWARD Updated 4:05 PM. CDT

[Grid](#) [List](#)

JULY-7

NEWS

AD BY MARRIOTT.COM

OCT. 17-22 BASS HALL

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

Secure | <https://www.dallasnews.com>

Bookmarks Entertainment Financial Info News Shopping Tools Travel CSS Home Other Bookmarks

PERRY HOMES
VIEW HOMES NOW

DALLAS
Powered by The Dallas Morning News
TRENDING

Howdy, folks!

By Charles Scudder
DALLAS
For Cowboys on the snow
Clearing his mind is his...
not him. After all, it's th...

ICE!
at GAYLORD TEXAN
FEATURING
Twas the Night Before Christmas

EXPERIENCE THE MAGIC!
Make holiday memories to 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

Offer valid between 11/10/17 - 11/21/17, excluding Saturdays after 500pm. Not valid with any other discounts or offers. Tickets must be purchased online. Limit of 10 tickets per purchase. Not redeemable. Other restrictions may apply. Discount based on 50% off GENERAL ADMISSION ticket pricing and valid for all dates mentioned in the promotion.

ICE! PRESENTED BY **pepsi** **LEXUS**
PEPSI, PEPSI-COLA and the Pepsi Globe are registered trademarks of PepsiCo, Inc.

MORE

DONALD TRUMP / SEP 21
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

https://www.menshealth.com/guy-wisdom/ultimate-tailgate-party-rules?internal_recirc=hpfeatblock

Bookmarks Entertainment Financial Info News Shopping Tools Travel CSS Home

Brooks Brothers ONLINE EXCLUSIVE Up to 70% Online Clearance SHOP NOW EXCLUSIONS APPLY

Men's Health 2 YEARS FOR \$20* PLUS 6.97 SHIPPING ORDER NOW

MAXIMUS BODY FITNESS SEX STYLE SUBSCRIBE

GUY WISDOM | TAILGATE

6 Simple Rules For Throwing the Ultimate Tailgate

Take it from the "Commissioner of Tailgating"

BY MICHAEL SNEEDEN November 17, 2016



6 Rules for Throwing the Best Damn Tailgate

The job of the tailgate guest is easy: Show up, grab a burger, pound a beer, fling a football.

But the job of the tailgate host is considerably trickier. In order to throw a party that makes guests forget they have tickets to



Brooks Brothers
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Feel Years Younger By Boosting Your Stem Cells At Home
SCIENCE HEALTH NEWS | SPONSORED

The Best New Tech Of 2017

Retargeting ad
for
Brooks Brothers

On Star-
Telegram.com

Alert 79°
Sign In | Subscribe


Star-Telegram

Brooks Brothers Men's Original Fit
Brooks Brothers® Official - Timeless Style,
\$79.50 Always Appropriate,
Brooks Brothers

FULL MENU

NEWS SPORTS OBITUARIES CLASSIFIEDS

SPORTS



MAC ENGEL

Without Sean Lee, Byron Jones and others must make a play

The Dallas defense is exploited without Sean Lee in a loss to the Los Angeles Rams where the lack of plays from the defense cost the Cowboys.

BLOGS & COLUMNS

MAC ENGEL

Without Sean Lee, Byron Jones and others must make a play

FOUL TERRITORY

Rangers Reaction: Was Beltre's send-off his last Rangers hurrah?

DALLAS COWBOYS


One year later, Goff is better than Dak

FOUL TERRITORY

Rangers Reaction: What does a 40-homer season say about Joey Gallo?

