



## Selling TV Advertising Is Both Rewarding and Frustrating

No one promised selling TV advertising would be easy (or, at least, no one should have). It's both a very complex medium and the one more people spend more time viewing.

Recent Borrell Associates research indicates 68% of ad agencies consider broadcast TV as the best advertising medium for branding, with social media second at 56% and video advertising and cable TV tied for third at 48%. Agencies judge broadcast TV third as the best selling medium, at 33%, behind SEM, 48%, and social media, 37%.

These comparisons clearly reveal one of your greatest challenges selling TV advertising to local advertisers. Branding, on TV or any medium, is subtle and, therefore, requires patience to generate a good to excellent ROI; however, local advertisers want to sell their products and services, and quickly.

The good news is you're in the best position of all local media reps to help local advertisers reap the long-term benefits of branding on TV coordinated with SEM and social media. To make this combination work effectively, local advertisers' TV spots must not only brand their businesses, but also drive consumers to their social media pages and major search engines with specific calls-to-action.

New research from Nielsen – its second Millennials on Millennials report – reinforces a point you undoubtedly know too well: Millennials (21–37) watch much less TV news than adults 38+, or monthly reach percentages of 61% and 90%, respectively, during December 2017. Equally well-known is Millennials' preference for news via digital channels.

The good news is two-fold, however. First, Millennials' TV news viewing spikes during breaking news stories, as it did during President Trump's Inauguration. Second, Millennials trust the information they receive during late-night TV shows and are more focused on the information related to the topics important to them.

This provides your station with the opportunity to promote your news programming, both on-air and digital, especially its coverage of breaking news, during late-night TV to maximize your reach of Millennials.



If you're not a Media Group Online, Inc. Member, then click [here](#) to join today!

### PowerPoints

- Toy Market
- Waste Management
- Independent Insurance Agents
- Wedding Services
- Furniture Market
- Credit Card Industry
- Cellular Market
- Vehicle Rental Market
- Sports Medicine
- Early Holiday Shopping: e-Commerce
- Consumer Electronics
- Jewelry Market
- Health Insurance
- Sporting Goods Market
- Early Holiday Shopping
- Department Stores

### Business Profilers

- Footwear Market
- Menswear Market
- Womenswear Market
- Toy Market
- Leisure Activities
- Independent Insurance Agents
- Waste Management
- Wedding Services
- Consumer Electronics Market
- Heating Contractors
- Furniture Market
- Early Holiday Shopping: eCommerce



## Newest and Future Special Reports



An Inside Look at Today's Local News Operations (August 2018)



The Audio Medium: To Radio and Beyond (September 2018)



The Smart Life (October 2018)

## You'll Be Recognized as the Expert with These Insights

**September Automotive Update** – August was the first month on record when passenger car sales represented less than 30% of the light-vehicle market.

**New Media Insights Report (Generation Z Mothers Are Coming!)** – By 2021, almost 50% of all new parents will be from Generation Z.

**Toy Market 2018 Profiler** – With the Toys 'R' Us bankruptcy, the 3,500 neighborhood toy stores could experience a 20% increase in 2018 revenues.



**Media Group Online, Inc.**  
103 Sterling Mine Road  
Sloatsburg, NY 10974  
Phone: 866-921-1026  
[www.mediagrouponlineinc.com](http://www.mediagrouponlineinc.com)

## An Unbeatable Combination



### The Media Audit



There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

[www.TheMediaAudit.com](http://www.TheMediaAudit.com).