



*Media Planning Tips*

**THE COMPLETE GUIDE  
TO EFFECTIVE MARKETING**

# MORE MEDIA = MORE REACH & FREQUENCY

When discussing options with your media advisor, ask for unduplicated reach and frequency of your advertising message ~ NOT the number of people that read, listen to or watch the programming over a specific time period.

**Each advertising medium reaches different potential customers at different times with varying degrees of frequency.** It is vital to learn the number of potential customers are exposed to each advertisement and how often they receive each message.

## **More Media = More Frequency**

A consumer can hear a commercial on the TV while getting ready for work, hear a radio spot during the morning commute, notice a billboard a few minutes later, and when he or she arrives at work, read an ad on a website and the newspaper. In this scenario, the advertiser has reached this customer five times and the media mix made it more memorable than if the target had simply been exposed five times on one medium. Furthermore, including a variety of media creates the perception that the company is a successful business appearing "everywhere."

**Mix and match media to increase reach and frequency by flighting.** Flighting is alternating your ad schedule by mixing media and/or skipping weeks during a campaign to maximize and extend your budget. For example, if you wanted to flight a campaign, consider placing ads one week, skipping the next, then running the same ads the third week. Or, alternate between two media or days of the week every two weeks.



MEDIUM	STRENGTHS	LIMITATIONS
<b>BROADCAST TELEVISION</b>	<ul style="list-style-type: none"> <li>Hours spent watching is high</li> <li>Ads appeal to all senses (motion, emotion, sight, sound)</li> <li>Reach of advertising is strong in some programs</li> <li>Many programs have a loyal audience</li> </ul>	<ul style="list-style-type: none"> <li>Commercial avoidance is high</li> <li>Audience is fragmented with other viewing options</li> <li>Short message limits amount of information shared</li> <li>Expensive production and premium programs</li> </ul>
<b>CABLE TELEVISION</b>	<ul style="list-style-type: none"> <li>Frequency is affordable and accumulated fast</li> <li>Ads appeal to all senses (motion, emotion, sight, sound)</li> <li>Cost is low, production is often free</li> <li>Targeted ad messages</li> </ul>	<ul style="list-style-type: none"> <li>Commercial avoidance is high</li> <li>Audience is fragmented – numerous programming options</li> <li>Each commercial reaches a small audience</li> <li>Cable subscriptions further limits audience size</li> </ul>
<b>CTV/OTT STREAMING VIDEO</b>	<ul style="list-style-type: none"> <li>Advertise to people not reached with traditional TV</li> <li>Audience is highly engaged in content</li> <li>Cannot skip advertising messages</li> <li>Combines impact of TV with digital's precision targeting</li> </ul>	<ul style="list-style-type: none"> <li>Audience is fragmented – numerous programming options</li> <li>Terminology and options are complicated to many people</li> <li>Low reach with high cost per thousand</li> <li>Requires Internet connection</li> </ul>
<b>DIGITAL</b>	<ul style="list-style-type: none"> <li>Numerous options to serve many advertising goals</li> <li>Affordable advertising options are available</li> <li>Educates consumers on product / service offerings</li> <li>Can highly target ad messages</li> </ul>	<ul style="list-style-type: none"> <li>Competition is local, national and global</li> <li>Ad avoidance is common</li> <li>Image and branding results are difficult to measure</li> <li>Terminology and options are complicated to many people</li> </ul>
<b>DIRECT MAIL</b>	<ul style="list-style-type: none"> <li>Can send to entire market or target selectively</li> <li>Educates consumers on product / service offerings</li> <li>Variety of creative and printing options</li> <li>Consumers turn to for coupons and promotions</li> </ul>	<ul style="list-style-type: none"> <li>Poor readership and low response rate</li> <li>Preparing a solo mailing is labor intensive and expensive</li> <li>Combined mailing has significant clutter</li> <li>Due to lead time, less reactive to marketplace or competition</li> </ul>

- \*CTV = Connected TV / OTT = Over-the-Top (Streaming Video)
- The above digital information is true on mobile or desktop devices.

If you advertise sporadically, do not have an advertising strategy and do not track results, you will be exceedingly disappointed with your investment.

