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Media Marketing eBook

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MEDIA MARKETING

Media Marketing is simply the entire process and means you have employed to reach out your target customers through mass communication. Your organization (for-profit or nonprofit) certainly needs particular set of people or organizations and this is where marketing comes in. The medium or media you have used or planning to use to reach these target people or organizations en masse are your marketing media.

There are two major types of Media Marketing which this eBook will talk about and how you can harness it to penetrate market and win. The two major types of Marketing Media are Traditional Media Marketing and New Media Marketing.

TRADITIONAL MEDIA MARKETING

The 2012 Super Bowl broke viewing records with an average of 111.3 million viewers—the largest audience in United States television history. But that's not the only surprising statistic about the biggest football game ever played.

According to a recent Nielsen survey, more people watch the Super Bowl for the advertising than for the game itself. Only 49 percent of viewers are primarily interested in the sports action, while 51 percent say they enjoy the commercials more.

TV spots are just one example of traditional marketing, a category that includes several time-tested marketing techniques. Some traditional marketing strategies are nearly as old as civilization itself—and they're still effective today.

What is traditional media marketing?

TV spots are just one example of traditional marketing, a category that includes several time-tested marketing techniques. Some traditional marketing strategies are nearly as old as civilization itself—and they're still effective today.

Traditional marketing is a rather broad category that incorporates many forms of advertising and marketing. It's the most recognizable types of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

Print marketing is the oldest form of traditional marketing. Loosely defined as advertising in paper form, this strategy has been in use since ancient times, when Egyptians created sales messages and wall posters on papyrus. Today, print marketing usually refers to advertising

space in newspapers, magazines, newsletters, and other printed materials intended for distribution.

Broadcast marketing includes television and radio advertisements. Radio broadcasts have been around since the 1900s, and the first commercial broadcast—a radio program supported by on-air advertisements—aired on November 2, 1920. Television, the next step in entertainment technology, was quicker to adopt advertising, with less than ten years between its inception and the first television commercial in 1941.

Direct mail marketing uses printed material like postcards, brochures, letters, catalogs, and fliers sent through postal mail to attract consumers. One of the earliest and most well-known examples of direct mail is the Sears Catalog, which was first mailed to consumers in 1888.

Finally, telephone marketing, or telemarketing, is the practice of delivering sales messages over the phone to convince consumers to buy a product or service. This form of marketing has become somewhat controversial in the modern age, with many telemarketers using aggressive sales tactics. The U.S. federal government has passed strict laws governing the use of telemarketing to combat some of these techniques.

Who employs Traditional Media marketing?

Because it encompasses so many different strategies, nearly every company selling a product or service uses one or more types of traditional marketing as part of an overall advertising strategy. For the most part, this form of advertising depends on the company's available marketing budget.

Mid-sized companies and large corporations are most likely to use TV commercials. Advertising on television is usually the most expensive form of marketing, with prices depending on the time slots and programming content. For example, a 30-second commercial during Super Bowl 2012 was around \$3.5 million, more than \$100,000 per second—and that figure doesn't include production costs.

Bigger companies also use direct mail more often, as the design, printing, and mailing expenses can add up to substantial amounts. Mid-sized and large businesses often use all forms of traditional marketing in one way or another.

Entrepreneurs and small businesses, who may have limited marketing budgets, most often use print marketing in newspapers or newsletters to advertise to local customers. Many also place local radio advertisements. Some use direct mail, and a few may employ limited telemarketing.

While network television commercials are usually out of the budget range for smaller companies, local cable programming has made television advertising more accessible for these types of businesses, with costs running as low as \$15 for a 30-second spot, plus production expenses. Should you need affordable TV adverts in Nigeria and of course in Naira, please reach out to us via our website on page 2.

How is Traditional Media Marketing plan developed and employed?

