

**Strategic Advantages & Opportunities
for small businesses
in a Challenging Marketplace**

Greater Greenbrier Chamber of Commerce

Power Lunch

■ **Using traditional media in smaller markets**

- **Newspapers are not dying in smaller markets– they are making money, their subscriber base and online user base combined equal or exceed newspaper readership numbers of a decade ago..**
- **Online and print together deliver over 70 percent of the market on any given day and with a 3 to 4 day advertising run deliver over 90 percent or more of the market. No other medium can deliver the same robust reader or viewership.**
- **What about special products– bridal pubs, lifestyle pubs, Homes pubs. Each delivers a significant segment of the market interested in these items. Always advertise your NICHE. Drive customers to you through your advertising.**

- **Using traditional media in smaller markets**
 - **What is my best approach as a small business person?**
Set up a simple website you can update frequently, hire a web savvy youngster to keep up your site.
 - **Invest in direct marketing using the power of email, collect email addresses from your customers, send your area residents coupon offers or create “cash” that can accumulate toward purchases.**
 - **Ride the coattails of special events, times of the year to reach broader audiences with a special message**

Among All Print Options, Local Print Does The Best

Baby Boomers

Born: 1945-1964



Generation X

Born: 1965-1976



Adult Millennials

Born: 1977-1996



Baby Boomers	GBI
Local print newspapers	76
SmartMoney	67
Newsweek	65
U.S. News & World Report	64
US Weekly	64
Time	63
The Wall Street Journal	63
USA Today	63
People	62
The Chicago Tribune	62
Business Week	61
The New Yorker	60
Forbes	60
The New York Times	57
Esquire	56
The Los Angeles Times	56

Gen Xers	GBI
Local print newspapers	79
USA Today	66
Time	65
Forbes	65
People	64
Business Week	63
US Weekly	63
U.S. News & World Report	63
The Wall Street Journal	63
SmartMoney	63
The Los Angeles Times	62
The New York Times	62
The Economist	62
Newsweek	62
The New Yorker	59
The Chicago Tribune	57
Esquire	53

Adult Millennials	GBI
Local print newspapers	77
SmartMoney	72
The Economist	71
Time	70
U.S. News & World Report	70
Business Week	69
Barron's	69
Newsweek	68
USA Today	68
The Los Angeles Times	67
People	67
The New York Times	66
The Wall Street Journal	66
US Weekly	66
The Chicago Tribune	65
Esquire	65
Forbes	64
The New Yorker	62

■ Getting your information in print

■ **At no cost ...**

- **Send in a news story about what is happening at your business:**

You have added a new line – send a short story and photo to the editor for business briefs. They will mostly likely run on “space available” basis. It is local BUSINESS news!

You hire a new employee - send a short notice with a photo for the newsmakers section

You are sponsoring an award, fielding volunteers, attending a conference, win a business award, move your location, remodel, put up new signage, hold an open house, do a demonstration at a local club – send a release with the Who, What, When, Where and How with a picture.

Getting your information in print

At no cost...

- You have new hours, or have moved, or are having a special reception
- Remember anything you submit is subject to editing for style, clarity, accuracy
- Make sure what you are sending is absolutely correct:
 - names spelled correctly, titles accurate, dates, times, locations right
- Make sure you have all the correct contact info with the story- your contact name, phone number, address, EMAIL address, website.
- Email addresses are critical these days. We all send and receive information using email– media people do too!

- **Getting the best bang for your buck**
 - **When it isn't free...**
 - **Invite the sales reps from each of the media outlets to present their package of services and products to you with pricing for different contacts supported by some market data.**
 - **Look carefully at their audience data. In smaller markets you do not have the advantage of national research on media use in your market. But media outlets can do inexpensive data collection – you can too!**
 - **Don't think because you like it, read it, listen to it or watch it that's what will deliver your desired results.**
 - **Cheap doesn't always equate to results. Your at 3 a.m. message isn't worth a lot to you unless you want night owls.**
 - **Think about who your audience is- sporting goods should advertise where the audience is with sports and lifestyles.**
 - **Targeted media buys deliver better than shotgun approaches.**

- **Getting the best bang for your buck**
 - **When it isn't free...**
 - **Repetition delivers results. One ad once a month doesn't get you the bang of a three time run this week with a Sunday in print and online. Think ROI with every placement.**
 - **Buy when the ducks are flying—**
 - **Buying around drive time, news, really popular shows and reports is more costly because these times deliver desirable audiences.**
 - **Same thing is true of print. A Section, Sports, etc deliver. But don't forget the NICHE and targeted sections. Bridal, Home Improvement, Women's, Sports, Garden, Food sections or pubs deliver! Just don't make them your only buy.**
 - **Make sure you post a copy of your most recent ad in your store at the counter. Have copies of the most recent NICHE pub out for your customers to see (the newspaper will give you these) make sure you ask your rep.**
 - **If you buy broadcast— make sure you have the station on in your business and listen for your ad!**

- **Getting the best bang for your buck**
 - **When it isn't free...**
 - **Do your own research-- ask your customers where they heard or saw your ad as they are checking out, get seated, call you.**
 - **Collect zip codes from your customers ... always ask, record when checking them out**
 - **Collect email addresses-- ask folks to fill out a little form, drop in a bowl and monthly draw for a little prize**
 - **Post the winner's name each month – you can use their name in a little release and/or ad**
 - **ALWAYS run your address in your ad!!!!!!!!!!!!**
 - **EVERYONE does not know where you are even, if you have been there for 100 years in Lewisburg.**

Getting the best bang for your buck

- **When it isn't free...**
- **Review your ad results with your rep**
- **Don't run the same ad forever because it is easier**
- **Don't just give the rep your business card to use**
- **If it is worth spending the money on, it is worth budgeting for**
- **Buy the print/online combo and the free distribution pub, too. Not everyone is a subscriber**
- **Look at ads when you travel and pull them out of publications you see or make a note of ones you see and hear on broadcast. Local media buys include the cost of creating the ad in your pricing.**
- **Plan your media for the year to coincide with your busy times and your slow times.**
- **Don't make buys based on whether you have cash in the cash drawer**
- **Consistent advertising delivers better than sporadic ads.**

QUESTIONS?

THANK YOU

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