

New Year, New Revenue:

Top 10 Verticals for Ad Spend and Growth in 2021

SalesFuel[®]

BIA
ADVISORY
SERVICES

Tue, Jan. 26, 2021



Welcome! Thank You for Joining Us



**Tom Buono, CEO & Founder
BIA Advisory Services**



**C. Lee Smith, President &
CEO SalesFuel**



**Celine Matthiessen
VP Insights & Analytics
BIA Advisory Services**



**HOST: Audrey Strong
VP Communications, SalesFuel**

Today's Discussion

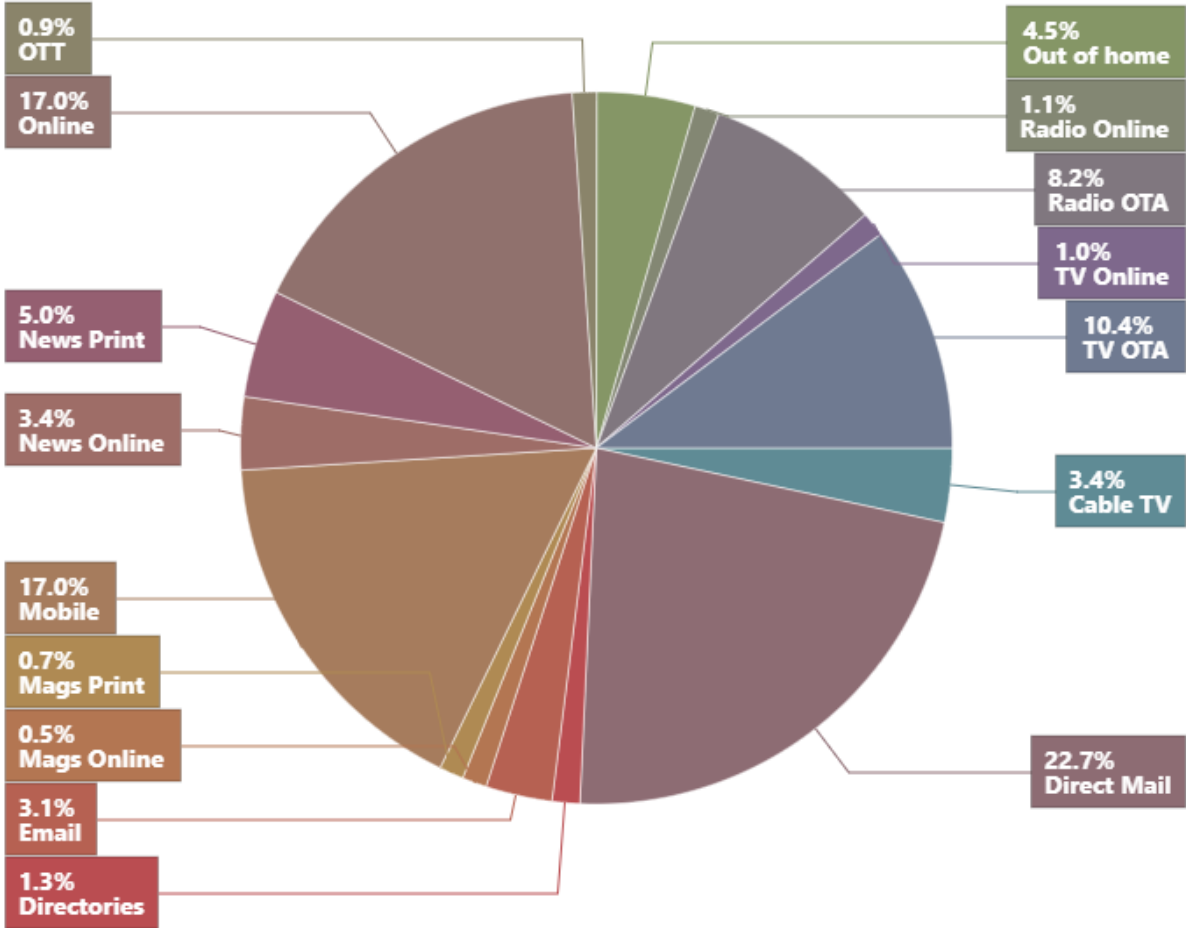
- 2021 ad pie
- Continuing effect of COVID
- Traditional and digital ad spend analysis for key verticals: Auto, Home Improvement, Healthcare, Finance/Insurance, Restaurants + More analysis in PDF created just for today's attendees
- Best opportunities for local seller
- **2021 Local Digital Event Series:** Plans, Upcoming Webinars – We want your input

