



KEYS...

to Reaching and
Winning Over Today's
Connected Consumer

INTRODUCTION

We're living in an "always on" society where business and life never slow down for a moment.

To stay on top of their busy lives, your target customers are constantly connected. Whether watching television in their homes, surfing the web in the office or using their smartphones on the go, consumers can now engage with your business 24/7, wherever they are.

That's both good and bad news for small business owners, managers and marketers. Your customers are always connected—but are they connecting with you, or with your competitors? You have dozens of ways to reach them, but which ones will really get through? And with so many advertising alternatives available to you, how do you know where to start to ensure you get the most ROI for your advertising dollar?

This eBook will help. Let's begin by understanding the media and technology trends shaping today's advertising market, because they will drive your decision about how best to reach—and win—today's connected consumer. Don't miss the Marketing Messages Worksheet at the end of the eBook to help you get started right away.





Top Media and Technology Trends You Need to Know

Your customers are always connected—but are they connecting with you, or with your competitors?

- **IT'S A SCREEN, SCREEN, SCREEN WORLD.** Media consumption now occurs primarily on electronic devices—whether that's a television, laptop/PC, smartphone or tablet. In fact, 90% of all media interactions are now screen-based.¹
- **TELEVISION DOMINATES THE SCREENS.** Television accounts for the vast majority of time that consumers spend with screens. Since 2009, TV viewing has grown year after year, with consumers spending an average of 4 hours and 39 minutes a day on live TV viewing.² That amounts to about 43% of the time consumers spend with media, with another 39% spent on the computer.³
- **SECOND-SCREEN USE IS SOARING.** While watching television, today's connected consumers use multiple devices to search, surf and shop. Some 46% of smartphone owners and 43% of tablet owners use their devices as second screens while watching TV.⁴ By understanding the actions that second-screening tablet/smartphone owners are likely to take while they're watching television, you can target and engage with them more effectively.

• HERE'S WHAT THEY'RE DOING WHILE WATCHING TV



TABLET
owners



76%

PERFORM WEB SEARCHES



**SMART
PHONE**
owners



63%

68%

55%

SURF THE WEB

53%

52%

VISIT A SOCIAL NETWORKING SITE

20%

13%

BUY A PRODUCT OR SERVICE THEY
SEE ADVERTISED



STEP BY STEP: How to Reach the Connected Consumer

To effectively target and sell to today's connected consumers, **there are six steps that all businesses should take**. To illustrate these steps and how well they can work for your business, we'll use the example of a barbecue restaurant, Suzy Q's, that recently started selling its bottled barbecue sauce in-store and on its website.



1

Understand the media habits of your target customers.

Begin by doing some homework to learn more about the media consumption habits of both your current and prospective customers. This will help you allocate your advertising budget effectively so that you can get the greatest ROI.

Start by developing a profile of your target customers based on the demographic factors you know about them, such as age, gender, marital or family status, location, income level, educational level, occupation or ethnic background. Next, research what types of media these customers are most likely to use. **eMarketer, Nielsen and Pew Internet all offer a wide range of free data on the media habits of consumers in different demographic groups.** Of course, you'll want to supplement this information with your own knowledge of your existing customers. Surveying your current customers or just talking to them is a great way to find out what media they use.

Finally, tap into the expertise of your media partner to help you gather and use all of this information. He or she can work with you to determine which advertising channels will be most effective in connecting with the specific customers you want to reach.



EXAMPLE: Suzy Q's owners worked with a media partner to gather demographic information about their customers, talk to diners and implement customer surveys on social media, and they learned that their target customers regularly watch food-related cable television channels, read cooking-related content and restaurant reviews online, and use their mobile devices to research restaurants and read restaurant reviews.

2

Set goals for your advertising efforts.

Goals can be as detailed or as high-level as you would like. Whatever types of goals you set, however, make sure they are SMART (Specific, Measurable, Achievable, Realistic and Timely). Only by using SMART goals can you accurately measure your ROI and ensure that your advertising strategy is achieving your desired results.

