

Traditional Media and New Media Working Together

wOOt Conference
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Marketing is now 24-7-365

- Newspapers, books, magazines, billboards, broadcast radio, satellite radio, broadcast TV, cable TV, video games, Internet, email taglines, text messages, direct mail, vehicle wraps, grocery store aisles, movie previews, branded clothing, product placement, bumper stickers, digital billboards, Facebook fan pages, Twitter, My Space, Tumblr, word of mouth

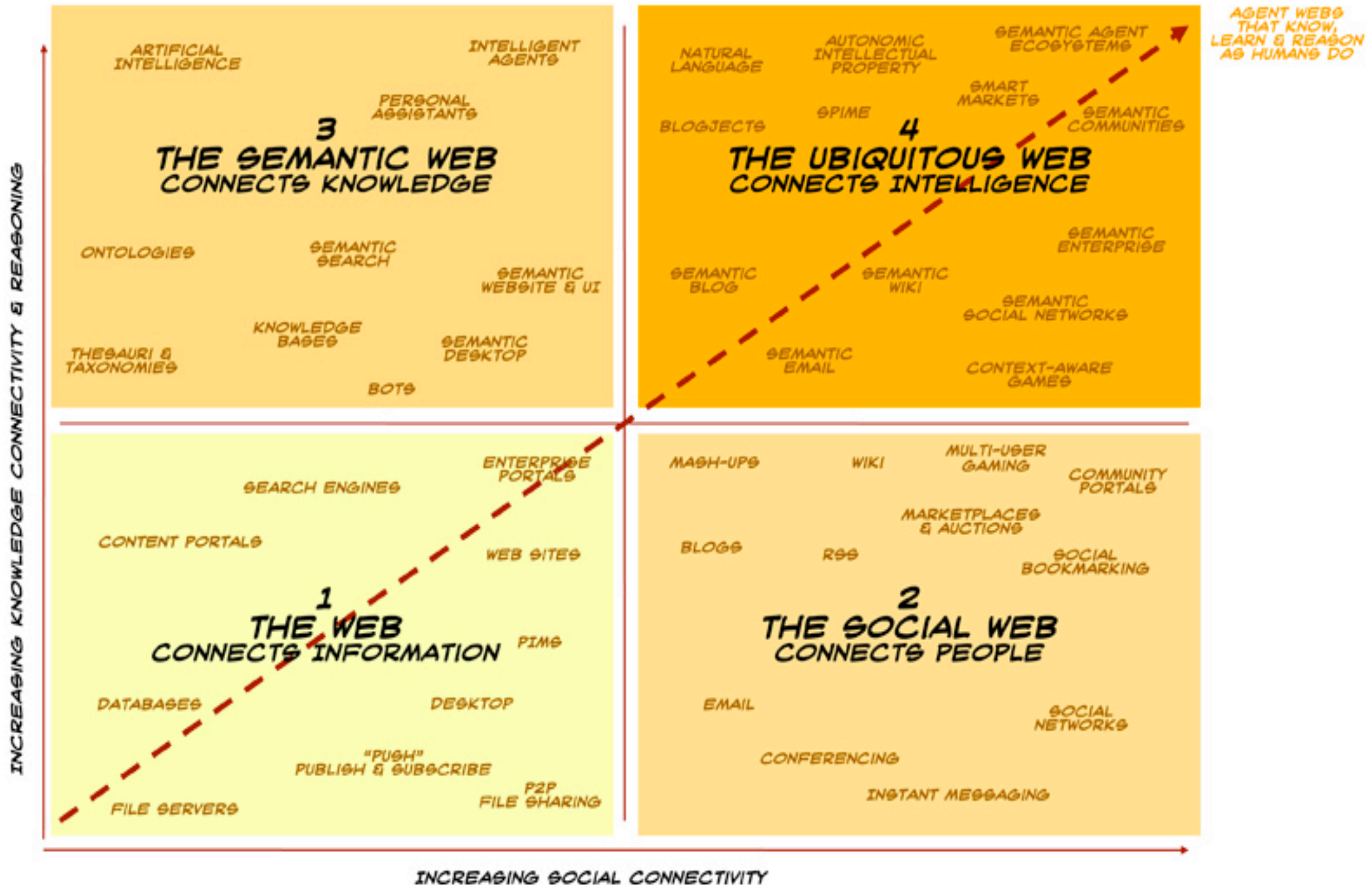


“Each of us sees more ads alone in one year than people of 50 years ago saw in an entire lifetime” - DMNews, Dec. 1997

That was 12 years ago. Can you imagine how that dynamic has changed since?