The strategies for developing a traditional marketing plan vary widely, according to the form of advertising used and the type of business. In some companies, particularly small businesses, the entire staff will contribute to planning and execution. Larger companies often have marketing departments dedicated to creating advertising campaigns that use traditional marketing.

The first step in developing a plan is to choose print, broadcasting, direct mail, or telemarketing. This choice depends on the budget and the marketing message conveyed. For example, a store that's announcing a sale will use more immediate impact strategies like broadcasting or print, while a business launching a general awareness campaign might choose direct mail, which stays in consumers' hands for a longer period of time.

For print and broadcast marketing, the business must arrange to purchase advertising space. The timing of this step depends on the lead time, or how far in advance the advertising space must be purchased. Some print media, such as wide-circulation magazines, have lead times of several weeks. For example, an advertisement in *Sports Illustrated* magazine must be reserved at least five weeks in advance and longer for premium placement. Other markets have shorter times, with some newspapers allowing next-day ad placement.

The development of marketing materials also varies depending on the form. Direct mail and print campaigns require graphic design and copywriting. For telemarketing, the advertisers write a script for the sales representatives (or outsourced telemarketing company) to follow. Radio ads may be either produced and pre-recorded, or scripted and read by on-air personalities. Finally, television commercials can either be written by the marketing department and produced in-house, or contracted out to production companies

Traditional Media Examples

Here are some traditional media examples:

- In many industries, print ads in monthly trade journals are an important vehicle to reach decision makers.
- If your company sells to a certain geographic region, directory listings and adverts may be crucial for reaching buyers when they are searching for solutions.
- You may need to reach a wide variety of prospects in different industries, so you may advertise in a regional or national business publication, newspaper or radio program.

You can use these media to generate leads, build visibility, share your message and/or drive specific promotions. They are especially helpful when you use them in conjunction with other media in a larger campaign.

See below table for two samples of traditional media examples:

USE PRINT & ONLINE TO GENERATE LEADS	USE RADIO TO GENERATE LEADS & AWARENESS
<p>To generate leads, you run a print ad in an industry journal and a banner on the publication's website and monthly subscriber email.</p> <p>The prospect calls to take advantage of your offer or visits a unique landing page on your website, then fills out a form.</p> <p>A sales rep calls and sets up an in-person presentation.</p>	<p>You run a schedule of :30 ads on a talk radio show that reaches a broad base of business people in your industry or region.</p> <p>As part of your package, you buy exclusive sponsorship of the show. You receive special mentions throughout the show, and you use the entire campaign to drive traffic to a specific landing page on your website.</p> <p>The page continues your message, captures the prospect's information or encourages a phone call. Your telemarketing team qualifies leads and transfers hot prospects to your sales team.</p>

It's important to treat these programs as longer-term investments because responses tend to come in gradually — they aren't as immediate or measurable as internet marketing, telemarketing or direct mail.

Targeting may be an issue and you may not be able to measure the branding impact of your campaign, but they're solid vehicles when they're in line with your goals or used in a larger campaign.

Best Case	Neutral Case	Worst Case
<p>You understand the strengths and limitations of traditional media, and you use them effectively in campaigns to drive awareness and response.</p> <p>You test your campaigns to improve over time and you measure the campaigns to the best of your ability.</p> <p>While you don't measure the value of your brand-building, you do adjust your ROI calculations to incorporate an allowance for that value.</p>	<p>You run a sprinkling of traditional media campaigns and track the number of calls they generate. You know they work to some degree, but you can't quantify the results that well.</p> <p>The ads themselves are about average but you rarely test them to improve.</p> <p>You know it's important to be in the vehicles you choose, and you stick with the same tactics because your competitors are doing the same thing.</p>	<p>You don't evaluate your buys very carefully; you don't have specific goals and thus can't measure whether you are successful or not.</p> <p>You don't really test your ads either – they offer a lot of information and you can't really say whether they work either for branding or direct response.</p> <p>You're wasting your budget and time on programs that could be vastly improved.</p>

Develop a strong strategy

First, determine what you need to accomplish. For example, you may need to generate a specific number of leads, raise your visibility in a certain industry or geography, or communicate a key message across different media. Set tangible goals for your media plan.