Expectations for 2021

- **2020 was Devastating**
- **BIA estimated that Local Advertising declined from \$149.5 Billion in 2019 to \$134.1 Billion in 2020!**
- After taking all COVID effects into consideration, BIA estimates \$137.5 billion in total local advertising in 2021
 - Up \$3.4 Billion from 2020,
 - Down \$12 Billion down from 2019.



2021 Media Ad Spending: \$137.5 Billion
 Custom Market: All TV Markets



Shift to Digital Advertising Sped Up in 2020 and is Continuing

- Traditional advertising is projected to be off by almost \$17 billion from 2019.
- Digital is projected to gain \$4.8 billion.

	2019	2021
Traditional	\$94,151,948	\$77,272,477
<i>Share of total</i>	63.0%	56.2%
Digital	\$55,360,787	\$60,263,185
<i>Share of total</i>	37.0%	43.8%

Trend Continues: Digital Exceeds Traditional by 2025

2021	
Traditional	56.2%
Digital	43.8%

Traditional Media		Digital Media	
2021 to 2025 CAGR		2021 to 2025 CAGR	
Cable TV	3.3%	Email	8.9%
Direct Mail	2.2%	Mags Online	11.9%
Directories	-2.4%	Mobile	13.0%
Mags Print	-2.9%	News Online	4.2%
News Print	-1.9%	Online	9.7%
Out-Of-Home	7.1%	OTT	19.2%
Radio OTA	2.0%	Radio Online	8.9%
TV OTA	4.0%	TV Online	11.2%
Traditional	2.5%	Digital	10.9%

2025	
Traditional	48.4%
Digital	51.6%

Total Local Advertising 6.4%

Digital Advertising to Exceed Traditional in 7 Verticals by 2025

- Together, BIA and SalesFuel cover 500+ categories (some overlap).
- Let's look at 7 verticals (our groupings of categories) where digital advertising exceeds traditional by 2025.

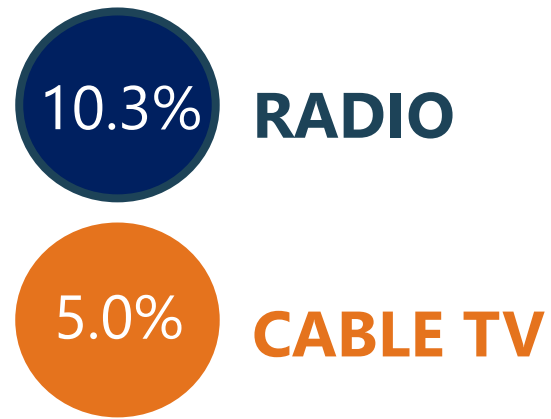
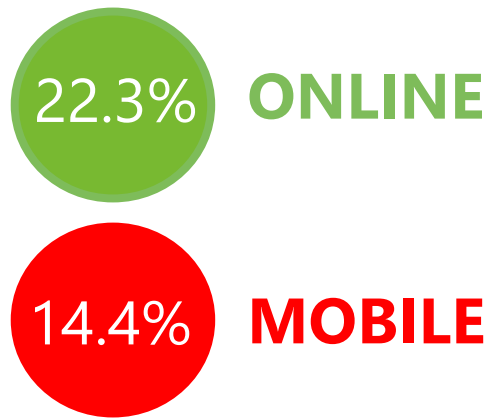
Vertical	Digital
Real Estate	78%
Technology	65%
Leisure/Recreation	57%
Auto	56%
Media	55%
Finance/Insurance	54%
Restaurants	52%

Vertical	Digital
Gov./Pol./Religion	27%
Education	33%
Health Care	39%
Retail	43%
General Services	47%

