

New Media Insights for Local Advertisers



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June 2022

Consumers' Mixed Reviews of Social Media Ads

Consumers were already reading, hearing and watching a flood of ads every day before the digital age. Now consumers are exposed to an even greater tsunami of ads on the Web, on social media, etc.

Unsupervised, a data analytics company, shares many revealing trends about consumers' current opinions about ads from the company's 2022 survey. Respondents said ads in legacy media are the most trusted, with newspapers, magazines, radio and TV the top four. Instagram (#5), TikTok (#8) and YouTube (#9) are the only social media platforms on the list.

When asked where they see the worst ads, social media and other digital platforms had seven of the top ten positions, with YouTube first, Facebook third and Instagram fourth.

Despite these negative rankings, the top three platforms that "inspired the most purchases" were Instagram, Facebook and YouTube, a somewhat counterintuitive result.

Top 5 Platforms That Inspire the Most Purchases and Average Spent Per Ad-Inspired Purchase, February 2022

Platform	Avg. Spent
#1: Instagram	\$300
#2: Facebook	\$255
#3: YouTube	\$215
#4: TV	\$152
#5: Newspapers	\$209

Unsupervised, March 2022

Maybe the survey respondents said the ads on many social media platforms were the worst because of the characteristics of a bad ad they rated the worst are often in those ads. Celebrity endorsement was first at 31%, followed by unrealistic characters at 24% and a catchy jingle at 23%.

Conversely, the top three characteristics of a good ad were relatable at 43%, from a preferred brand at 40% and informative at 38%. Ads on social media and other digital platforms can certainly have these characteristics. Other surveys, however, have found many social media users and online shoppers complain about seeing ads that don't match their purchasing intent as well as ads from unknown brands.

Local advertisers must take heed of the results of the Unsupervised survey to avoid creating bad, untrusted ads and provide relevant content and the information for which consumers are searching when they surf the Web and social media.





User-Generated Business Videos Are the Most Relatable



The pandemic accelerated many marketing trends and video is one that soared into the stratosphere. As consumers had to increase their online shopping and businesses their online presence, business video creation increased 178% more during 2021 than 2020.

Research from Vidyad, a business video platform, reported 80% of that huge increase was user-generated. User-generated videos are typically presented by an individual, either as a full-screen recording or a hybrid recording with the presenter shown in a corner of the screen. Vidyad found hybrid videos generate better response rates and viewers consider them more relatable because an individual is presenting the content.

Regardless of a company's size (based on the number of employees), those surveyed by Vidyad created much more user-generated videos than produced videos. It was 80.8% for the smallest companies (0–30 employees), which are more likely to be local businesses. When these videos feature the business owner as the presenter, they're likely to resonate even more with local consumers than a professional presenter in large companies' videos.

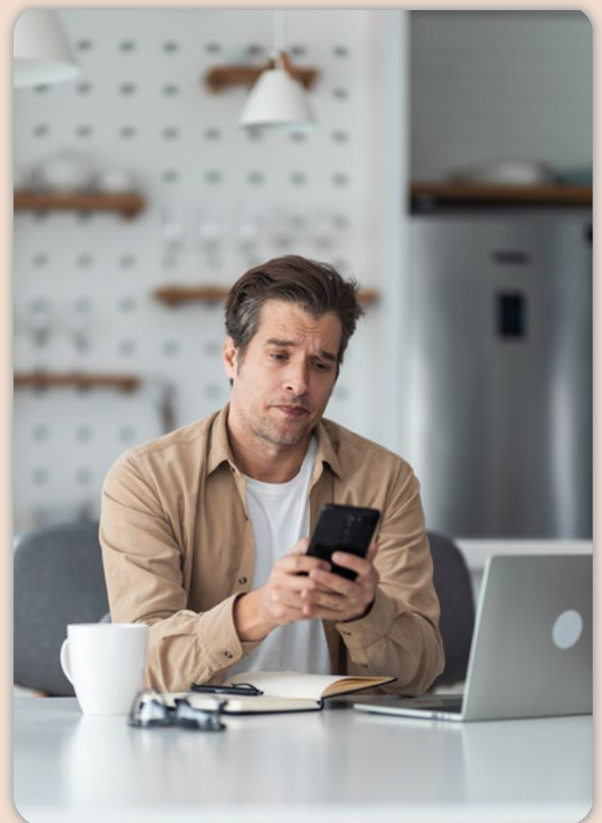
The Value of Listening to Social Media

As a marketing platform, businesses are typically focused on creating and posting content to social media, but listening to what the social media crowd and competitors are saying is very valuable for determining the best posting content.

Meltwater and Social Media Today surveyed hundreds of industry professionals at various brands and discovered approximately 60% have a social media listening process and 82% agreed what they learned was critical to their social media marketing planning.

Unsurprising, more than 40% of the respondents said time constraints were the major challenge to using social listening fully and almost 50% said their lack of knowledge was restricting their use of it. They also said Twitter, Facebook, Instagram and LinkedIn in that order had the best data for social listening.

Social media listening is certainly a tool for local businesses and advertisers, too, not just major brands. Of course, time must be allocated for this task, but owners can assign one or more employees and learn what local consumers are saying and sharing about their business.



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InsightBrief: Facebook Is a Drag

Although time spent on social media peaked during the pandemic, use will decline through 2024 as well as all time spent with media. Facebook is mostly responsible and 2022 usage will decrease by 7.0% or an average of 30 minutes by all adults.



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InsightBrief: Failing to Connect with Latinx Americans



Although the ad community recognizes the enormous buying power of Latinx Americans, digital marketing still has trouble connecting with them. Challenges include poor translation from English to Spanish, lack of understanding of the culture and not using the correct channels.

InsightBrief: Digital Streaming Gains on Radio Listening

Edison Research reports over-the-air AM/FM radio listening remains strong among the important 25–54 age group, generating 86% reach during Q4 2021; however, digital streaming's share has increased from 10% during Q4 2019 to 14% during Q4 2021.

InsightBrief: CTV Impressions Waste a Billion

A new study from GroupM and iSpot.TV found as much as 10% of ad impressions on connected TV (CTV) are reported as delivered when TVs are off. That “waste” is estimated to equal \$1 billion. Both companies are developing new CTV measurement standards.



Sources: Unsupervised Website, 6/22 Vidyard Website, 6/22 Industry Dive (Social Media Today) Website, 6/22; eMarketer Website, 6/22; NextTV Website, 6/22; MMediaPost Website, 6/22; Westwood One Website, 6/22

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