Each media has benefits and drawbacks. When you've defined your goals, you can decide which vehicle will work best. Make sure you know how to measure your campaign as well.

Decide whether to buy traditional media in-house or through an agency

Media buying can be a tricky and time-consuming process. If you have a lot of media to buy, you may want to hire an agency. You'll pay for their services, but they may also have more buying power to negotiate better deals and find ways to reach your target market more cost-effectively.

Consider targeting when comparing costs

Media sales reps may quote you a flat rate for a particular ad or they may quote a cost per thousand (CPM) impressions. You may pay a higher CPM for a more targeted media than a general one, but if you calculate your cost per targeted impression instead, you can truly compare apples to apples.

Create a compelling ad and call-to-action

Your ad needs to grab the attention of your market – be creative, but keep your message simple and clear. Include a call-to-action: Encourage prospects to call or visit a special landing page to learn more about a particular offer or program.

Continually test, refine and improve

It's wise to test any campaign before spending your entire budget. If you're considering multiple publications, run the same ad in two different ones to see which generates the best response. Or test different headlines and offers. Your goal is to find the ads and publications that generate the best response, then run them for the remainder of your campaign.

After Traditional Media

Keep testing and refining your campaigns so they deliver on your goals.

WHAT IS NEW MEDIA MARKETING? CONNECTING WITH A MODERN AUDIENCE

Definition: New media marketing centers on promoting brands and selling products and services through established and emerging online channels harnessing these elements of new media to engage potential and current customers. New media marketing encompasses many different mediums, including display advertising, content marketing and social media promotions. The objective of all new media marketing is to get consumers to interact with the brand, engaging them in a way that increases awareness and correlates to sales.

How is new media marketing changing ecommerce?

Consumers today are empowered with an incredible amount of information, allowing them to thoroughly research their purchases before contacting a business. In fact, most people decide to buy before talking to a sales professional. This paradigm shift between buyers and sellers has forced businesses to change their approach to marketing. New media helps online businesses:

- Gather customer data: New media helps companies gather far more detail about their target customers. By using sophisticated programs like customer relationship

management systems, businesses can collect information about their best customers and use it to nurture long-term relationships.

- **Build relationships:** Since most customers guide themselves through the sales process, companies need to establish relationships with them before they are ready to buy. Businesses use tools like social media to interact with people on a personal level, sharing information and experiences in a way that humanizes the brand.
- **Know when to sell:** People are inundated with advertisements all day long. Studies have shown that the average person sees 5,000 ads or more every day according to market research firm SJ Insights, resulting in a certain amount of "ad blindness" among users browsing the Internet. How can your business stand out when the entire world is clambering for attention? Sometimes the solution is to stop promoting your brand and focus instead on people and their needs. Knowing when and how often to send out a sales message is a key component to new media marketing success.

Successful new media marketing strategies

New media marketing is an ever-changing effort for businesses. Here are just a few of the areas where brands are growing online.

- **Maintaining a dynamic website:** It's no longer enough to just have a presence on the Web. Brands need dynamic websites with fresh content posted often, encouraging people to return and stay engaged with your brand.
- **Search engine optimization:** Ranking on page one of search engine results is an important goal for every business. By continually updating your website with fresh, informative content and earning inbound links from quality websites, your business will see progressive gains in this important channel. By using advanced marketing analytics to link your content to specific conversion goals, you can easily quantify the impact of your efforts on the bottom line.
- **Social media marketing:** Building relationships with people on social media depends on using good listening skills and responding to things people talk about. When people start thinking of your brand as a trusted resource, they are far more likely to do business with you.
- **Video marketing businesses:** The market has discovered there is no better way to capture the attention of consumers than with video. About 65 percent of people will watch most of a video as compared to reading content, marketing enablement firm Brainshark reported. Companies can teach consumers how to use their products and demonstrate different features while also crafting a brand personality people enjoy.

