



Use This Time to Expand Your Knowledge and Value to Your Prospects and Consumers



The coronavirus pandemic is certainly a tragic event for individuals, families, businesses of all sizes, countries and the world. Now that many of us have adjusted to this new, temporary normal and some faint light is appearing at the end of the tunnel, this is the time to refocus your time and energy to prepare for a better future.

No one knows when we can emerge from our isolation and return to business as usual, but it will happen. Your Media Group Online membership is now even more valuable. We continue to research and prepare reports and other content for the reasons we always have: to expand your knowledge base and become more of an advisor/consultant to local advertisers, which is what much of the B2B research indicates they want.

Media Group Online Profilers continue to focus on the industry and consumer trends affecting more than 150 retail sectors while acknowledging many of them, such as travel and hospitality, have closed their doors. Conversely, some advertisers have benefitted from the pandemic, but most aren't motivated by greed, but a genuine interest to help local consumers be safer and more comfortable during this period.

For example, in the recent Exterminating and Pest Control Services 2020 Profiler, we reported that most pest-control applications are done at the exterior of a building and not inside a home or business.

Another educational opportunity for your time is improving your understanding and skills to sell digital advertising. A number of sales managers at stations that are Media Group Online members have related their frustration with AEs who would rather avoid selling digital advertising.

Not only is this reluctance a disservice to your prospects and clients, but also to you. As mentioned above, your future success will be determined by wisely promoting and proving yourself to be a trusted advisor.

Prepare yourself and your prospects and clients now for the day when local consumers can flock to the stores again. It's the sure path to gaining more of your prospects and clients' trust.

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



One of the Greatest Opportunities to Build/Reinforce a Brand



An even greater opportunity awaits local advertisers who initiate branding campaigns during the pandemic: reaching the ever-elusive adults 18–34. ComScore reports TV viewership among young adults increased 15% in those same top 25 markets, comparing the same two weeks of March cited above. The percentage was even larger (38%) compared to the equivalent week of 2019.

According to Global Web Index’s April 2020 Coronavirus Research report, “ads seen on TV” is tied with “ads seen on social media” among US survey participants when asked where they had discovered new brands/products since the outbreak.

For decades, research has proven again and again when advertisers stop advertising, whatever the reason, they lose a substantial portion of the brand recognition they generated with their past advertising dollars.

Although the coronavirus outbreak is an unprecedented event in our lifetimes, the principle still applies. Clearly, many advertisers will be unable to allocate ad dollars for branding campaigns, as they are primarily concerned about their employees (as they should be) and how to manage their limited resources to sustain their business until they can open their doors again.

That being said, they will have few if any future opportunities to present their businesses and their products and services to such a large, and truly “captive” audience.

No doubt, you are aware of the very significant increases in TV viewership. An April 2020 ComScore blog post reported a 13% increase from the week of March 9 to the week of March 16 in the top 25 markets. Compared to the same equivalent week of March 2019, the week of March 16 increased 33%.

Where US Consumers of Various Demographic Categories Discovered New Brands/Products Since the Coronavirus Outbreak, April 2020

Demographic Category	Ads Seen on TV	Ads Seen on Social Media
All	29%	29%
Men	33%	31%
Women	20%	22%
Gen Z	36%	31%
Millennials	29%	35%
Gen X	25%	24%
Baby Boomers	12%	7%
Lower income	29%	36%
Higher income	29%	36%
Price-conscious	29%	31%
Impulse buyers	57%	53%
Savers	45%	46%

Global Web Index, April 2020

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PowerPoints

Healthcare Industry: Telehealth Use & Technology Security Systems & Services	Remodeling Market Kitchens & Baths Market The Marine Industry: Boats & Sailboats
Healthcare Industry: The Healthcare Consumer Fishing & Hunting Market	Outdoor Living: Outdoor Furniture, Barbecues & Hearth Construction Industry
Healthcare Industry: Overview Golf Industry	

Business Profilers

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Newest and Future Special Reports



Local Businesses Are Alive and Well
(March 2020)



Is Radio in the Right Place on
the Media Dial?
(April 2020)



Coronavirus 2020:
Lessons in Order and Chaos
(May 2020)

Creating a Better Future Starts Today

eSports 2020 Profiler – Look for this new Profiler title with a complete overview of the eSports phenomenon and how to reach its enthusiastic young audiences.

April 2020 Special Report – Is Radio in the Right Place on the Media Dial? explores the trends and transformation in radio, and potential collaborations.

Follow the Crowd to the Open Web – This New Media Insights Report explains the “open Web” and “wall gardens” concepts and why more digital ad dollars go farther on the open Web.



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The Media Audit

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