

# Top 13 Common Objections for Buying Local Digital Advertising And, our best “counters” you can use!

## **1. Your cost per click on banner ads does not compete with my search engine marketing campaign**

When your business has it's only digital presence on a search engine you are only reaching the “active” consumer who is actively seeking information (or, your product or service). Without the consumer seeing your message, deal, offer or special in a “passive” format, you have little chance to set yourself apart from the competition and exploit your “unique selling proposition.” Research shows that a consumer is 22% more likely to select a business within the search engine results after they are exposed to display ads. Most importantly display ads on a local Web site let the consumer know this business is a local business. Search results can be from a businesses located anywhere. The value is the synergy of reaching a local reader, reading local content seeing an ad for a local business. And finally, many people do ignore the “right rail” of search engines, having been conditioned to see ads in that location over many years. Why not ensure results, by making sure your message gets in front of both halves of the equation: Both the “passive” as well as the “active” consumer.

## **2. I bought a banner advertisement and I never saw it**

Online display ads are programmed to have visibility at pre-determined times per month, week or day. Online ads work unlike any other forms of advertising, because when there are no readers calling up a page on the internet, no ads are being displayed. Since we serve so many pages of information to so many readers, when advertisers purchase online ads, they share that position with others. One just never knows what pages the ads will be on, although theoretically an advertiser could have their ad seen on several stories at the same time. The monthly reports provided proves the ads have been displayed the quoted amounts. We will be happy to review them with you on a regular basis.

3. My website is being revised in a few months and I'm going to wait until then

Waiting until you are happy with your Web site in order to get your message in front of our affluent, educated and working local consumers, may offer your competition a chance to do it faster than you! People are spending money every day. They are just thinking twice about who to spend it with. It will be either with you; Or, your competitor! We have already aggregated local high profile (affluent, educated & working) consumers online. Let's get your message in front of them now, so you can win their business, now! In the meantime, if you are not happy with your Web site, perhaps we can create a small Web page to direct our readers to (in the interim) so they can be compelled to do business with you, NOW!

4. I use my Facebook page for my online advertising and that's free  
Good for you! Facebook is a great tool to keep already interested fans and friends, that have opted in to receive information from your business, informed about what you do and can offer them. But, having a Facebook page with no friends or fans, is like having a great billboard in your basement! Online display ads become an ideal method of reaching interested consumers to become a fan or friend of your business Facebook page!

5. I use Craigslist/E-bay

Reaching a "passive" consumer is as important as reaching an "active" consumer. A Craigs List/Ebay consumer already knows what product or service they are interested in purchasing. Online display ads create awareness of your brand and product available for purchase. And, helps you get your unique selling proposition in front of potential customers, so they shop you and NOT YOUR COMPETITOR!

6. I have an e-mail database of customers that I market to already

Many marketing experts today tout that a CRM (customer relationship management) /data base tool is an important and integral method to grow your business. Online display ads reach prospective consumers who may want to sign up to receive information, deals, offers and specials from your business. Why stop where you are today? Let's GROW that database together! We have already aggregated local high profile (affluent, educated & working) consumers online. Let's get your message in front of them now, so you can win their business, now!

#### 7. I spent all of my digital budget on redoing my website

Redesigning a website is as important to keeping the interior of your businesses professionally presentable to impress the potential customers who walk through your door! As the saying goes "You don't get a second chance to make a first impression." When you remodel the interior of your business do you stop advertising your business? You want to show it off! Having a new, exciting, compelling Web site, that no one sees, is like having a great billboard in your basement Online display ads reach prospective consumers who would want to see your new site. Why stop now? Let's SHOW OFF that site! We have already aggregated local high profile (affluent, educated & working) consumers online. Let's get your message in front of them now, so you can win their business, now!

#### 8. The company I paid to build my website does all of my online advertising (SEO/SEM)

Let's look back to the "dark ages," pre-internet. Back then, would you have advertised your business solely in the Yellow Pages? Search engines are the digital replacement for the printed Yellow Pages. When advertising solely on search engines it is no different than advertising in the printed Yellow Pages...you are reaching an active consumer while other advertising reaches the passive consumer. When your business has it's only digital presence on a search engine you are only reaching the "active" consumer who is actively seeking information (or, your product or service). Without the consumer seeing your message, deal, offer or special in a "passive" format, you have little chance to set yourself apart from the competition and exploit your "unique selling proposition." Research shows that a consumer is 22% more likely to select a business within the search engine results after they are exposed to display ads. Most importantly display ads let the consumer know the business is local where search results can be businesses from anywhere. The value is the synergy of reaching a local reader, reading local content seeing an ad for a local business. And finally, many people do ignore the "right rail" of search engines, having been conditioned to see ads in that location. Why not ensure results, by making sure your message gets in front of both halves of the equation: Both the "passive" as well as the "active" consumer.

9. The TV/radio station gives me online free with my buy

What does that tell you about their perception of the value of the digital audience they have garnered (if any)? Online newspapers typically have the highest traffic of any other media company in a given community therefore they have more unique visitors and page views than other news sites. Breaking news is updated during the course of the day which results in our audience returning to the site numerous times during the day. Also, most of the readers visit during the prime time of Monday through Friday between 8:00 AM - 5:00 PM therefore your ads are visible to a younger, higher educated, employed visitor. We have placed a value to advertising on our Web site, because there is a tremendous value for the audience we have worked hard to garner for you!

10. I only want to reach (fill in the blank – i.e. people looking to buy blinds), can you do that? Google can.

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### 11. The economy is so horrible, Buy an ad or meet my payroll?

Your concern about your available cash flow is very important. I have heard this from many of our current online customers who have made the difficult choice to not give up during these tough economic times. They have moved forward with growing their business rather than “tossing in the keys.” Research confirms that in this economy consumers are fickle. They do not have any loyalty to a specific business anymore. They will change their buying habits instantly to obtain better service, more value and save money! Also, economists today say when a business advertises in a down economy consumers have more confidence with that business. And finally, money experts are saying that businesses that choose to advertise in a down economy see their businesses grow by as much as 10 - 30% once the economy recovers. It's a tough choice to keep advertising in tough economic times. Just remember: “Out of sight, out of mind!”

### 12. I get all my business from word or mouth / referral.

Research confirms that in this economy consumers are fickle. They do not have any loyalty to a specific business anymore. They will change their buying habits instantly to obtain better service, more value and save money! Also, economists today say when a business advertises in a down economy consumers have more confidence with that business. Research also shows that our online audience is an “influencer,” someone who will tell others to shop you!

### 13. Your rates are too high as compared to other sites.

"Good isn't cheap, cheap isn't good!" And besides, what does that tell you about their perception of the value of the digital audience they have garnered (if any)? Online newspapers typically have the highest traffic of any other media company in a given community therefore they have more unique visitors and page views than other news sites. Breaking news is updated during the course of the day which results in our audience returning to the site numerous times during the day. Also, most of the readers visit during the prime time of Monday through Friday between 8:00 AM - 5:00 PM therefore your ads are visible to a younger, higher educated, employed visitor. We have placed a value to advertising on our Web site, because there is a tremendous value for the audience we have worked hard to garner for you! Plus, the value of having your ad visible on an online newspaper site is that our audience has an interest of what is happening in this local community. Our audience has an express interest in various events occurring, such as sports, obituaries, local news and local government. Plus, the synergy of a local audience, reading local content seeing an ad for a local business becomes great value for your business.