Auto Category Alert

In 2021
Automotive Vertical
Spends

\$14.1B

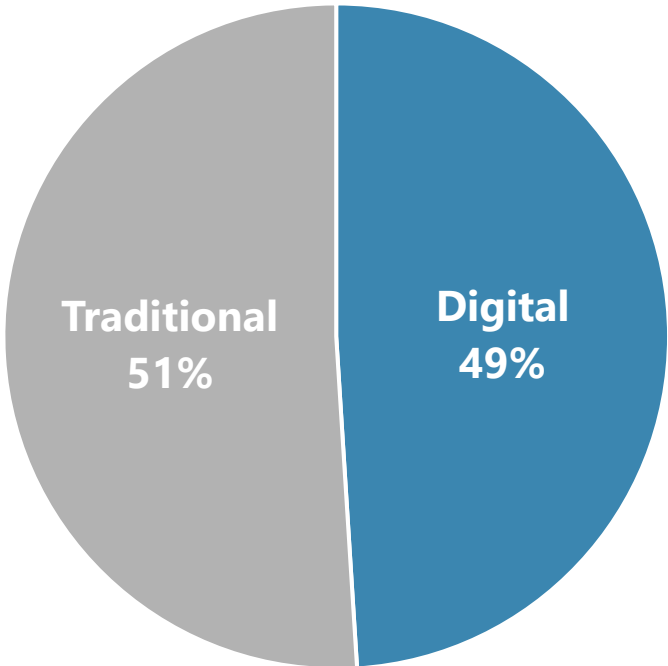


In local advertising in All Markets
TV OTA Gets 24% or \$3.39B

* BIA ADVantage clients can run **local alert reports** in the platform.
See "Vertical Alerts" in the Market Reports area.

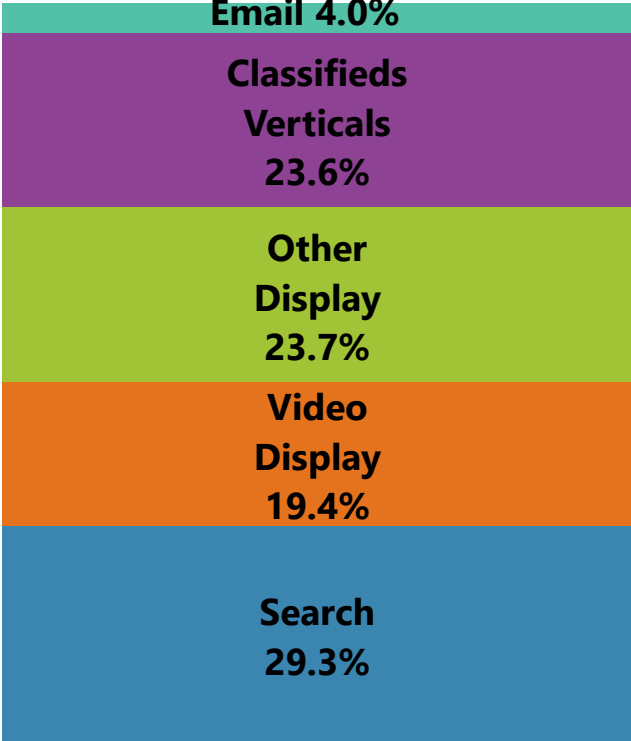
Auto vertical includes:
Other Motor Vehicle Dealers
Tier 1 - Automotive Manufacturers,
Tier 2 - Automobile Dealers
Association
Tier 3 - New Car Dealers
Tier 3 - Used Car Dealers, Tires
Automotive Parts and Accessories
Stores,
Automotive Repair Services
Gas Stations & Petroleum

Auto Ad Spend: Share of Traditional & Digital



Automotive traditional and digital share of wallet is almost evenly split for 2021.

\$6.9B in Digital Ad Spend for 2021:



Search through the next five years make up the majority of digital spend with video increasing in share to be #2.