7 Hard truths about social media marketing

You've likely heard that social media has the potential to help you multiply your revenue, far in excess of what you spent over the course of the campaign. A few years ago, there were reports of businesses seeing returns of 100, 200, or even 1,000 percent, and even

today, most marketers will tell you it's one of the highest-ROI online marketing strategies available, in part because of the low costs and nonexistent barriers to entry. But social media marketing has become more competitive and commercially-saturated. Organic reach is declining precipitously. And that means that there are some hard truths we need to accept about social media marketing.

1. Not all marketers see a positive ROI.

Despite the fact that 77 percent of marketers are using at least one social media channel to market their business, only 48 percent of businesses claim to see any ROI whatsoever. There are many reasons for this discrepancy—most of which are accounted for in the following points.

2. It takes significant time and effort to be successful.

Social media isn't something you can "turn on" and expect to start seeing an increase in revenue or conversions. It takes time and effort to build a successful social media presence; you need to have a thorough understanding of your target market, you need to carefully craft your messaging and time your posts adeptly, and on top of that, you need to be active consistently, engaging with your audience, sometimes for months or years, before you see a return on the investment. Chances are, you won't break even your first month, both because it takes a long time to generate a significant following and because you'll make lots of mistakes when you're first starting out.

3. The definition of a "return on investment" may vary.

Let's say one of your fellow business owners tells you they're seeing a 500 percent ROI. That's impressive, but where is it coming from? Are they measuring that based on the number of visitors they're getting from social media? Based on an increase in sales that may or may not have come from the channel directly? To make things even more complicated, are they calculating costs accurately, including the time of the full-time employees working on the campaign? In most cases, ROI is self-reported, so it's hard to ensure you're getting an accurate account.

4. Social media ROI depends on other marketing channels.

In many cases, the strength of your social media campaign will be dependent on the strength of your efforts in other channels. For example, let's say you have two companies essentially doing the same thing, Company A and Company B. Company A launches a social media campaign and starts paying \$100 a week toward marketing. Company B spends \$100 a week on traditional advertising, and starts building an initial client base. After a few months, Company A has made some progress and is breaking even on its social media spend. Company B has a thriving customer base, so they decide to start a social media presence. By the end of the month, both companies have 1,000 followers. By this point, Company A has invested more than \$1,000, but Company B has only invested \$100—yet their posts are getting a similar amount of reach. This example shows how the numbers can become skewed in favor of brands with big advertising budgets being spent on other marketing efforts, or those with an already-existing audience.

5. A positive ROI is getting harder to earn.

A positive social media marketing ROI is harder to earn today than it was a few years ago, in part because of an overall decline in the organic reach a brand can achieve on social media platforms. Social media apps have intentionally decreased the amount of visibility an organization or company page can get without paying, in part to ensure that mainstream users have a less commercial experience when browsing their newsfeed, and in part to drive more necessity for paid advertising. At some point in the not-so-distant future, ads may be necessary to be seen on social media. Social media ads can yield a positive ROI in their own right, but they're inherently costlier than purely organic strategies.

6. Some industries are naturally better suited for social media marketing than others.

I think it's foolish to say that some industries can't be successful on social media; almost any company has the potential to see a positive ROI using social media marketing. Yet, some industries are going to have an easier time than others. Those with strong visuals and interesting content topics, or those that are mass-marketed to a demographic that uses social media heavily will almost always outperform a business with sparse demographics, or one in a typically "boring" industry.

7. Explosive growth requires a bit of luck.

Just one piece of viral content can quickly scale your social media presence from "amateur" to "professional," but the science on viral content is fairly limited. Even if you have all the "right" ingredients in place, there's still an element of luck to your success. A competing piece of content might see 10 times as many shares as yours just because it was timed differently, or because the right person happened to see it first.