EXAMPLE: Suzy Q's owners set SMART goals to 1) increase awareness of the restaurant and its new bottled barbecue sauce; 2) drive 20% more customers to the restaurant than the same time last year to dine; 3) sell restaurant customers 100 units per month of bottled barbecue sauce; and 4) drive traffic to the website and sell 200 units per month of bottled barbecue sauce there.

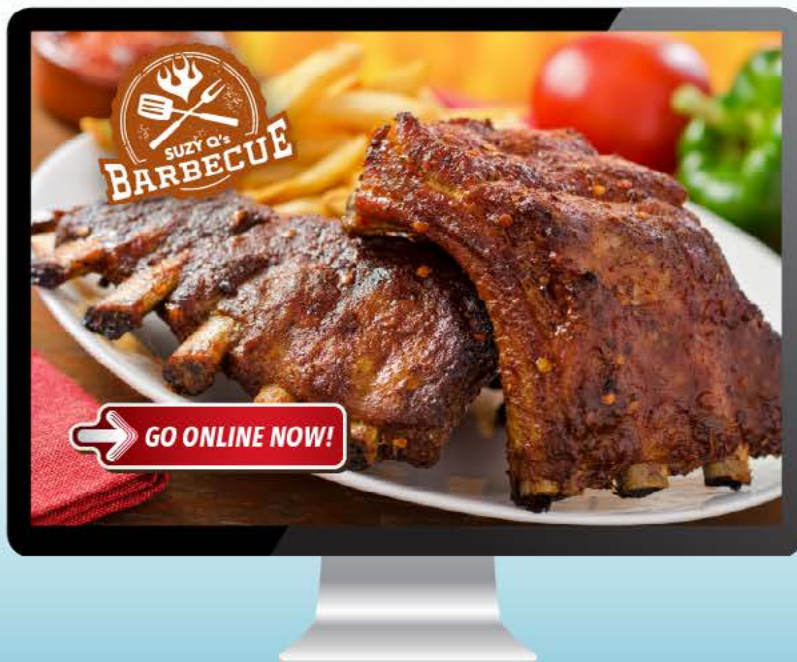


3

Tailor your advertising message to fit your desired goals, the media channels you are using and your target market's behavior.

TELEVISION: Use television ads to raise awareness of your brand and encourage viewers to visit your business. Focus these ads on areas located near your business—cable television allows you to geographically target your ads to specific zones. In addition to boosting your brand, keep in mind that **television can also drive online action**, especially among second-screening consumers. In fact, 17% of all smartphone searches and 6% of all PC/laptop searches are prompted by seeing a TV commercial.⁶ If your business has a website, use your television ads to encourage customers to visit the website and learn more about your business, get special offers and promotions, or even buy your product online (if your website has e-Commerce capabilities).

EXAMPLE: Suzy Q's owners focused on cable television, running ads during food-related programming and targeting local neighborhoods near the restaurant. In addition to featuring the restaurant and encouraging customers to visit, the ads encouraged customers to go to the restaurant's website to get special offers, make reservations and buy the bottled barbecue sauce online.



Use television ads to raise awareness of your brand and encourage viewers to visit your business.