Digital Marketing for Auto Dealerships

2021 Opportunities for Local Media Sales

- **12.2%** of new vehicle shoppers are now including **electric cars** in their purchase consideration
- **Several automakers will be advertising new EVs in 2021:** Ford Mustang Mach-E, GMC Hummer, Audi e-tron, Hyundai IONIQ, Volkswagen ID.4



Digital Marketing for Auto Dealerships

2021 Opportunities for Local Media Sales

- The driveway is the dealership. Online buying apps are becoming more significant.
- TCO is a key purchase factor - especially in pandemic recession. Consumers may aspire to buy new but drop back to buy used.
- New car production expected to return to pre-pandemic levels. Light vehicle sales: **15.6m units** in 2021 – up from 2020 but below 2019
- PWC, motorcycles, powersports are socially distant recreation
- Return to workplace 2nd half, concerns about public transportation

SOURCE: AdMall.com, SalesFuel analysts, The Detroit Bureau (November 23, 2020), Fitch Ratings (December 2020), Mercer Capital (January 4, 2021)

Digital Marketing for Auto Dealerships

Tactical Takeaways for media sales professionals

- **90% of car shoppers now start their buying process online - help dealerships to remind buyers of value they provide**
- Reputation management is critical for dealers AND their salespeople
- Optimize websites and advertising for mobile, including geotargeting
- Use video to provide shoppers with a sales presentation of their desired vehicle. Instagram to show interior/exterior photos, with CTA button.
- **Combine digital with traditional advertising – which still influences purchase decisions as much as digital**
- **Use AdMall's Automotive Brand reports for dealer, customer insight**

Questions on Auto?

Please enter your question into the control panel.

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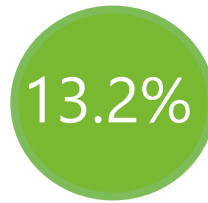
Home Improvement Category Alert

**In 2021
Home Improvement
Vertical Spends**

\$7.3B

**In local advertising in All Markets
Direct Mail Gets 36% or \$2.63B**

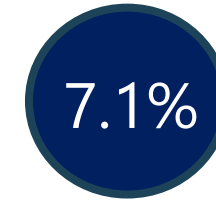
** BIA ADVantage clients can run **local alert reports** in the platform.
See "Vertical Alerts" in the Market Reports area.*



MOBILE



ONLINE



RADIO

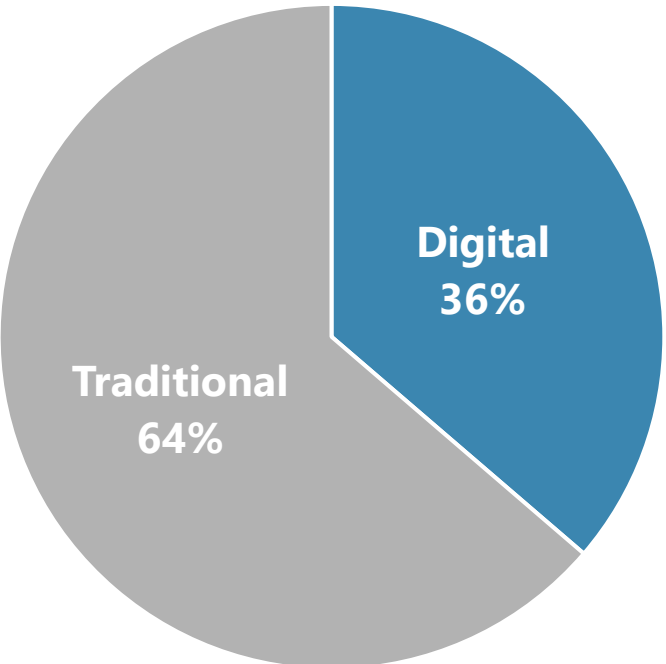


TV OTA

Home Improvement vertical includes:

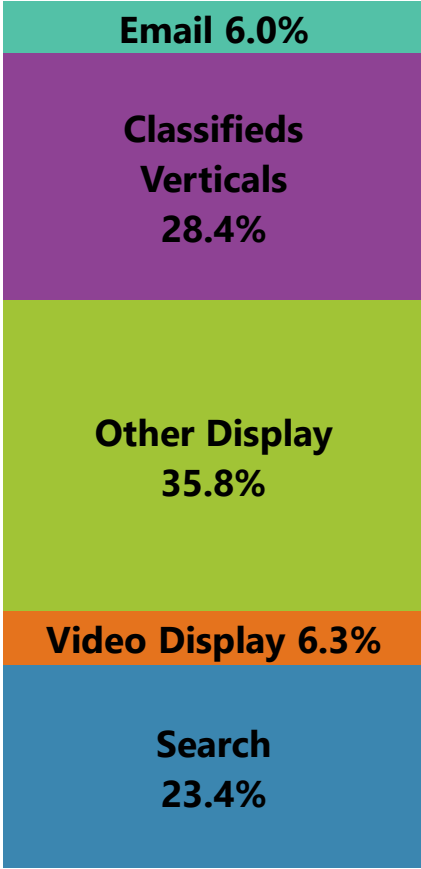
- Maintenance Services
- Plumbers and HVAC
- Other Home Building Services
- Floor Covering Stores
- Household Appliance Stores,
Home Centers
- Paint and Wallpaper Stores
- Hardware Stores

Home Improvement Ad Spend: Share of Traditional & Digital



Home Improvement traditional share of wallet is larger for 2021.

\$2.6B in Digital Ad Spend in 2021:



Other Display and Classified Vertical spend through the next five years make up the majority of digital spend.

Digital Marketing for Home Services

2021 Opportunities for Local Media Sales

- Home improvement projects for WFH, home fitness, larger kitchens, patios/decks expected to grow 4.1% in Q1 2021
- As they have children, millennials taking over as 'move up' home buyers
- Fencing and hardscaping up as homeowners want privacy from neighbors
- Sheds, greenhouses, video conference living rooms, smart home controls among hot trends for 2021



SOURCES: AdMall.com, Realtor.com,
SalesFuel category analysts,

Digital Marketing for Home Services

- Replacement window shoppers are **72% more likely** to respond to pre-roll video advertising than the average U.S. adult (29% of audience in past 30 days).

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]



Digital Marketing for Home Services

Tactical Takeaways for media sales professionals

- Reputation management is top priority
- Continue to promote enhanced safety protocols in all advertising
- **Q: How many new projects can you take on for 2021?**
- Use Before/After photos on Facebook, Instagram
- Testimonials from neighbors – especially effective on video
- **Q: What percentage of your projects are financed?**
- Paint stores, garden centers, furniture stores, others also strong targets
- Digital marketing opportunities featured every week on AdMall

Questions on Home Services?

Please enter your question into the control panel.

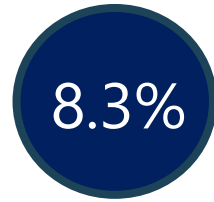
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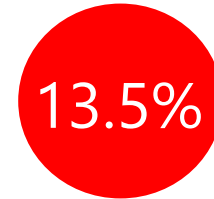
Healthcare Category Alert

**In 2021
Healthcare Vertical
Spends**

\$9.4B



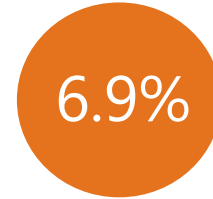
RADIO



TV OTA



ONLINE



PRINT NEWSPAPER

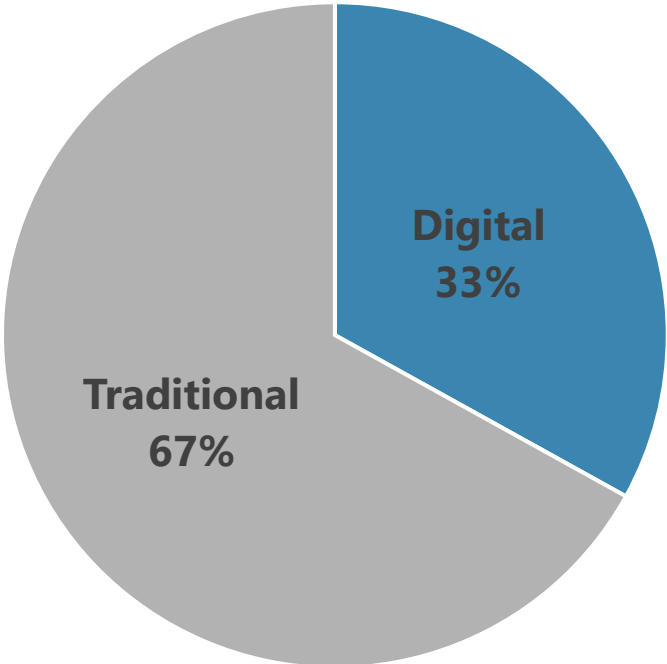
In local advertising in All Markets
Direct Mail Gets 31% or \$2.95B

