



Local Advertisers Are Positive About Using TV

In Borrell Associates' just-released 2018 Local Advertiser Survey, based on 1,165 respondents, a trend and strategy Media Group Online, Inc. has advocated for years – combining traditional (especially TV) and digital media – is significantly reinforced.

Of those responding, 90% said they would be using both traditional and digital advertising during 2018, a 21% increase from 2017's 74%. Just 4% said they would use traditional media only, an 81% decrease from the 22% who said they would during 2017.

The survey also reported the top 5 media these local advertisers said they wouldn't be using during 2018: video game advertising, 97%; QR or response code, 93%; cinema advertising, 92%; deal promo Websites, 91%; and ad networks, 91%.

Of the list of 16 media channels, cable TV was 11th, at 82%, and broadcast TV was 14th, 77%.

The following table of data to the right from the Borrell survey reveals local advertisers spend 275% more annually for broadcast TV, on average, than search engine marketing, which is #2.

Local Advertisers' Biggest Ad Budgets, 2017

| Medium | Amount |
|---------------------------------|-----------|
| #1: Broadcast TV | \$176,105 |
| #2: Search engine marketing | \$64,235 |
| #3: Direct mail | \$40,254 |
| #4: Radio | \$39,860 |
| #5: Event marketing | \$37,607 |
| #6: Outdoor | \$32,078 |
| #7: Display or banner ads | \$22,557 |
| #8: Newspapers | \$22,539 |
| #9: Magazines | \$14,956 |
| #10: Video ads | \$10,236 |
| #11: social media advertising | \$6,498 |
| #12: Other printed publications | \$4,215 |
| #13: Email marketing | \$3,791 |
| #14: Yellow Pages | \$3,742 |
| #15: Online directory listings | \$1,926 |

Party & Halloween, March/April 2018

This table requires some context, as some expenditures are less because less of an investment is necessary to generate sufficient results. In the case of broadcast TV, however, more dollars must be spent to benefit fully from the medium. A larger percentage of local advertisers favor search marketing, but it only works with substantial frequency, which increases the budget commitment.

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