These facts aren't meant to discourage you from pursuing a social media marketing campaign, nor are they a criticism of the stats themselves. We at Entregenius are major proponent of social media marketing in our own right, and we stand by the idea that social media is still one of the best, most cost-efficient marketing strategies.

But if you want to be successful, you need to set realistic expectations, and that means thoroughly understanding the nature and potential of the strategy before jumping in.

TRADITIONAL MEDIA vs. NEW MEDIA: WHICH METHODS BELONG IN YOUR MARKETING PLAN?

Your business relies on a variety of marketing and advertising methods to reach potential customers and leads. Over time, the marketing methods you use have likely evolved, changed, or even been retired and replaced with new ones.

As marketing continues to evolve, new methods—typically referred to as "new media"—have emerged. These methods are mostly said to deliver better results than the methods known by the name "traditional media" (or even "old media").

Could your business use new media marketing? Looking for ways to bring your marketing strategy up to speed? Visit our website at www.entregenius.github.io to contact us, and we can help you start marketing your business with media methods!

If you've found great success with traditional media, you're probably concerned by the idea of abandoning them for new media—even if these new methods promise better results. So, the question becomes “which methods are truly worth keeping, and which new methods should I invest in?”

Let's examine the traditional media vs. new media argument to help you decide exactly which methods will help get your business the highest ROI and the most leads. We'll start by defining exactly what traditional media encompasses, move onto defining the new and emerging media trends, and then examine multiple new marketing methods so you can evaluate which are the best for you.



What is Considered Traditional Media?

Like we have mentioned earlier, traditional media methods include mostly non-digital advertising and marketing methods. Traditional media include:

- Television advertisements
- Radio advertising
- Print advertising
- Direct mail advertisements

- Billboards and off-site signs
- Cold calling
- Door-to-door sales
- Banner ads

Companies have used these methods for many years to reach consumers and motivate them to make purchases. Up until very recently, these marketing and advertising styles were very effective, and helped businesses just like yours make a profit.

However, as the needs and expectations of consumers evolve, marketing has no choice but to evolve as well. This is what has led to the rise of new media and digital marketing methods—and maybe the decrease in popularity of some traditional methods you know well.

What is Considered New Media?

Now let's look at the other half of the equation. New media, also called digital media, consists of methods that are mostly online or involve the Internet in some sense. These methods include:

- Search engine optimization
- Pay-per-click advertising
- Content marketing
- Social media
- Email marketing

Many of these methods have been around for several years, but have only gained prominence recently. So, when the topic of traditional media vs. emerging media is discussed, it's somewhat misleading to call these methods "emerging" as very few of them are new.

Having said that, these marketing methods are continuing to change as time goes on. Best practices for these methods are currently dependent on their sources, as opposed to depending on the attitudes of consumers. But over time, we may see another shift as consumer feelings change toward these methods.



The Decline of Traditional Media and Outbound Marketing

Within the last few years, new terms have been coined to discuss traditional marketing methods and modern ones. These terms are outbound marketing, which typically lines up with traditional advertising, and inbound marketing, which aligns with new media.

The “outbound” in outbound marketing refers to the fact that these marketing methods rely on messages being sent out to consumers. On the other hand, the “inbound” in inbound marketing refers to marketing where consumers are seeking out the company, or coming into their marketing channels willingly.

Over the last few years, outbound marketing methods like those you have relied on have declined in popularity among consumers. Now that potential customers can use new channels like the Internet, websites, and social media to research and discuss companies, they can choose to draw their own conclusions on where to take their business—and ignore advertising that suggests otherwise.

Consumers have also become less receptive to traditional media now that they are able to tune it out. Commercials can be skipped, radio stations can be changed, mail can be thrown away, and banner ads can be blocked. This means that marketing methods are often ignored or even seen as ineffective.

