

Why Digital?



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Why Digital?

First, What Do We Mean by Digital?

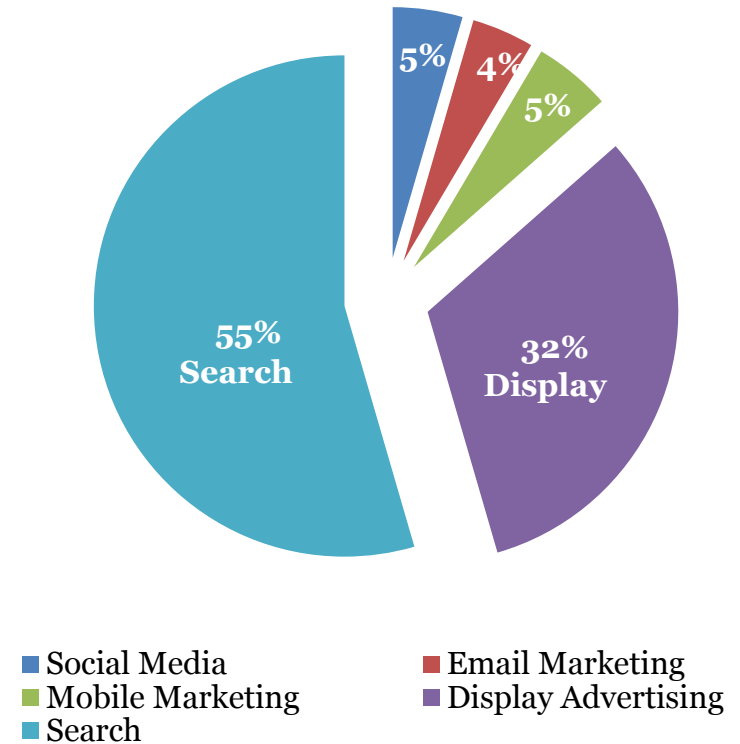
Digital advertising comprises mainly the following:

- Search
- Display Advertising
- Mobile Advertising
- Email Marketing
- Social Media

Digital advertising is sometimes called “non-traditional marketing” or “inbound marketing.”

What sets digital apart from other kinds of marketing is its ability to be **interactive** and **actionable**.

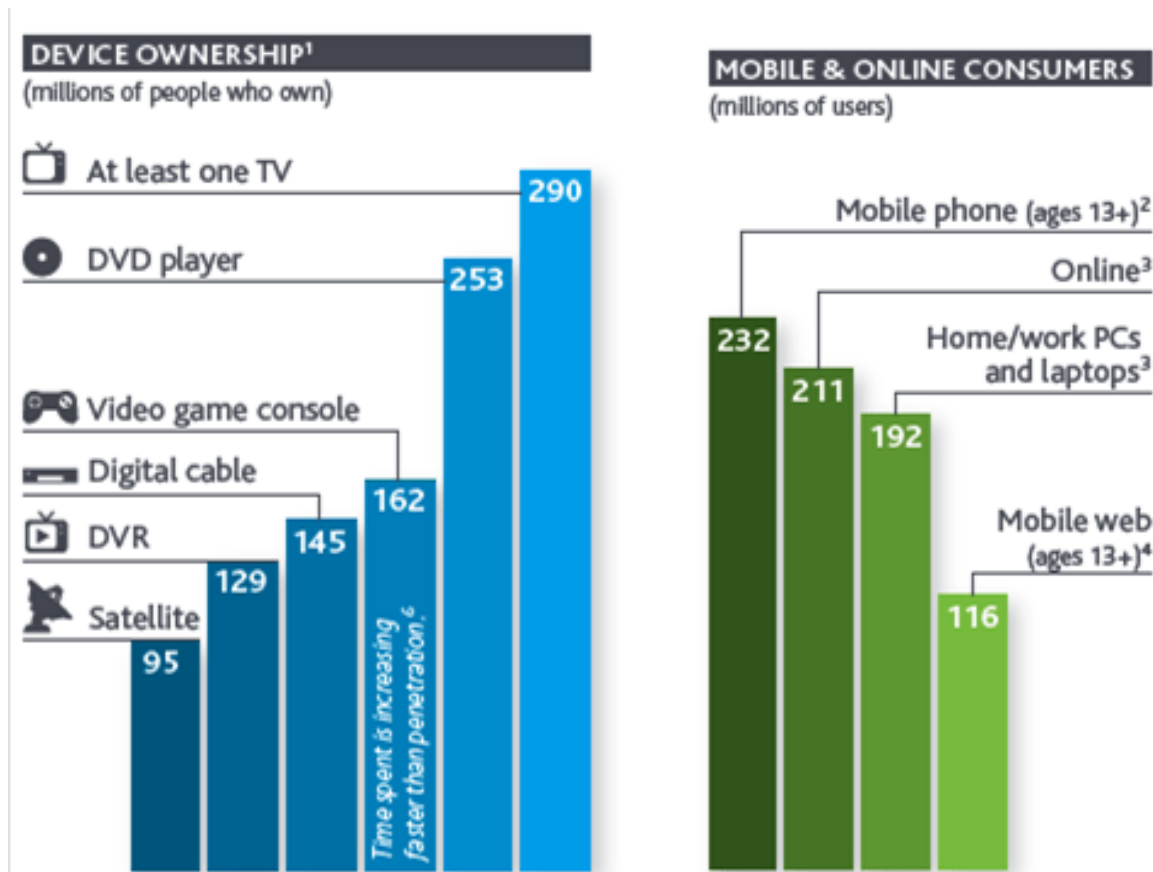
How the digital spending broke down in 2011, adding up to a combined total of 19% of the ad spend.



