



Shake Your (Instant) Money Makers



Few opportunities will help to power your prospects and clients through the pandemic more than co-op advertising – and Media Group Online is your exclusive source for Localogy’s Co-op Connect database, the largest and most up-to-date from any other source.

Although more than \$70 billion is available annually in co-op funds from manufacturers, suppliers and wholesalers, only approximately half is ever utilized and claimed by local businesses and retailers.

With the dire conditions of the retail industry and its many sectors since the start of the pandemic, Localogy reports active co-op programs are more generous in terms of extending the qualifying and use periods as well as offering larger percentages of reimbursements.

Localogy and Media Group Online have partnered to boost the use of co-op dollars with weekly Instant Money Makers. These are current co-op programs from major manufacturers Localogy has selected because of their liberal terms and potential broad appeal to many retailers in most geographic markets.

Combine these (and all other programs in the Co-op Connect database) with matching Profilers and the Advertising and New Media Strategies in their accompanying PowerPoint presentations and you should be able to open more doors than any other media reps in your market.

Here are some of the recent Instant Money Makers, you’ll find in the Localogy Co-op Directory section of the Media Group Online Website.

- Kubota Utility Tractors
- BOSS Snowplow
- Remington Firearms
- StarMark Cabinetry
- Simplicity (Snapper and Ferris Mowers)
- eXmark Mowers (commercial customers)
- Firestone Tires
- Yokohama Tires
- Bobcat compact tractors
- Brilliance (sanitizer products for spas)

Media Group Online adds new Instant Money Makers to the Localogy Co-op Directory section every week. Login to the Website and scroll down the right side of the Members Section to the Localogy box/link. Click through to the main page of the Co-op Directory and scroll down to “Co-op Advertising Instant Money Makers,” download the PDFs of the most recent Instant Money Makers and prepare to close more contracts.

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



Consumers Are Changing at Warp Speed



“The pandemic has changed everything” is now a new phrase in the lexicon of the “National Cliché Society.” As much as the media has been using it ad nauseum, it is no less a fact.

Brian Solis, a Salesforce innovator, digital anthropologist, author and keynote speaker, penned an early-September 2020 article for Fast Company, explaining the rapid changes to the consumer mindset since the outset of the pandemic.

Previous to the pandemic, Brian had coined the phrase, Generation C (Connected), which he describes as digital-first consumers and being “much more intentional, impatient, demanding and efficient in their decision-making.” Maybe, of even greater importance, they don’t follow the traditional purchase-funnel concept, which typically starts with awareness (of a brand or business) and ends with a purchase and retention.

Instead, Generation C members skip throughout the enormous universe of search engines, reviews, videos, social media conversations and apps, and almost always via a mobile device. They want what they want immediately and conveniently and woe to any business unable to provide them with the tools for their personalized shopping journeys.

Brian now has coined a new consumer descriptor, or Generation Novel. This group not only includes members of Generation C, but also new digital-first consumers the pandemic has created. Added to the equation is Generation N’s emotional concerns about their health, the health of others, job security and the future of the economy.

According to McKinsey research, the pandemic (and the emergence of Generation N) has accelerated the increase in e-commerce spending by 10 years within a 90-day period. The research also revealed 75% of consumers were willing to shop at different stores, consider and buy different brands and visit Websites where they hadn’t previously explored. More importantly, 60% of those consumers anticipate retaining their interest in and even loyalty to those new sources.

The implications for businesses of all sizes and locations are clear: consumers are traveling to (and enjoying) a new “shopping galaxy far, far away” and your prospects and clients need you to “awaken the Force” within them.

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September 2020

Business Profilers & PowerPoints

- Auto Repairs Market
- Sporting Goods Market
- People Using Consumer Technology
- Consumer Electronics Market
- Footwear Market
- Jewelry Market
- Automotive Aftermarket: Parts
- Used Vehicles Market
- Toy Market
- The Grocery Shopper



Newest and Future Special Reports



In Search of a Joyous Holiday Season (August 2020)



TV: The Best Seat for Live Sports (September 2020)



Restaurants: Ready to Rebuild from Ruin (October 2020)

Let Your Leadership Qualities Shine

Holiday Season Profilers – From apparel to electronics to jewelry, the Profiler section of the Website is filled with the insights and ideas to boost holiday sales.

Automotive Update Report – Auto industry TV advertising is increasing and the September report presents the optimistic details.

New Media, New Insights – Share the New Media Insights Report, TV is the First Page of Advertisers' Websites, to help businesses drive more customers to their sites.



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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**.

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