



# 2020 Local Advertiser Survey

The nation's largest survey of advertising and marketing decision makers within all industries across local U.S. markets

**2020 FIELD DATES:**  
Late Aug – Early Oct

**3000+**

Businesses typically respond

**100+**

Industries captured

**100+**

Local markets

**41**

Average number of questions answered

**30+**

Advertising categories measured

## NEW! topics for 2020

- ✓ Internal vs. External spending on marketing services
- ✓ Social Media spending and effectiveness by platform
- ✓ Digital Marketing Services use and spending
- ✓ And more...

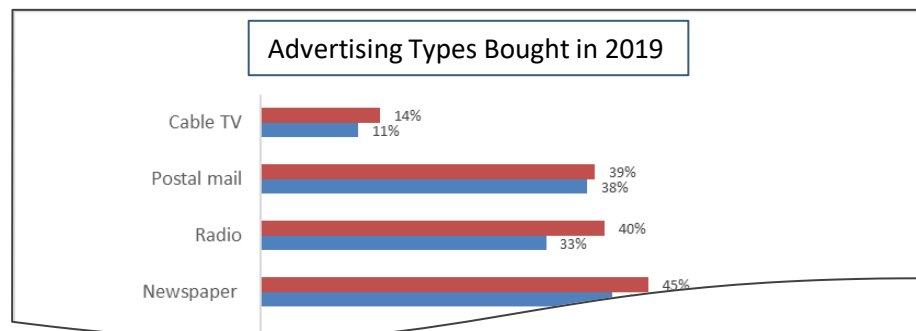
## Also included:

- ✓ Marketing spend in 2020 by advertising method
- ✓ Anticipated spending for 2021
- ✓ Social media channel use and effectiveness
- ✓ COMPLETELY SEPARATE AGENCY SURVEY INCLUDED

## Get open-ended comments from your customers.

*"Make things simple. There's so much out there and so much to choose from. It can be overwhelming. The easier you present your products the more likely I am to buy it. If I'm confused. I don't."*

## Find out how your advertisers compare against the national benchmark.



### Use results to:

- Improve sales training
- Update sales materials
- Inform revenue projections
- Understand threats
- Identify opportunities
- Build advertiser relationships



# Sample Questions

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**\*\*This is a sample, not all questions asked are included here**

### SCREENER

Advertising Budget Knowledge

Marketing Expertise

Industry

### GENERAL BUSINESS PROFILE

About how many full- or part-time employees work at your company?

How many years has your business been operating?

What is the range of gross annual revenues for your business?

### ADVERTISING (newspaper, magazine, radio, broadcast TV, cable TV, direct mail, outdoor, printed directories, online banners ads)

Did your company purchase [ITEM] in 2019, 2020, or plan to purchase in 2021

How much will your company spend on [ITEM] in 2020?

Please rate the effectiveness of [ITEM] in 2020.

How has the effectiveness of [ITEM] changed (if at all) in the last year?

Will your company increase or decrease spend on [ITEM] in 2021?

### DIGITAL MARKETING (Web design/development (including SEM/SEO), online video production/advertising (including YouTube), listings claiming/advertising, mobile apps or advertising, email marketing, reputation marketing, customer relationship management, digital audio production/advertising)

Did your company use [ITEM] in 2019, 2020, or do you plan to use in 2021

How did your company use [ITEM] in 2020? (advertising, management, in-house, outsourced, etc)

How much will you spend in 2020? (by ways used)

Please rate the effectiveness of [ITEM] in 2020.

How has the effectiveness of [ITEM] changed (if at all) in the last year?

Will your company increase or decrease use of [ITEM] in 2021?

### DIGITAL PLATFORMS (Instagram, Pinterest, LinkedIn, Facebook, TikTok, Twitter, Yelp, Snapchat, WhatsApp, Reddit)

Did your company use [ITEM] in 2019, 2020, or plan to use in 2021

How did your company use social media platforms in 2020? (advertising, management, in-house, outsourced, etc)

How much will you spend on social media platforms in 2020? (by ways used)

Please rate the effectiveness of [ITEM] in 2020.

How has the effectiveness of [ITEM] changed (if at all) in the last year?

Will your company increase or decrease use of [ITEM] in 2021?

**Local Agencies answer a different set of questions, focused on how they make marketing decisions for their clients.**



# FAQs

# 2020 Local Advertiser Survey

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## WHAT IS THE LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers each year. This is done with the help of local media organizations throughout the country. In 2019, more than more than 3,500 businesses completed the survey.

## HOW IS THE SURVEY CONDUCTED?

We use an online survey platform to host our survey, which we program and manage for all participating media companies.

As a participating media company, you send your local advertisers an email asking them to participate. The link is unique to your media outlet, allowing the results to be collected for an individual property and compared to the overall national averages.

## WHO TAKES THE SURVEY / WHO SENDS THE EMAILS?

As a participating media company you send the list to your advertiser clients. You always maintain ownership of your list.

We will provide suggested copy for 3 emails (1 initial invitation and 2 reminders) as well as a timeline of when to send those emails to drive participation from your local businesses.

Response rates will depend on the quality and size of your list. We suggest sending to no fewer than 5,000 emails to get a minimum sample size for your company.

## WHAT IS THE DELIVERABLE?

Each participating media company will receive an Excel workbook that displays the answers to every question posed in the survey – as well as a comparison to a national average. This report will serve as a great scorecard of local marketing trends.

You'll receive answers to all open-ended questions answered by your respondents. And, you'll receive a separate contact file listing those businesses who completed the survey and entered the contest.

## HOW DO MY ADVERTISERS BENEFIT FROM THIS?

Survey respondents will be:

- Entered in a drawing for a \$500 VISA gift card
- Invited to an exclusive SMB panel maintained by Borrell Associates
- Providing valuable insights and opinions to help their local media companies improve