MEDIUM	STRENGTHS	LIMITATIONS
NEWSPAPERS	<ul style="list-style-type: none"> <li>High involvement in advertising messages</li> <li>Trusted source for local news</li> <li>Affluent readers who pay to receive product</li> <li>Reach of advertising is strong in most markets</li> </ul>	<ul style="list-style-type: none"> <li>Decreased readership of printed product</li> <li>Expensive for full run options</li> <li>Competition for free news online is significant</li> <li>Limited readership among younger audiences</li> </ul>
NEWSPAPERS PRINTED WEEKLIES & SHOPPERS	<ul style="list-style-type: none"> <li>Frequency builds quickly due to loyal readership</li> <li>Reasonable rates</li> <li>Editorial is hyper local</li> <li>Extended or weekly shelf life</li> </ul>	<ul style="list-style-type: none"> <li>Low reach with high cost per thousand</li> <li>Editorial is limited</li> <li>Not timely advertising or news</li> <li>Duplication with daily publications is high</li> </ul>
OUT-OF-HOME	<ul style="list-style-type: none"> <li>Builds frequency and reach fast</li> <li>Ability to direct consumers and target geographically</li> <li>Creates awareness, provides directions to location</li> <li>Message is presented 24 hours a day</li> </ul>	<ul style="list-style-type: none"> <li>Messages are limited, brief and often overlooked</li> <li>Production can be expensive</li> <li>Availability is limited</li> <li>Difficult to measure impact or viewing of message</li> </ul>
PAID SEARCH	<ul style="list-style-type: none"> <li>Ability to target specific interested customers</li> <li>Produces quality leads and traffic to website</li> <li>Provides conversion tracking and detailed analytics</li> <li>Ability to tailor your investment to your budget</li> </ul>	<ul style="list-style-type: none"> <li>Must appear near the top of the search</li> <li>Expensive to maintain</li> <li>Bidding wars on keywords drive prices up</li> <li>Lack of visual elements in advertisements</li> </ul>
RADIO	<ul style="list-style-type: none"> <li>Frequency is affordable and accumulated fast</li> <li>Accessible to everyone</li> <li>Cost is low, production is often free</li> <li>Targeted ad messages</li> </ul>	<ul style="list-style-type: none"> <li>Commercial avoidance is high</li> <li>Audience is fragmented - numerous programming options</li> <li>Each commercial reaches a small audience</li> <li>Competes against satellite, digital and portable devices</li> </ul>
SOCIAL MEDIA	<ul style="list-style-type: none"> <li>Audience engaged in content</li> <li>Builds brand awareness and loyalty</li> <li>Directs people to website or generates leads</li> <li>Affordable options to target specific audiences</li> </ul>	<ul style="list-style-type: none"> <li>Time consuming to keep content fresh and relevant</li> <li>Slow to establish ROI</li> <li>Reach limited to only fans, unless boosting performance</li> <li>Potential negative comments from disgruntled customers</li> </ul>
YELLOW PAGES PRINT & DIGITAL	<ul style="list-style-type: none"> <li>Reference when ready to buy</li> <li>Available 24/7</li> <li>Provides consumer reviews</li> <li>Strong use among older people (print)</li> </ul>	<ul style="list-style-type: none"> <li>Competes against digital search options</li> <li>Ads reach a small number of people / households</li> <li>Expensive, as well as no promotional opportunities</li> <li>Doesn't create demand or awareness</li> </ul>