3

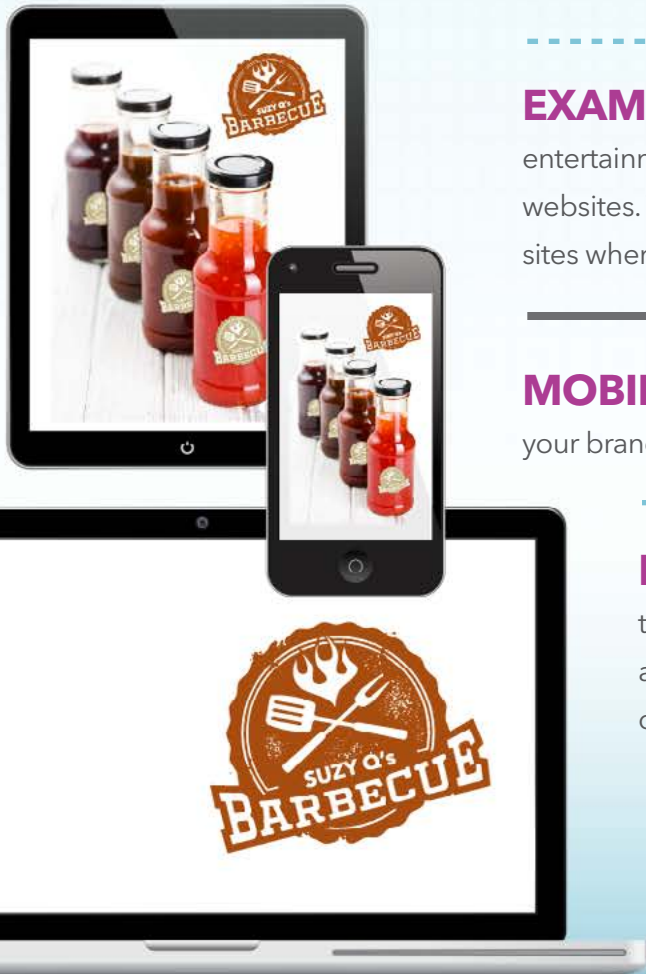
Tailor your advertising message to fit your desired goals, the media channels you are using and your target market's behavior.

ONLINE: Like television, online advertising can raise awareness of your brand and drive traffic to your business and your website. It also allows consumers to engage with your business with an immediate click.

EXAMPLE: Suzy Q's owners ran online display ads for the restaurant on local dining and entertainment websites and ran ads for the bottled barbecue sauce on cooking and recipe-related websites. They also ran display advertising that served as "online billboards" in high-traffic areas of local sites where potential customers check email.

MOBILE: Encourage social media engagement and sharing via mobile devices, which can expose your brand to a new audience of potential customers and ultimately drive sales.

EXAMPLE: Suzy Q's owners encouraged customers to check in at their restaurant using their mobile device, snap photos of their favorite dish covered in the new barbecue sauce and share the photos on social media. This was a smart way to engage with mobile-connected diners and add a potentially viral, online element to their marketing campaign.



4

Work with your media partner to determine the most effective multi-channel marketing mix for your business.

Multiple exposures to your advertising message across multiple channels build recall and boost your brand recognition. One study found that there was a 17% increase in ad recollection among viewers who saw an advertisement on multiple screens compared to those who viewed it on only one screen.⁵ **Consider stretching your budget or reallocating some of your marketing dollars to target the connected consumer, as a multi-channel approach will be most effective.**

Depending on your target customers' media habits, your specific goals and your advertising budget, the combination of channels you choose may vary. For example, you may want to focus on television and online advertising; combine online and mobile advertising; or incorporate television, online and mobile advertising.

EXAMPLE: Suzy Q's owners knew that their target customers were avid television watchers, Internet users and mobile users. The business owners' goals included increasing brand awareness and driving traffic to both their restaurant and their website. As a result, Suzy Q's owners decided that investing in a mix of television and online advertising was the best way to reach their target consumers. They also made plans to take advantage of smartphone-connected diners to engage with these customers on all their preferred media channels, as well as to achieve their advertising goals.



Television



Online



Mobile

5

Use branding messages and social media to build relationships throughout the customer life cycle.

Branding messages help create a strong relationship with customers throughout the purchase loop, ensuring that even after they make the initial purchase from you, they think of your business whenever they're in the market for what you sell. Because it's also a relationship-building tool, social media can be a great complement to your television, online and mobile advertising. Social media can serve as a retention tool to reinforce your advertising messages and build stronger, longer-lasting relationships with your existing customers.