Why Digital?

How Can Digital Help You Grow Your Business?

The world is growing more & more digital because we, the consumers, are demanding it to be. We like our devices. And we are voracious for content on those devices.



SOURCE: Nielsen, 2011

Why Digital?

Simultaneous Usage

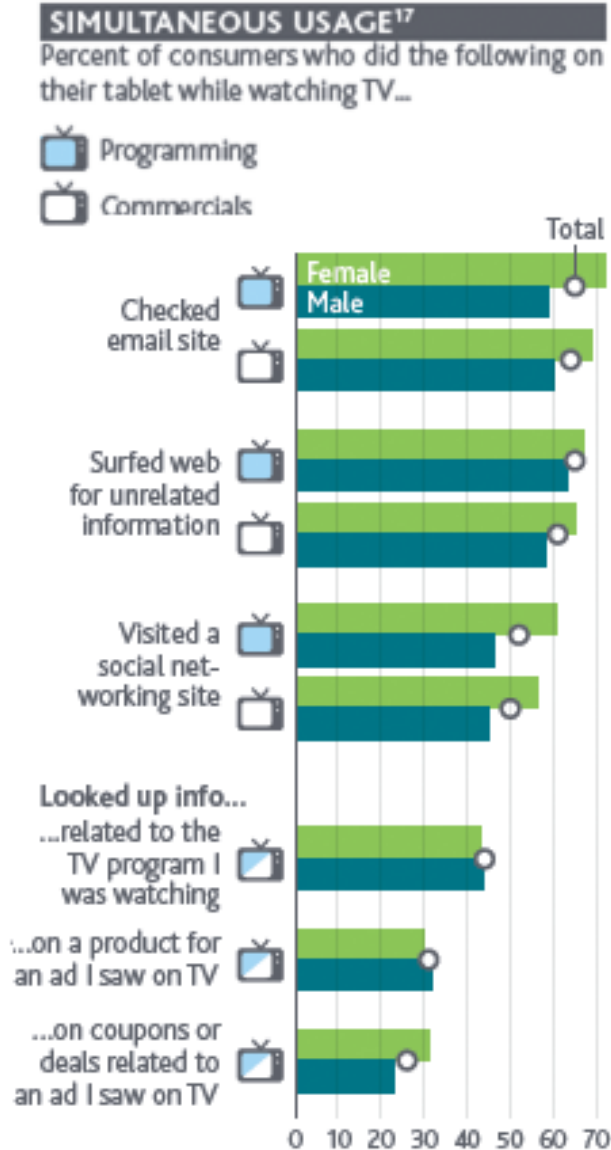
Television might be universal – with the average household owning 3 television sets or more.

But we are fast demonstrating that we are more than capable of multitasking when it comes to digital content.

Simultaneous usage of television, search, display, mobile, email marketing &/or social media is common and growing, as content providers refer back and forth across platforms. It appears consumers enjoy following a news, entertainment, product or service “story” wherever it might lead.

Tablets are the latest device to capture our attention and are now exploding in usage & popularity.

