

Competitive Strategy for Local Television Advertising Sales

Introduction

Advertising sales for television have continued a steady decline as the internet has grown. The assumption was that audience fragmentation, internet hours, mobile media and the economy were to blame. Business has been quick to blame television stations for decreasing advertising results. Recent news reporting the failure of traditional media in the face of a growing internet have made a believable story. **But that may not be whole story.**

It is critical that television stations **understand what the underlying cause may be.** Locally television sales reps are taking the heat. Individual stations and television as an industry are being blamed for the decreased response rates and punished with plummeting ad sales.

Many marketing research organizations have long reported in their studies of purchase behavior that consumers increasingly use the internet to research their purchases. Business owners, Marketing VP's, sales directors, even sales reps have read the reports. But the vast majority may not have fully understood the impact. **The sales process has fundamentally changed. The consumer changed how they make a purchase.**

Consumers continue to view television ads. In the past they would check the Yellow Pages to confirm information about a company or the Better Business Bureau. **Today 90% of shoppers will search the internet.** The next time they are on the internet, buyers search for that product they saw on TV. Recall being what it is, buyers frequently forget the brand or the company they saw on TV but they remember the product category. If the television advertiser is instantly found in Google, Yahoo or Bing, the advertiser is considered in the sales process, a connection can be made. **However,** if the advertiser isn't found in the search results for the product category in the viewer's market, the consumer researches the competition and buys from them. **90% of the time the television advertiser is internet invisible.** The advertiser is not in the Google Top-10 for products they sell.

Your advertiser assumes television isn't working anymore. In the end, the advertiser shifts his budget from television to the internet trying to re-capture lost sales and customers.

Television budgets get cut because the television advertiser doesn't understand what is really happening. All traditional media send as many as 90% of buyers to **the internet, where buyers research supplier, product, price and reputation.** If the advertiser doesn't match his internet exposure to his broadcast campaign there is a sales failure at the Internet.

netPRpro[™] core marketing team discovered a solution that involves television stations and offers their sales staff a way to play a strategic role in strengthening results for broadcast television advertising packages. We call it "Media Bundled Internet PR". By bundling a spot television advertising package with Internet PR, you can increase advertiser exposure on the internet in coordination with an advertiser's broadcast schedule and reach buyers where they research their purchases. That insures television campaigns once again drive buyers to your advertiser.

The netPRtv[™] television bundle offers station clients a combination of internet advertising vehicles designed to achieve top-10 organic search placement that coordinates with television campaign creative. Using Internet PR techniques, netPRtv[™] pre-positions internet content to reinforce the client's broadcast exposure.

Television bundled Internet PR in combination with a television package puts television advertising sales in a position to leverage the internet to the benefit of their advertisers and recover lost budgets with a stronger media package that makes sense. Television exposure in combination with high profile local market Internet exposure becomes a more valuable, more competitive exposure package that crosses media boundaries.

Even more important it establishes the television station in a new role as provider of broadcast and effective Internet exposure, a step that expands the role of television ad sales to include merged media approaches.

Advertisers will look to their television sales rep for Media Bundled solutions that deliver higher response rates and options that only an effective combination of television and Internet PR can achieve. It builds a stronger advertising market for station hosted online advertising. By embracing and mastering internet advertising, television stations increase the value of their online inventory and open opportunities for new advertising formats.

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