What is the evolution of the internet to 2020?



Standing out

We live in a world of niches, where targeted content and advertising is growing ever narrowly defined.

But in a world of niches, it's easy to stand tall in one corner of the world BUT lose sight of a big, rich forest through the trees.



Pop quiz

Which is larger:

1) The number of Americans who watch the Super Bowl

OR

2) The number of Americans who read a newspaper the day after the Super Bowl?

...



Drumroll, please ...

Answer: The newspaper!

(Source: Scarborough Research)

- The moral: Despite what you hear or read, traditional media is far from dead and should be a core part of any multimedia marketing campaign. Targeting your message to niches can be smart and effective, but its reach is limited.
- Your best markets often are customers who don't know they "need" what you're selling.

Why traditional + new media mix?

Example: We sell an advertising package that includes ads in *The Bakersfield Californian* + bakersfield.com + Yahoo ads served in Bakersfield that delivers 85% market penetration.

No other media outlet -- not *The Californian*, not Yahoo, not Google, not TV or cable -- can come close.

Benefits of traditional + “new”

Traditional media typically delivers mass message. New Media can be more targeted

Real-life example: Local small business doing battle against major chain stores utilizes a multimedia campaign with us that includes:

- Frequent branding ads in *The Californian*
- Banner ads on Yahoo highly targeted to narrowly defined behaviors (we can deliver to more than 500 behavioral targets)
- Advertiser is reaching passive and “engaged” shoppers ready to buy

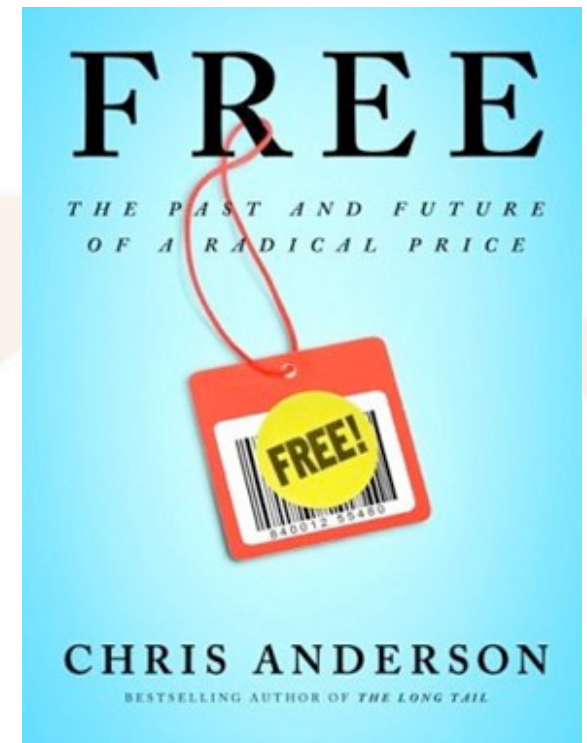
Traditional media: Pros & cons

- Trusted
- Long track record of advertising success
- Mass reach
- Reaches traditional decisionmakers
- Mass reach less effective if only goal is to target very narrow niches
- Relatively expensive when compared to “free”



"New Media" pros and cons

- Performance is more measurable --- but accuracy of metrics is a mixed bag
- Very much about serving niche audiences
- Updated 24-7
- Prices for all goods and services are falling toward free
- Mobile is reshaping behavior
- Interactive: Two-way conversations
- Big brands can be here today, gone tomorrow (Friendster, Netscape, Napster, Furniture.com, etc.)
- Civility is taking a beating



Social media: Pros and cons

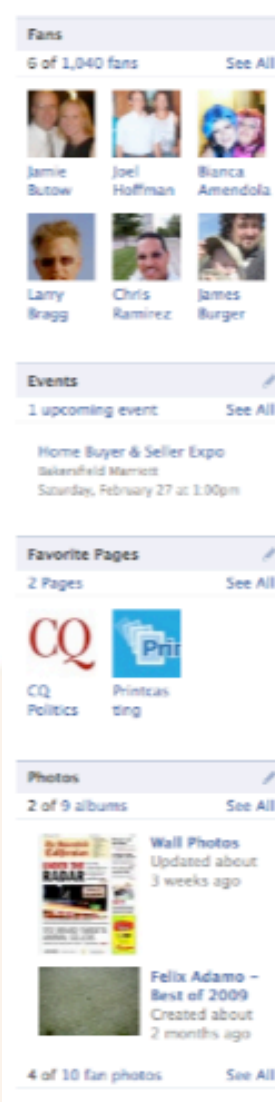
- Direct connection to customer
- Viral messages can reach new customers
- Loyalty of “fans” can be high
- Uncertainty: User-submitted content is unpredictable
- Properly maintaining connections is hard work
- Audience is often cynical, has grown up sniffing out marketing messages