SOURCE: Nielsen, 2011

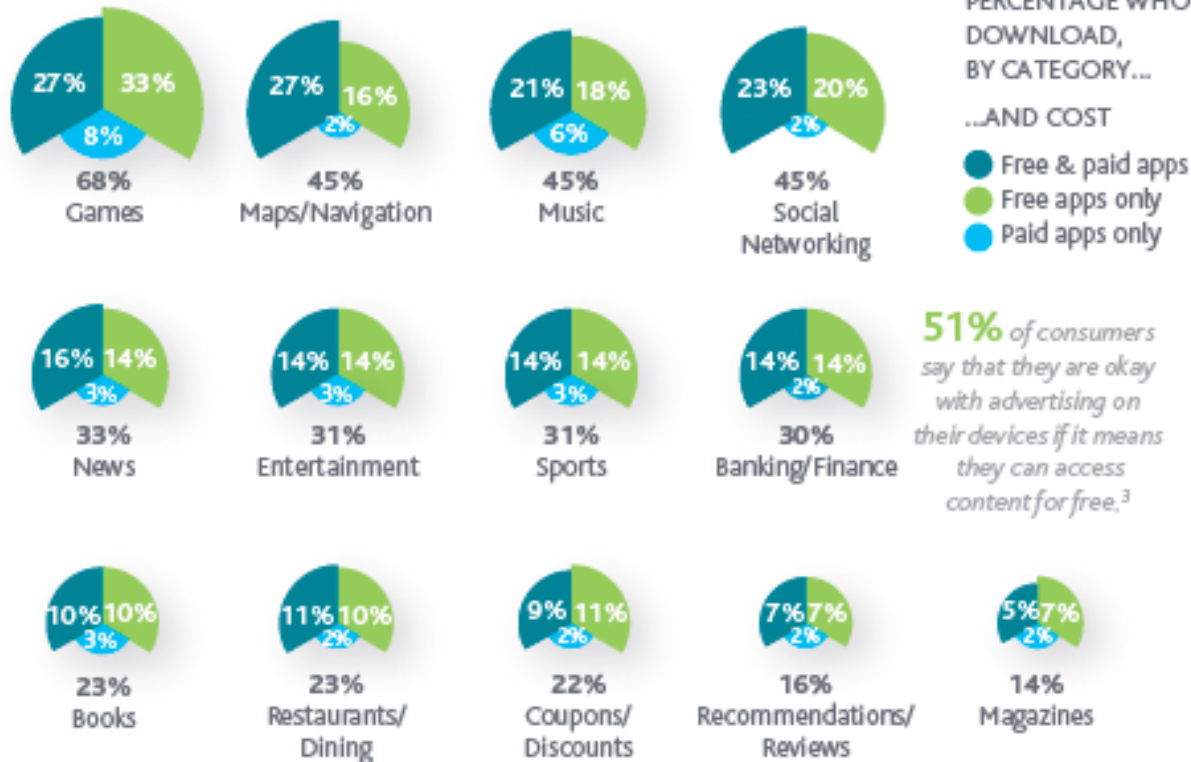


Why Digital?

The Seeking, Searching U.S. Consumer

TOP APP CATEGORIES¹⁷

Percent of tablet and smartphone users who downloaded an app in the past 30 days.



We are Okay with Advertising

Our interests are diverse.

We get attached to our favorite sites and apps.

We even look favorably on the advertising, provided it pays the freight for allowing us to engage with content for free.

The better the content, the more positive the engagement.

Why Digital?

Viewers *Do* Look at Ads when Engaged with Content

Recent research conducted by the Online Publishers Association (OPA) used eye-tracking technology to measure online and mobile behavior.

- **96% of participants paid attention to ads**
- **90% noticed the ads in 10 seconds - most within 1 second**

Ads were viewed multiple times on the same page.

- **67% viewed the ad a second time after 10 seconds**
- **Elevated emotional responses were noted from those viewing the ad multiple times**



Why Digital?

Advertise Where the Content Is

1) **Search:**

Google your business name and key words associated with it. If Google can't find you, neither will your customers.

2) **Display Advertising:**

Look for a content website that your best customers are likely to visit loyally. This is where you want to be. With enough share of voice to achieve impact. And with a message relevant enough to get results. It has been proven that display ads affect user behavior. A visitor who has viewed a display ad is:

38% more likely to conduct a search related to the advertiser

27% more likely to make a purchase online

17% more likely to make a purchase at advertiser's store

3) **Email Marketing:**

Email marketing is most crucial leading up to sensitive dates around holidays, special occasions or seasonal events. Find a company with an e-database already built. Or build one yourself. And *personalize*. Personalized email campaigns generate two to three times higher click-through rates than mass email campaigns and two times higher conversion rates.

Why Digital?

Advertise Where the Content Is

4) **Mobile:**

Smartphones are turning American consumers into on-site researchers and mobile shoppers. According to a recent Pew Study 52% of consumers use mobile while shopping. And for advertising mobile really is a win/win. Users opt-in for content. Mobile allows for high-value and high-value interactions. With 87% of the world's population a mobile subscriber, mobile provides reach. Finally, mobile provides premium real estate – both for content providers and advertisers.

5) **Social Media:**

Study after study has shown that consumers trust their friends and peers more than anyone else when it comes to making a purchase decision.

88% of visitors use Facebook to keep in touch with family & friends

66% read consumer feedback on products or services

52% give positive or negative feedback on products or services



Why Digital?

How to Make Digital Work for You

FOX 11/CW 14 can help you develop a digital advertising campaign that is an integral part of your overall marketing strategy, offering your business a range of benefits:

Build Your Brand (Who You Are & What You Stand For):

Aid familiarity. Attract off- & online traffic.

Capture More Leads:

Drive more visitors to your website. Hold them with compelling content. Inspire their trust. Nurture prospects.

Increases Sales & Revenue:

The ultimate goal. Convert sales. Encourage upsell & cross-sell with an optimal marketing mix. Digital advertising can add “synergy” & boost the impact of all the other advertising you do.

Contact Amy Hermann, Digital Sales Director at FOX 11/CW 14, and find out how you can make digital work for you:

Telephone: 920.490.1449
Amy.Hermann@wlu.com