MAC ENGEL

What the national anthem reaction reveals about America, and it's not pretty


ONLINE EXCLUSIVE
**Up to 70% Off
Clearance**
SHOP NOW ▶
EXCLUSIONS APPLY

Video



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



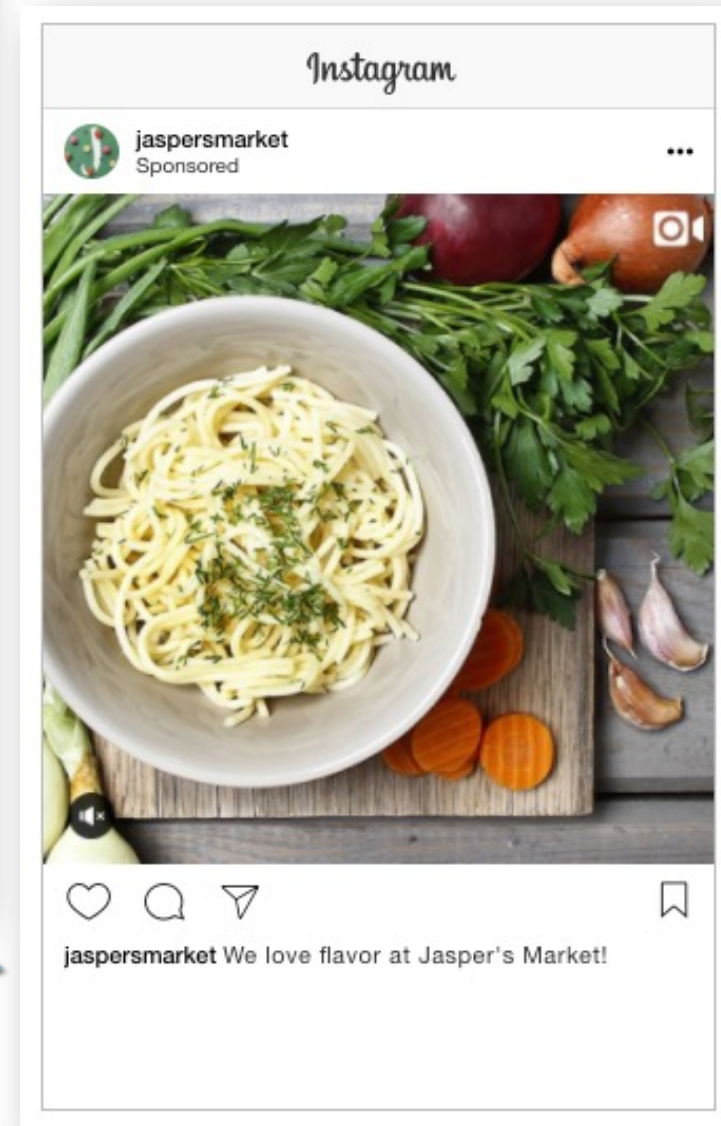
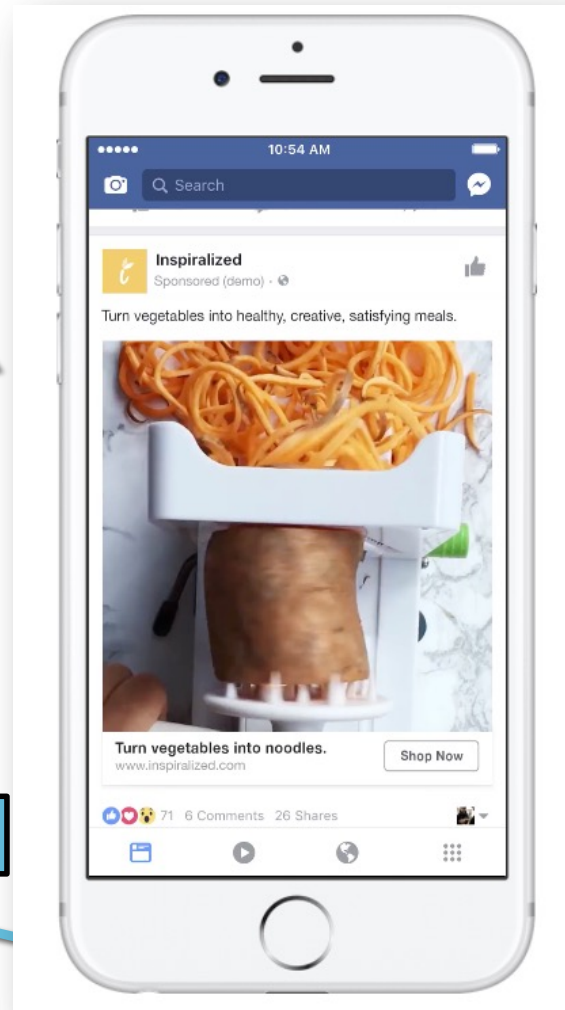
55% of people watch videos online every day



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



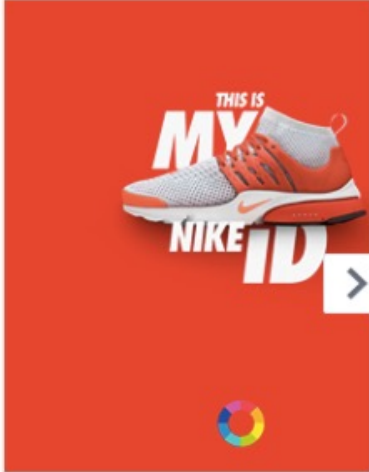

Geotarget ads by zip (minimum 10), city, or DMA



Nike 
about 8 months ago





The best of Nike will now be delivered to your doorstep. Customise yours at www.nike.com








Customise It Your Way [Learn More](#)



Customise It Your Way [Le...](#)


 20K


 194


 297


Verizon  2:23 PM   




 Instagram 


 **yelp**
Sponsored






Download 



4,121 views

yelp On the go? Download the FREE Yelp app to find local favorites you never knew existed.



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)



105.7 The Point with Saint Louis Zoo.

October 3 at 11:45am · Paid ·

"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://ow.ly/olYB30fBW5f>



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...

1057THEPOINT.COM

Like Comment Share

You and 10 others



The Rizzuto Show shared The Rick & Tracy Ellis Team's post.

Published by Moon Valjean 191 · 21 hrs ·

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 tracyellis.com #spon



QuotesIdeas.com

The Rick & Tracy Ellis Team

October 1 at 9:00pm ·

Like Page

Pumpkin spice and everything nice! Fall is here and the perfect time to get into your dream home. Check out our latest listings at tracyellis.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.
3. Messaging & storytelling still matter in a digital world.
4. Be a partner that you can trust.

Thank you for joining us today!

Next week we will discuss:

Selecting the Right Prospects