Our own example

At *The Californian*, we utilize a variety of marketing outlets:

- Print ads
- Radio and TV
- Our own websites
- Mobile/SMS
- Facebook
- Twitter
- Email/direct mail



Social media: Our own experience

We're such believers in social media we created our own publishing platform that hosts local social networks, including:

- Bakersfield.com: 23,131 members
- Bakotopia.com: 8,569 members
- TehachapiNews.com: 7,003 members

Top 100 Most Connected Bakotopians

Who do you want to know in Bako? The peeps with the most friends, of course! Want to get into this list? Make friends with these movers and shakers, or invite your friends to join you on Bakotopia.

Dizzyfingers - 1764 friends	Jr - 225 friends	likhy2 - 135 friends
captainmorgan - 1054 friends	bobobasso - 224 friends	photosby13 - 133 friends
matt - 1046 friends	TheEmptySpace - 216 friends	JulieJordanScott - 133 friends
firebrats - 992 friends	Jenraven - 213 friends	doctormason - 131 friends
thenovelist - 899 friends	StarFire - 212 friends	ValleyPersonalFitness - 130 friends
opstylee - 803 friends	BOLTAR828 - 207 friends	woofwoof - 130 friends
Calcaneous - 722 friends	aerodyneJazz - 205 friends	Coryn - 129 friends
souljarmusic - 700 friends	Garone - 201 friends	Grampsdon - 128 friends
qwejlbo - 663 friends	hayesfield - 200 friends	CorinaEmily - 126 friends
NoelEmmett - 650 friends	VincentI - 196 friends	Brentcbrown - 122 friends
ASRstudios - 621 friends	Jennyangel - 196 friends	Kindra79 - 122 friends
glenda - 616 friends	mentoburu2 - 189 friends	reallybigmidgetz - 120 friends
TheOPStyleeBand - 570 friends	therayban - 185 friends	HouseOffFlyingSkates - 119 friends
krista - 566 friends	Vindictivefilmscom - 184 friends	SamG - 116 friends
Thisilenceclub - 557 friends	TheFinalSession - 179 friends	TheDome - 115 friends
cesareo - 513 friends	hookituprob - 179 friends	ViolinPro - 114 friends
msjosey - 482 friends	tashkajones - 178 friends	sandrinisbar - 111 friends
RonSaylor - 462 friends	Astranged - 173 friends	bakotunes - 110 friends
simplyuniq - 457 friends	Tammyj - 172 friends	ModernJazzTrio - 109 friends
08sk8 - 427 friends	ggirl - 166 friends	Jeffspina - 108 friends
fishlips - 425 friends	rajbandfly - 163 friends	drblt - 108 friends
londo12 - 413 friends	kookoonauts - 160 friends	theundergroundgaller - 107 friends
djmikey1200 - 380 friends	paulhaagsaenz - 154 friends	yandstudio - 107 friends
theatreaddict - 303 friends	mikenewmanhayes - 154 friends	urprettyywhency - 107 friends
twinkle - 301 friends	friends	NoShitLindsay - 106 friends
themeandbshow - 281 friends	bigdaddyguitarist - 152 friends	Chase - 106 friends
hecticfilms - 268 friends	LomelEZ - 150 friends	Ninpire - 104 friends
MaryEdith - 265 friends	JenniferJuniper - 148 friends	krisnaalex - 104 friends
DiverDown - 253 friends	TradingCompany - 145 friends	1suspect - 104 friends
bassman - 245 friends	CAFE24thSTREETCAFE - 145 friends	caron - 103 friends
Ruthie - 243 friends	friends	dblair1969 - 101 friends
fattkatt4 - 239 friends	theduskdevils - 145 friends	sarahelyse - 97 friends
DontHateMeCauzimBeeU - 225 friends	Reconcile - 138 friends	PoleKitten - 97 friends
teeFull - 225 friends	ernestomdo - 138 friends	RedHouse - 97 friends
	scotty - 135 friends	vecar - 97 friends

Supporting evidence

- Our data from Scarborough Research R2 (released in late 2009) show that in most cases, social networking adds 10 percentage points of net audience potential/reach when combined with other media.
- The bump is pretty consistent across print, broadcast and cable TV, internet and radio, although it varies by audience segment.