Which New Media Methods Are Worth Your Time?

Let's take a look at some of the newer marketing methods that you may not yet be familiar with. These methods all revolve around your website, so in the off chance that you don't currently have a site, please visit us. Remember our firm is Entregenius Technology and Media.

SEARCH ENGINE OPTIMIZATION

Search engine optimization, commonly abbreviated as SEO, refers to a series of processes by which a website improves its rankings in search engines like Google. SEO is a crucial component of online marketing, because without ranking in searches, your website may never attract targeted leads or customers.

You can use SEO in many ways to improve a website's ranking. One of the biggest ways is through the use of keywords. Keywords are specifically selected words or phrases that are placed within a website's content. These keywords match up to the words or phrases that people are searching for. If you use the right keywords, your website is more likely to show up for these searches.

A website's ranking isn't just determined by keywords, however. A site may be more or less visible in searches depending on the number of links it has from other sites. A website with a great deal of links from others is more likely to be trusted by Google, and thus ranked highly for the keywords it targets. A website with very few links, on the other hand, will be ranked lower.

Research has shown that your search engine presence is strongly tied to the number of leads and revenue your business is able to generate. It's for this reason that you should consider investing in SEO for your website and improving its visibility in search engine results.

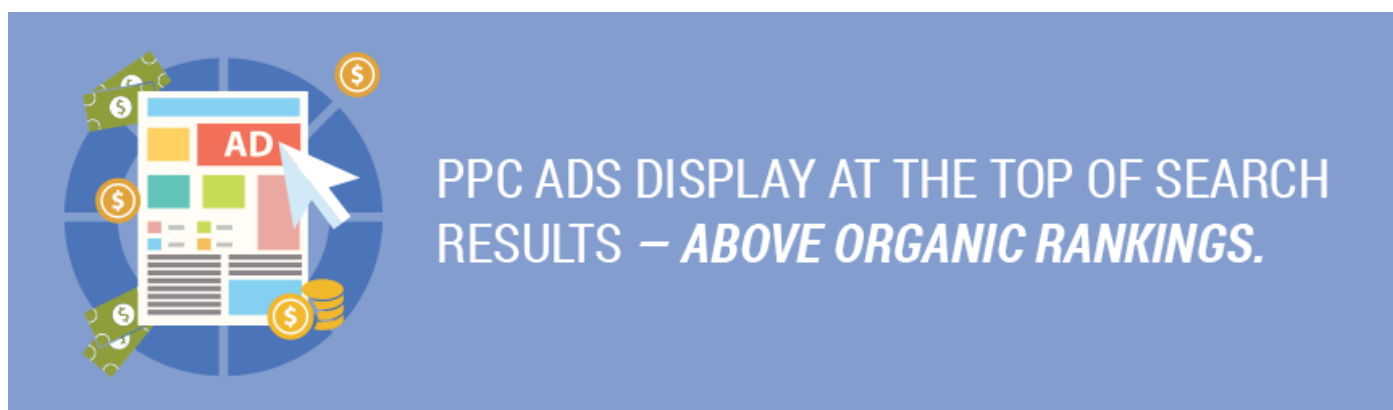


**93% of online experiences
start with search engines.**

PAY-PER-CLICK (PPC) ADVERTISING

With pay-per-click (PPC) advertising, you can choose which keywords and phrases you want to trigger your advertisements. Then, if your bid is the highest, your ads will display above organic search results for those terms. And you only pay when people click on your advertisements, so if nobody clicks your ads, you won't pay a cent.

One of the main benefits of PPC is that results are instantaneous. Unlike SEO, which can take several weeks before you see results, PPC ads can start driving qualified traffic to your website the minute they're clicked to go live. If you're looking to quickly boost sales, PPC is a great option.