## BROADCAST TV

- ▶ **Broadcast TV is most effective in building awareness and image.** Because television advertising includes motion, emotion, sight and sound, it is most effectively used to build image and awareness. For those businesses that can afford to purchase numerous commercials and produce various commercials, broadcast television also can be effective for large sales events.
- ▶ **Match target customers with dayparts and programs, not stations.** When evaluating TV, the first step is to determine which dayparts and programs your most profitable customers view frequently. For example, if you wanted to target working adults, you could purchase Morning and Late News, Primetime and Late Fringe. After determining the appropriate daypart, the next step is to select the most desirable programs based on audience, reach and cost efficiencies. You may wish to purchase programming on several stations to maximize the reach of your desired audience.
- ▶ **Purchase Morning News, Late News or Late Fringe.** These dayparts typically deliver comparable demographics to Primetime and are much more affordable ~ at a much lower cost per rating point (CPP). Often, audiences watching Primetime will stay tuned to additional programming following their favorite show. News shows are primarily locally originated, which means the desirable, in-program advertising is available. In addition, people are habitual with their news watching; therefore, frequency builds quickly.
- ▶ **If you have a limited budget, select a variety of programs and dayparts that match your target market.** Many business owners believe Primetime, sports and other high-profile programming is the best option. However, if you have a limited budget, it may be best to select a variety of programs and dayparts. Ask your media advisor for further information on cost per point (CPP) analysis to determine efficiencies of buy and advertising availability.
- ▶ **Own a day, daypart or program.** As opposed to diluting your message over time, running several spots per day, daypart or program is a great way to add impact, especially with a limited advertising budget. This is an effective method of purchasing all broadcast advertising.



# CABLE TV

- ▶ **Cable is most effective in building awareness and image.** Cable is an affordable and effective medium for businesses that want to build image and name recognition with their target customers. For those businesses that can afford to purchase numerous commercials, cable can be effective for large sales events. Cable, like broadcast television and radio, creates awareness of new products or grand openings and can be effective in maintaining or creating a company's image.
- ▶ **Match target customers with networks, dayparts and geographical area. When evaluating cable, the first step is to determine which networks, dayparts and geographic areas match your most profitable customers.** Many cable companies encourage advertising packages and Run-of-Schedule (ROS). Therefore, it is essential to ask for other specific daypart and geographic alternatives. Even though these may cost more per commercial, the targeting is worth the minor increase.
- ▶ **Add cable as a frequency vehicle.** Cable is a frequency vehicle, meaning it can expose the target audience to a message many times very quickly. Cable should not be used to reach a broad audience. It should be used to effectively complement a media mix that includes a strong reach vehicle.
- ▶ **Substitute cable for broadcast TV.** If your company has a limited budget and desires television for image, emotional or glamour appeal, incorporate cable instead of broadcast TV. This frees up advertising dollars to invest in additional media options.
- ▶ **Avoid purchasing too many commercials or networks.** Because cable builds frequency quickly, the number of commercials an advertiser buys should not be excessive. Too much advertising can defeat the impact of the message, as viewers become agitated with repeat messages. Cable packages often offer a lower cost per commercial if the customer purchases additional networks. However, more than four networks should be avoided in most cases, as they do not add a significant amount of reach and diminish the frequency levels. Ask your cable representative for unduplicated reach and frequency information for the number of commercials and networks you are considering.
- ▶ **Own a day, daypart, program or network.** As opposed to diluting your message over time, running several spots per day, daypart, program or network is a great way to add impact, especially with a limited advertising budget. This is an effective method of purchasing all broadcast advertising.

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Radio, cable and digital representatives often quote a "cume" or cumulative audience when discussing the reach of their product/s. This number does not reflect the actual number of people exposed to your ad message over the course of your schedule. Ask your ad advisor for the unduplicated, local reach and frequency of the schedule to receive an accurate understanding of the impact of your message.

# STREAMING VIDEO / CONNECTED TV (CTV) / OVER-THE-TOP TV (OTT)

## TIPS TO MEDIA PLANNING

- ▶ **Match target customers with demographic profiles, geography and behavioral targeting.** One of the greatest strengths of CTV/OTT is its ability to leverage the high impact of television viewing with the precise targeting of digital. Invest time in determining your specific customers to target with your message.
- ▶ **Complement CTV/OTT with additional media.** Connected TV advertising can be used to boost your other advertising efforts. Use CTV/OTT to target your most profitable customers and augment your media strategy with additional channels to increase reach and maximize results.
- ▶ **Change the positioning of your commercials throughout programming to capture different audiences.** Schedule advertisements before and after shows, as well as in the middle of programming (pre-roll, mid-roll, post-roll). Test various options to determine the overall effectiveness of the ad placement and timing.
- ▶ **Track in-store traffic from households that have viewed OTT/CTV ads.** Measure attribution (the success attributed to the specific media) to help establish and adjust future strategies.
- ▶ **Specify the screen sizes you want to target.** This is beneficial as advertising relevant to viewers on their mobile devices may not be useful to viewers watching TV or other digital devices.