Flipping tradition on its head

- Business directories are now interactive, living, breathing profiles.
- Updated regularly, not once a year.
- Opportunity to build two-way relationships, customer loyalty.
- Customer has more power than ever before.
- Smart business people see social media as an opportunity, not a threat.

The screenshot displays the 'insideguide' website interface. At the top, the logo 'insideguide' is accompanied by a five-star rating and the text 'what's this?'. Below the logo, a navigation bar includes 'HOME | INSIDE GUIDE'. The main content area features a prominent yellow banner with the text 'Local People. Local Reviews.' and a search bar with a 'GO >' button. To the right of the search bar, there is a vertical section titled 'GREAT CASTLE' with a sub-header 'PETE TITTL'S REVIEWS' and a quote: 'Those who say that folks will not patronize a restaurant on Union Avenue need to go...'. Below the banner, a section titled 'Featured Businesses' lists several establishments with their respective photos, names, and star ratings. On the right side of the featured businesses, there is a 'Find It!' sidebar with a list of categories: Food & Dining, Arts & Entertainment, Home & Garden, Personal Care, Shopping, Automotive, Real Estate, Hobbies & Interest, Community & Government, Health & Medical, Business, Education, Pets, Legal & Finance, Computer & Electronics, and More Business Categories.

insideguide
what's this?

HOME | INSIDE GUIDE

Local People.
Local Reviews.

GREAT CASTLE
PETE TITTL'S REVIEWS
Those who say that folks will not patronize a restaurant on Union Avenue need to go...

GO >

Featured Businesses

Peking Palace
Jimano's Pizzeria
Camino Real Restaurant
La Cabana
Donna Kaye's Cafe
Camille's Sidewalk Cafe
FLOYD'S GENERAL STORE
Floyd's Stores
Mauricio's Grill & Cantina
Cafe Med

Find It!
Food & Dining
Arts & Entertainment
Home & Garden
Personal Care
Shopping
Automotive
Real Estate
Hobbies & Interest
Community & Government
Health & Medical
Business
Education
Pets
Legal & Finance
Computer & Electronics
More Business Categories

Myth vs. reality

Some reader reviews are bad, caustic ... BUT our Inside Guide data show people tend to be positive:

- 66 percent of reviews are 4 stars or higher
- 80 percent of reviews are 3 stars or higher
- That's based on 5,111 reviews of 1,052 local businesses by 1,976 different reviewers
- Smart business people respond to reviews, good AND bad
- Readers dismiss the occasional bad review, appreciate businesses that own up to problems

Side benefit: Reviews have major positive impact on search-engine optimization



Reviewed by tja2fordsters on July 13, 2007

[Report a violation >>](#)



I never would have found this place if it wasn't recommended to us (Oildale location), but thank God it was. Hands down the best pizza in town!! Everything else tastes mediocre in comparison....

[read the full review >>](#)

Was this review helpful to you?



Reviewed by qwejibo on July 11, 2007

[Report a violation >>](#)

We tried this place a couple of weeks ago. It was a greasy sloppy mess.

Cataldo's Pizzeria's Response:

Yup, our pizza can get a bit greasy depending on whats on it. Maybe your pizza was a little over topped that day. Sorry bout that.

Was this review helpful to you?

Giving advertisers more control

A new generation of business people grew up with computers, design and photo editing software and the tools to be creative.

As time goes on, more advertisers will prefer to create their own ads. We're not alone among traditional businesses in offering self-serve tools.

Benefits include:

- Discount pricing
- You control the message
- You can create your ad 24-7 when it's convenient for you



Summary

- Traditional media is **far from dead**.
- **Traditional media often the leaders** in offering "new" media.
- **A mix of media offers you the widest audience reach** of passive and "engaged" consumers. Social media alone will reach a limited audience.
- Social media clearly has **upside for marketing**.
- Smart business people see **social media as an opportunity, not a threat**.
- **BUT ... social interaction takes time, hard work.**
Customers can smell laziness a mile away.
- **Dive in, experiment and have fun.** But be committed once you make the leap.

Questions?

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