EXAMPLE: Suzy Q's helped build customer relationships by sponsoring rib-eating contests at local events and promoting the contests on social media. For example, they enticed Facebook fans to attend the contests by promoting the events through Facebook status updates and posting photos during the events. They engaged with followers on Twitter by creating a hashtag for the events and encouraging customers to follow along and submit their tweets.



6

Measure your ROI.

Reviewing the results of your advertising efforts is an essential step to honing the most effective advertising mix. Creating different offers for each advertising channel makes it easy to track the results of your multiscreen advertising efforts. For example, you can create ads with specific offers, such as “Mention our TV ad for a buy-one, get-one-free discount.” You can use the free Google Analytics tool to analyze how much web traffic is driven by each display ad, and learn what actions those website visitors take.

EXAMPLE: Suzy Q’s owners ran television commercials with special offers to “Mention this TV ad to receive a free appetizer with your meal” and “Mention this TV ad to get one free bottle of barbecue sauce when you buy two.” They used Google Analytics to determine which online ads drove the most traffic to their website and which visits led to purchases. By tracking which offers were redeemed most frequently and assessing which ads led to the most sales, Suzy Q’s owners were able to modify their advertising campaign to not only meet, but surpass their advertising goals.





CONCLUSION

Today, small business owners, managers and marketers have more choices than ever for how they reach out to, connect with and engage with their target markets. Using an advertising strategy that integrates television, online and mobile advertising is an effective way to make the most of your advertising budget, measure your ROI and reach today's constantly connected customers wherever and whenever they consume media.





WORKSHEET: Develop Your Marketing Message

By tailoring your marketing message to each advertising channel, you can drive customers to take action. Use this worksheet to jot down ideas for your marketing messages. Then let your media partner help you fine-tune your message and your marketing mix for best results.

What action do I want my customers to take when they are watching TV?

Desired action: (example) I want them to visit my restaurant.

Message: (example) Next time you're craving authentic Southern-style barbecue, come on down to Suzy Q's. We're conveniently located in old town, at the corner of Main and Jefferson. (Show map on screen.)

Desired action: _____

Message: _____

Desired action: _____

Message: _____

What action do I want my customers to take when they are online?

Desired action: (example) I want them to visit my website and buy our bottled barbecue sauce.

Message: (example) Today only! Use code SHIPSAUCE to get free shipping on any size order of Suzy Q's authentic Southern-style barbecue sauce.

Desired action: _____

Message: _____

Desired action: _____

Message: _____

What action do I want my customers to take when they are on their smartphones?

Desired action: (example) I want them to come in to my restaurant for lunch.

Message: (example) Get 20% off our lunch menu 11am-2pm today when you "check in" here on Facebook or Foursquare.

Desired action: _____

Message: _____

Desired action: _____

Message: _____

What are the demographics of my target customer?

Resources

1. <http://www.google.com/think/research-studies/the-new-multi-screen-world-study.html>
2. Google, <http://think.withgoogle.com/databoard/#lang=en-us&infographic=43d97af5be09321ce8c5ff34c4305eaadaf04b69>
3. Nielsen Q1 2013 Cross-Platform Report, <http://www.nielsen.com/us/en/reports/2013/the-cross-platform-report-a-look-across-screens.html>
4. Action Figures: How Second Screens Are Transforming TV Viewing," Nielsen, <http://www.nielsen.com/us/en/newswire/2013/action-figures-how-second-screens-are-transforming-tv-viewing.html>
5. <http://promaxbda.org/docs/pdfs/spring2012paper.pdf?sfvrsn=2>
6. <http://www.google.com/think/research-studies/the-new-multi-screen-world-study.html>

About Cox Media



Cox Media, a wholly owned subsidiary of Cox Communications Inc., partners with both local and national advertisers for marketing success, offering advanced cable and digital advertising products in 20 markets across the United States. In addition to proven media solutions, Cox Media offers consultative insights to help clients reach their audiences more effectively and efficiently. From broad reach, highly rated programs to lasersharp targeting of specific audiences, Cox Media is focused on developing customized marketing solutions that maximize ROI for clients.