### DEFINITIONS

**Connected TV (CTV)** ~ Any device that can be connected to the Internet and can deliver OTT content.

**Over-the-Top (OTT)** ~ Any type of streaming media that provides viewers access to movies or shows by sending them directly through the Internet. This content can be displayed on laptops, mobile devices, tablets or Connected TVs.

# DIGITAL ~ INTERNET

- ▶ **Digital advertising has numerous strengths depending on the method used.** While the Internet is a multi-faceted advertising vehicle, its unique attribute is its intense ability to target specific consumers. Plus, it is a strong educational vehicle, as people turn to the Internet to research products and service providers. Digital advertising can also assist your business build or maintain an image, make customers aware of unique offerings, and announce sales, incentives or promotions. For companies with e-commerce capabilities or those incorporating search engine marketing, the Internet also serves as a direct response vehicle.
- ▶ **Target advertising based on content, audience, geography or consumer behavioral patterns.** One of digital advertising's greatest strengths is its ability to target extremely specific audiences. Choose sites and content with significant audiences and those that mirror your primary market's interests and buying patterns. In addition, behavioral targeting or re-messaging are powerful methods of reaching your most desirable consumers. (Ask your media advisor for more information on targeting options.)
- ▶ **Make sure your website and all advertising is mobile optimized.** This means the content will reformat itself for phones and handheld devices. Larger navigation buttons, reformatted content, and differently optimized images appear when the user is on a phone or other device.
- ▶ **If available and applicable, advertise during peak days, dayparts and times of the week.** Position your advertising during the most effective times for your campaign. For example, professionals start and end their day with news, as well as go online before and after lunch; people going to the movies search early evening on weekends for ticket information and reviews. Test various options to determine the overall effectiveness of the ad placement and timing.
- ▶ **Add traditional media to reinforce the campaign and drive traffic to your website or business.** Most successful businesses that actively market online also incorporate traditional media to brand their websites in the consumers' minds or direct buyers to their sites or stores to finalize purchases. The stability and proven track record of traditional media lend credibility and increased awareness of digital advertising efforts. Always incorporate your website address in all promotional messages.

**With today's mobile, technical and savvy consumers, a robust digital strategy is vital to success.** Determine where your most profitable customers spend time online, how and where they locate information and select companies, as well as how you can make the greatest impact with your investment. Your media representative will provide customized strategies to help achieve your goals.

**Improve your website and landing pages loading speeds.** You want your website to load fast because users will most likely abandon your website if it takes more than three seconds to load. A slow website can do nothing but negatively impact the user experience.



# DIRECT MAIL

- ▶ **Direct Mail is most effective in educating consumers, as well as direct response advertising.** Direct Mail is useful for sharing specific product and service offerings (details can be thoroughly described), as well as stimulating response through coupons or special promotions.
- ▶ **Budget-minded advertisers should consider purchasing Direct Mail from reputable companies offering “marriage mail” (combined mailing options).** Not only is this type of advertising more affordable than solo mailing, consumers are also conditioned to look to these packages for discounted offers.
- ▶ **Mail to interested and repeat consumers to increase response.** People living in the same areas and those with similar demographic and psychographic characteristics will often be interested in the same products and services. Target your mailing to these areas and clients. Plus, current customers are more likely to purchase from you in the future. Mail to them to encourage repeat purchases.
- ▶ **Add Direct Mail to complement your existing media plan.** Direct mail advertising works well to enhance a media mix. It is extremely effective as an introduction or a follow up to a promotion.
- ▶ **Include multiple mailings if using Direct Mail to attract new customers.** Consumers not familiar with your business or brand need to receive, at a minimum, three to five mailings to build familiarity and promote action. Frequency can be reduced when targeting existing customers.

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## COMMON TYPES OF DIRECT MAIL

- **Postcards**, which are available in a various sizes, are one of the affordable direct mail options.
- **Self-mailers**, typically in the form of brochures and leaflets, are the best option if you need to send detailed information to customers.
- **Letters** are a more personal and confidential approach to sharing the value of your company.
- **Catalogues** are your best option for showcasing your company's vast array of products.
- **Marriage or Shared Mail** is an option that allows businesses to **mail** to households at a fraction of regular postage costs. With shared **mail**, your printed piece is packaged with those of other advertisers.

