



## Members and Prospective Members Agree: Media Group Online Delivers



**Bob Sillick**, senior researcher, report writer and content manager

I've conducted more than 20 presentations of Media Group Online's services and Website content during the first half of 2023 and many more during my 10+ years with the company. Members and prospective members agree Media Group Online delivers the information, insights and ideas to increase pitch opportunities, help advertisers increase foot traffic and sales and build lasting trust with the local business community.

Since adding the Co-op Advertising Directory, it has become a vital resource for members and convinces many media outlets to become members. The Co-op Directory, however, is only one half of the winning equation. Members use the Directory to educate advertisers about the value of co-op advertising and show them the current co-op programs and funds for which they've qualified.

To use those co-op dollars effectively, however, advertisers also need one or more ad campaigns and promotions to maximize the reach of their ad messages and attract loyal and new customers. The many reports and the current retail and media trends they include are the other half of the equation. As many members and prospects have stated, "The reports give us ideas."

They also agree the Media Group Online Website is like an enormous online library. As media and advertising professionals, they know a new lead may require educating themselves about a retail vertical or other business category they've never previously pitched. Neither they nor Media Group Online can predict what future opportunities may come their way, which is why the reports and other content cover a myriad of retail and media trends, consumer shopping and media habits, e-commerce and other topics.

Plus, I'm available to help them find specific information for a pitch and share the many other resources I have that couldn't be included in each report.

Many members rely on specific content on the Website, such as the Advertising-to-Sales Ratios Report, the library of TV commercial videos and storyboards and the thousands of articles, videos and other content in the Sales Training Aids section.

I invite members and prospective members to contact me with any questions about the Website content at [bsillick@mediagrouponlineinc.com](mailto:bsillick@mediagrouponlineinc.com).

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



## Your Next Advantage: A Dedicated Digital Ad Team



As local advertisers spend more of their ad dollars on digital media, there is an opportunity for local media to separate themselves from the competition and create a digital ad team. We've emphasized the point repeatedly that what local advertisers value first is marketing consultation to determine an overall advertising strategy and then decided which media to use as their advertising tactics.

New data from Borrell Associates' latest survey of local ad buyers and agencies reveals an interesting trend: 68% of local ad agencies are buying digital media from a local media company.

Broadcast TV station/network is first among that 68% at 48% of all digital ad buying, followed by radio at 43% and cable TV station/network at 36%. Even local newspapers receive 27% of those digital ad buys. Plus, 62% of direct buyers (local advertisers/businesses) told Borrell they plan to increase their digital ad spending or add another platform.

For local, legacy media to thrive in the digital age, they need to expand their services beyond the space and time ad buys they've been selling for decades. Adding a dedicated digital ad team to those traditional services positions your media outlet as a market leader and evolving to give what local advertisers want.

What will make your digital ad team very attractive to local advertisers (and ad agencies) is if it operates independently of your standard sales process. The team's mission is to share the latest trends in digital media and create a plan and ad messages in whatever form and platform will generate revenues for local digital advertisers.



Here are some active co-op advertising plans from the Media Group Online Co-op Advertising Directory with digital as an eligible media to give your new digital ad team a head start.

**Garmin International** – Recreation & Consumer Electronics (E-mail blasts, Website content and banner ads)

**Pergo** – Pergo and Pergo Extreme Rigid Vinyl Flooring (Approved search engines; Google AdWords, Yahoo Search Marketing, Bing and SEO)

**Seaside Casual Furniture** – Classic Patio Furniture (Online display and social media)

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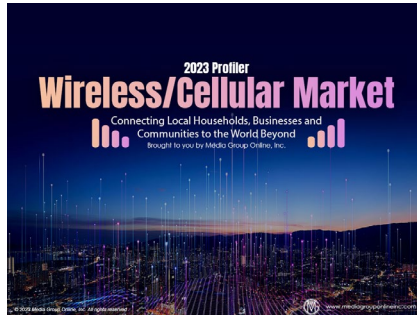


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## Business Profilers & PowerPoints

- Wireless/Cellular Market
- Beer Market
- Movies & Theater Industry
- Golf Industry
- Retail Pharmacy Market



## Newest and Future Special Reports



In Celebration of Rural America (May 2023)



The Persistent Strength of Linear TV (June 2023)



Audio: The Constant Companion (July 2023)

## More Ideas, More Opportunities

**Know the Baselines** – Look for the 2023 Advertising-to-Sales Ratio Report during July and equip yourself with the data that will help you maximize advertisers' ad spending.

**In-Store Shopping Requires a Smartphone** – The June New Media Insights Report reveals 79% of surveyed consumers (Airship) say their smartphone is essential to access coupons.

**Increasing Auto Sales Aren't All Good** – The July Auto Update Report shares more good news, but average vehicle prices and auto loan rates eliminate many buyers.



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## An Unbeatable Combination



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 Philip Beswick, CEO at **832-521-1000**.

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