



Local Advertiser Survey

Hundreds of Answers from Thousands of SMBs





Local Advertiser Survey

Excel Deliverable
 Multiple tabs
 Comparison of local data to national average

The image displays a collage of Excel spreadsheet screenshots from a 'Local Advertiser Survey'. The spreadsheets are organized into multiple tabs, each containing data tables and charts.

- Top Left:** A large table titled 'Local Advertiser Survey' with columns for 'Total', 'NATIONAL COMPANY', and 'MEDIA COMPANY'. It includes sub-columns for 'Count', 'Column %', and 'Column Total %'.
- Top Right:** A text box with the question: "Please leave any other comments you have about marketing/advertising in the box below." Below it, there are several lines of handwritten-style text from a respondent.
- Middle Left:** A smaller table titled 'Local Advertiser Survey' with similar columns to the top-left table.
- Middle Right:** A horizontal bar chart titled 'Media Spending' showing data for various categories like 'Advertising', 'Marketing', etc.
- Bottom Left:** A table titled 'Advertiser Spending by National/Local Spending in 2017' with columns for 'Total', 'NATIONAL COMPANY', and 'MEDIA COMPANY'.
- Bottom Middle:** A vertical bar chart titled '2017 Media Spending' comparing 'National' and 'Local' spending across different media types.
- Bottom Right:** A table titled 'Media Spending by National/Local Spending in 2017' with columns for 'Total', 'NATIONAL COMPANY', and 'MEDIA COMPANY'.



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PPT Deliverable

Approx. 20 slides
Significant differences in your market highlighted

Your Highlights

- > Median annual revenue of your participants is \$4.5 million
- > 2/3 are spending less than \$100,000 in advertising
- > Ad spending amounts to 2% of gross revenue
- > Of customers you polled, 14% say they're spending more this year
- > What they're cutting:
 - > Newspaper
 - > Radio
 - > Direct Mail
- > What they're increasing:
 - > Email

What Your Customers Are Changing

What Your Customers Spend On Each Medium

Average annual expenditure by respondents who purchased each type of medium

Digital & Traditional Is Often A Combo Buy

Those Pitched Digital Tend to Buy It

When your business used <media type>, did it include an online element?

U.S. Avg. Responses

Your Results - Newspaper

14% Are Spending More

Nationally, 14% plan to spend more in 2012

What's New

52% of your advertisers are something new this year. Here are their choices:

- #1 SMS/Text (22%)
- #2 Video (20%)
- #3 Search Engine (21%)
- #4 Cable (21%)
- #5 Email (21%)

What They're Saying

We find there's a strong traditional mix that helped along the way. As more and more advertisers have put more towards digital we've tried to not go all in and keep a well balanced media mix and I think it has benefited the business over time. The places people were used to seeing us are still the places they will find us.

Biggest struggle is the tracking and accountability of all of the marketing/advertising dollars we spend.

We are definitely moving away from traditional advertising methods and moving to more digital and integrated advertising methods.