# NEWSPAPERS

- ▶ **Newspaper advertising is best used for special promotions and educating people on events or happenings.** Newspaper readers actively search for advertising that promotes discounts and sales. The main news sections of the paper and inserts provide opportunities for direct response and price-and-item advertising.
- ▶ **Complement print advertising with digital newspaper advertising.** Home delivery subscriptions have diminished; however, both print and digital newspapers continue to be viable local news and advertising sources in many markets. Augmenting a print campaign with digital advertising extends the reach and frequency of the campaign.
- ▶ **Match target customers with sections or zones.** Each section of the newspaper reaches a specific audience. Select sections that have the highest readership of your target market. In most cases, this will be the newspaper's main sections (main news, local, sports, lifestyle). Main news is typically the highest read section by both men and women. If your business is seeking a specific geographic area, most newspapers offer zoning opportunities at a significantly lower rate.
- ▶ **Use special sections and niche products for image advertising to complement a current campaign ~ not direct response (sale) advertising.** Newspapers offer numerous products that provide unique advertising opportunities. However, not all deliver vast audiences, and all are not suited to promoting sales or discounts. If your business has a healthy budget, incorporate image advertising in specialty products that match your target. If your company has limited funds, advertise in the main or zoned sections of the paper.
- ▶ **Incorporate programs that allow scheduling flexibility to adapt to seasonal sales trends. Newspapers often offer reduced rate options for businesses that advertise the same size ad each week or month.** While this strategy works well for image advertising and service providers, to maximize your advertising investment, always invest more during peak seasons and less during slower times.

## Printed Weekly or Community Publications & Shoppers

- ▶ **Weeklies are best suited for image advertising.** While weeklies and shoppers can promote sales and discounts, the audience is much smaller and will yield fewer results. However, if your business serves only a small area, this publication type may be perfect for your company.
- ▶ **Shoppers are most suited for direct response advertising and couponing.** Bargain hunters turn to shoppers for deals; therefore, highly discounted promotional offers are ideal.
- ▶ **Weeklies and shoppers are useful in complementing a company's core media mix.** Weeklies and shoppers can enhance primary media strategies, especially for businesses with limited budgets. When advertising in weeklies, consider "flighting" (for example, advertise every other week), as frequency builds quickly.
- ▶ **Ensure the publication matches your company's image.** Many weeklies and shoppers are inexpensive, and some have excellent production quality; others do not. Be sure the publication's image and reputation in the market parallel your image and goals.
- ▶ **Review the efficiency and duplication of printed publications.** Often, a weekly or shopper may be more expensive to reach a smaller group of potential customers. Furthermore, there is typically high duplication in print media. Review each publication's cost per thousand and duplicated readership to ensure you are maximizing your media buy.

# RADIO

- ▶ **Radio is most effective in building awareness through frequency.** Radio's greatest strengths are to speak directly to a specific target audience and build frequency affordably. Because of radio's limited reach, it is most valuable when used in conjunction with other media.
- ▶ **Select only radio stations with formats that attract your most profitable customers.** Many advertisers select radio stations because they are top-rated, or because their formats are their personal favorites. However, radio should be selected by matching your desired clientele with the station's targeted audience. If you are purchasing stations (regardless of how reasonable the buy is) that do not match your customer profile, the advertising investment is wasted.
- ▶ **Select no more than three radio stations.** Listeners typically have only two to three primary stations they listen to regularly, even though they may "surf" several. In most markets, there are only two to three stations that fit a particular demographic profile. Therefore, if you are purchasing more than three stations, you may be overspending. Purchase radio for targeting and building frequency, not for reach.
- ▶ **Buy Monday through Friday and consider weekends for events and sales.** Listeners are creatures of habit, especially Monday through Friday. Therefore, ad messages can build frequency quickly. If you are using radio for a big event, buy spots a few days before and the day of the event to evoke urgency and action. Stations that have popular sports or talk radio programs that have large audiences should be considered both weekdays and weekends.
- ▶ **Review sponsorships as an opportunity to increase exposure.** Many radio stations have sponsorship opportunities available year-round, such as "Lunch Box Giveaways" or "Drive at 5 Trivia." These opportunities can be very inexpensive and give you consistent and immediate exposure during premium periods.
- ▶ **Own a day, daypart or program.** As opposed to diluting your message over time, running several spots per day or daypart is a great way to add impact, especially with a limited advertising budget. This is an effective method of purchasing all broadcast advertising.