CONTENT MARKETING

Content marketing is a form of marketing that has exploded in popularity over the last three to four years. As its name suggests, this marketing method relies on the distribution of content—including written content like articles, blog posts, and guides, as well as visual content like videos—to appeal to potential customers and business leads.

The popularity of content marketing has stemmed from the fact that consumers tend to react very well to businesses that provide entertaining, engaging, or helpful content. A consumer is much more likely to learn more about an unknown company if it has provided them something of value—like an answer to a question or a guide to performing a complex task.

Content marketing is also popular because it is able to have an impact on a website's SEO. Google tends to rank websites higher that are providing substantial, worthwhile content

that also uses the targeted keywords we mentioned above. This is another factor that has helped content marketing gain prevalence.

SOCIAL MEDIA

Even if you don't currently rely on it as a marketing method, chances are good that you know what social media is and how it works. Social media networks like Facebook, Twitter, Google+, and Instagram are used by businesses to establish connections with their potential customers, and also strengthen the relationships they have with current ones.

The biggest advantage of social media is that it allows you to have one-on-one, unfiltered conversations with potential customers. You are able to answer questions, respond to feedback, and address concerns or possible issues quickly, and in a very personal way. Although this may sound intimidating at first, it's proven to be a huge benefit for companies that want to improve their customer service.

When you invest in social media, you don't have to necessarily create a page or profile on each and every network. Your social media activity should depend on where your target audience is located. So, for example, if your target audience is women in their 20s or 30s, you would likely set up a profile on Instagram and Pinterest. But if your audience is mostly young men, you might have better luck on Twitter. We can advise you on which social media handles to use and how best to use them.

No matter how you use social media, or which networks you choose to try, it's crucial to not forget that your presence online requires attention. You'll need to assign someone to monitor your pages and respond to customers in a timely manner. Otherwise, you might find that your reputation takes a blow from those who aren't satisfied with your service.

EMAIL MARKETING

Finally, email marketing is one of the best methods you'll find for directly reaching your customers and motivating them to take action. Although you might expect email to be classified as outbound marketing, email requires consumers to show their interest in joining a list before they can be sent to, so it qualifies as inbound.

What should you send in emails? That's up to you! Many companies have begun using their email marketing as an extension of their content marketing—that is, they send educational, interesting, and unique content to their email subscribers. This can help nurture a relationship with leads or direct interested subscribers to the next step in the sales process.



[Should I Stop Using Traditional Media?](#)

Not necessarily! No one can tell you which marketing methods are and aren't worth your time and money. Since your business and audience are both unique, it's impossible to say that something will or won't work for you—and that applies to new media, too.

As we mentioned, many marketers are finding that traditional and outbound marketing methods are losing their effectiveness over time. If you've noticed lower returns on your advertising or outbound marketing, this is likely a symptom of that decreased effectiveness. So, it would be a good idea to slowly phase those methods out in favor of new ones.

Many companies have found that one or two traditional media methods still work very well for them. For example, billboards, while expensive, may help businesses gain awareness in local operating areas. And print advertising can help some companies reach markets that include those who still read books or magazines regularly.

There's no harm in continuing your current marketing methods if they are still working for you. It's entirely possible to invest in both new and traditional media! However, with all of your marketing methods, you should pay attention to their performance, and do frequent evaluations so that you can scale up or down your spending appropriately.

[Learn More About Modern Marketing](#)

Now that you know more about the media marketing, differences between traditional media vs. digital media, you may be wondering what the next steps are. If you're interested in trying SEO, content marketing, or any one of the other inbound marketing methods we highlighted here, it's difficult to know exactly where to start.

Feel free to talk to us via our website www.entregenius.github.io so we can join you to design what will work best for you and follow through to the plan execution.

We hope you found this eBook helpful and educational on the topic of Media Marketing with focus on new and traditional media, and the new methods you should be considering for your marketing plan. If you have any further questions, please don't hesitate to let us know!

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