# OUT-OF-HOME

- ▶ **Out-of-Home advertising is effective in building image and awareness, as well as providing directions.** Out-of-Home advertising effectively reinforces perceptions of familiar brands, draws attention to new offerings or directs customers to your location.
- ▶ **Out-of-Home is a successful complement to your business's core media mix.** Outdoor advertising works well at enhancing other promotional efforts. Its ability to add additional reach and frequency to other advertising plans make outdoor a good media strategy amplifier.
- ▶ **Use outdoor advertising for longer-term campaigns and image building.** Outdoor options require longer-term commitments and can, therefore, be used to build your brand. However, don't let the content become stale. Consider changing the art and message every three months.
- ▶ **Select strategic geographic areas based on audience and traffic patterns.** As opposed to only selecting one or a few locations, surround your target audience with your outdoor advertising messages. Also, review the traffic speed, proximity of the billboard to the street and where travelers are heading when they read your message. Ask your media advisor for the unduplicated reach and frequency of your plan, as well as additional detailed information about the demographics and traffic flow of outdoor options to determine the best placement.
- ▶ **Less is more in outdoor! Ensure creative is brief, colorful and easily recognizable to be effective and recalled.** Drivers and passengers are easily distracted by other elements when traveling, which leaves little time to read or recall an advertising message. The ad should stand out with a simple, colorful and easily remembered message. The rule is no more than seven words!

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## OUTDOOR ADVERTISING FALLS INTO FOUR CATEGORIES

- **Billboards** ~ the predominant form of outdoor advertising, which includes bulletins, posters and digital options
- **Street furniture** ~ bus shelters, news racks and mall kiosks
- **Transit** ~ airports, buses, subways, aerial, taxis
- **Alternative** ~ stadiums, gas pumps, bike racks, rest areas, benches, trash cans, elevators, bathrooms and other non-traditional formats

# SOCIAL MEDIA

## TIPS TO MEDIA PLANNING

- ▶ **Select social media sights that perform well organically with your core customers.** The popular sites may be wise channels to begin your social campaigns; however, other sites may be just as important depending on your industry and customers.
- ▶ **Add traditional media and additional digital solutions to your social marketing efforts to reinforce the campaign and drive traffic to your website or business.** Successful businesses incorporate a media mix to reinforce their brands in the consumers' minds or direct buyers to their sites or stores to finalize purchases. The proven track record of traditional media lends credibility and increased awareness. Plus, augmenting with digital adds reach and frequency to your marketing efforts.
- ▶ **Empower your staff to be social advocates by encouraging them to share company content on their personal channels.** Employee engagement is one of the best ways to get your social message spread far and wide. Encourage the owner, CEO and other executives to share information and comments.
- ▶ **Humanize your brand.** People want to know about and talk to other people, not faceless corporations. Below are tips to ensure your social presence is staying both professional and human:
  - Share a behind-the-scenes look at work and life at your company
  - Share the names or faces of those who manage your social media channels
  - Carefully show a sense of humor (humor doesn't always translate across geographic locations or from person to person)
  - Admit when you're wrong and apologize when needed
  - Avoid industry jargon use common language
- ▶ **Build your fan base by regularly sharing fresh and relevant content, short videos and testimonials or case studies, as well as sending timely responses to customer comments.** Create a content calendar with a posting schedule and maintain your sites according to the plan. Publish throughout the week and day, including nights and weekends. Posting outside of regular office hours helps your content stand out when many other brands are not posting. Be mindful of oversharing, as it can turn off your customers.
- ▶ **Boost or promote your social media posts for important promotions, events or announcements.** This paid marketing tactic positions your posts as sponsored content on non-followers' timelines and can significantly increase the number of people who see your content. The more you pay, the more people will see it. However, carefully select the audience, so your investment is not wasted.

# PAID SEARCH / PAY PER CLICK (PPC)

- ▶ **Select specific keywords that are most critical to results and regularly evaluate their performance.** Review, test and tweak your campaign and keyword performance. Keep your keywords up-to-date and relevant. Identify any expensive keywords that are underperforming and delete them. Experiment with adding new keywords focused on specific product types or services to create more targeted ads. Plus, include local words to gain highly-targeted traffic from people around your area. For example, add the name of your city, such as “carpet cleaning Nashville.”
- ▶ **Include negative keywords to prevent your ad from being delivered to people based on specific words or phrases.** These are keywords searches where you do not want your ad to appear. Negative keywords save money by reducing the chance of attracting the wrong visitors to your website.
- ▶ **Match your ad messages with your landing page.** Make sure your landing pages are focused and relevant. If visitors are interested in a particular product or service, they should land on the related information when they click on the ad and not your home page. Plus, ensure visitors clearly understand the best way to contact your business. If customers cannot easily find information, it annoys them, and you run the risk of losing sales and brand trust.
- ▶ **Focus on conversions, not clicks.** The main goal of paid search is to increase conversions. Clicks, impressions, and Clickthrough rates (CTR) are important metrics when analyzing campaigns. However, it's not ideal to solely refer to these when you are evaluating performance. For example, high CTRs may look like your campaigns are performing well. However, if you have a high CTRs and low conversion rates, this may mean that your landing pages need optimization.
- ▶ **Leverage special offers to encourage shoppers to visit your website.** These can include sales, time-bound discounts, and freebies that they can only get when they do a specific action on your website, like subscribing to your newsletter, for example.

## DEFINITIONS

**Pay Per Click (PPC)** ~ Digital advertising that is also called “paid search.” The model lets marketers place ads and pay the platform each time someone clicks the ad.

**Clickthrough Rate (CTR)** ~ A ratio calculating how often people who see your ad click on it. CTR can be used to gauge how well your keywords and ads are performing.

**Impressions** ~ The number of times your message is displayed in front of potential customers, regardless if it was clicked or not.



# YELLOW PAGES ~ PRINT & DIGITAL

## TIPS TO MEDIA PLANNING

- ▶ **Add a complementing active advertising program.** Print and digital directories provide information when a customer needs guidance. However, Yellow Page ads cannot promote unplanned purchases or brand your business. Without consistent marketing, consumers will “shop” the Yellow Pages, and often encourage competitive telephone bidding. Active advertising ensures your business conveys the unique benefits of your company, so when customers have a need, they search for your telephone number or address. If your business category is saturated with advertising, the need for proactive advertising is even greater.
- ▶ **Select only main revenue-producing categories and significant geographical areas.** Allocate your Yellow Page budget based on how much each category contributes to your overall profits. Identify your top producing products or services and place display ads in these classifications only. In areas that are not significant, place only line ads. Purchase specific geographical areas significant to your business (zip, region, state or national) with your digital Yellow Page listings.
- ▶ **Remove all white page print ads and unnecessary bold listings and color line ads.** White page ads do not promote new business because customers turn to the white pages when they already have a business name in mind. Although not individually significant, bold and color ads can add up to a substantial investment with no increased results.
- ▶ **Ads should be in the top six read in print or on the top of the first page of an Internet search.** Studies reveal people quickly review all Yellow Page print display ads and then read four to six of these ads before contacting only two businesses in each category. Consumers only review a few that appear on the top of a digital Yellow page search. Review your ads in primary categories. If you have a much larger ad than necessary, downsize it so you can reinvest elsewhere. If your ad is not visible enough, review your current ad and make creative changes. Avoid investing in categories that are not relevant to your company's profitability.
- ▶ **Verify directory use.** Due to the numerous print and digital directories, always ask for proof of audience size and use. Avoid specialty directories, as the total number of users is often low. Ask your Yellow Page advisor to provide detailed usage data!

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Many hard copy Yellow Page directories are still delivered each year; however, consumers can opt-out of receiving them. With the advent of Google and other search engines and directories, Yellow Page usage has declined dramatically.

# OUR GOAL IS YOUR SUCCESS

Contact us for more information about  
developing a customized strategy  
to achieve your business goals.

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