** BIA ADVantage clients can run **local alert reports** in the platform.
See "Vertical Alerts" in the Market Reports area*

Healthcare vertical includes:

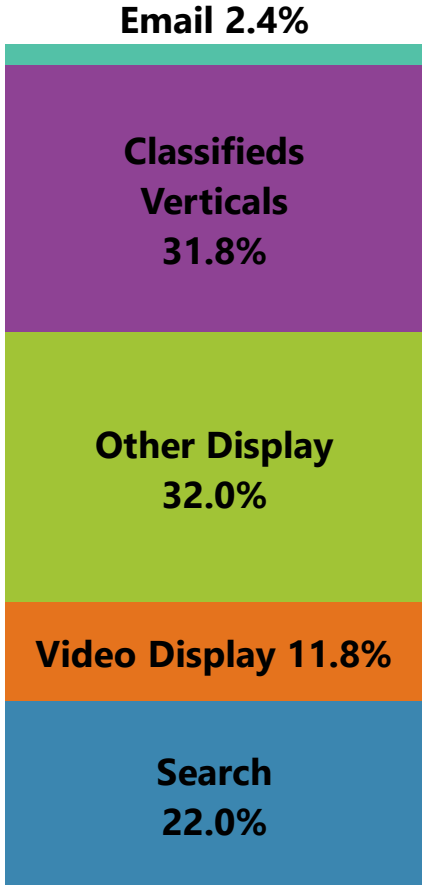
- Offices of Optometrists
- Hospitals
- Nursing and Residential Care Facilities
- Health and Personal Care Stores
- Offices of Physicians/Dentists/Chiropractors
- Pharmaceutical and Medicine Mnftrs
- Personal Care Services

Healthcare Ad Spend: Share of Traditional & Digital



Healthcare traditional share of wallet is larger for 2021.

\$2.9B in Digital Ad Spend for 2021:



Other Display and Classified Vertical spend through the next five years make up the majority of digital spend.

Digital Marketing for Healthcare Providers

2021 Opportunities for Local Media Sales

- Telehealth will continue to grow as patients seek to avoid virus spread – especially psychiatry, cold/flu screenings
- COVID-19 caused backlog of elective surgeries
- The line between primary care providers and retail medical clinics is getting blurrier
- Demand for facial procedures, non-surgical fillers expected up for 2021
- Most small, independent dental practices expect revenue growth in 2021
- Tech-savvy patients respond to tech-savvy practices



SOURCES: AdMall.com, NEJM, Home Health Care News, Citizens Bank, SalesFuel category analysts,

Digital Marketing for Healthcare Providers

- **Two-thirds** of non-invasive cosmetic surgery patients in the U.S. have viewed and/or posted to Instagram in the past 30 days.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]



Digital Marketing for Healthcare Providers

Tactical Takeaways for media sales professionals

- Reputation management, ratings/reviews is make-or-break
- Continue to promote enhanced safety protocols in all marketing
- **Focus on local SEO, high-value content, their patient's mobile experience for opportunities**
- ***Q: How are you creating content for current, future patients?***
- Use Before/After photos on Facebook, Instagram
- YouTube, TikTok, Facebook videos to engage and inform patients
- **Use zip-code level health care needs data from AdMall for geotargeting**

Questions on Healthcare?

Please enter your question into the control panel.

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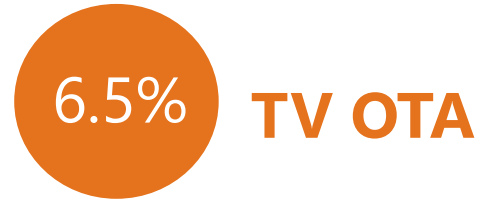


Financial/Insurance Services Category Alert

In 2021

Financial/Insurance Services Vertical
Spends

\$15.8B



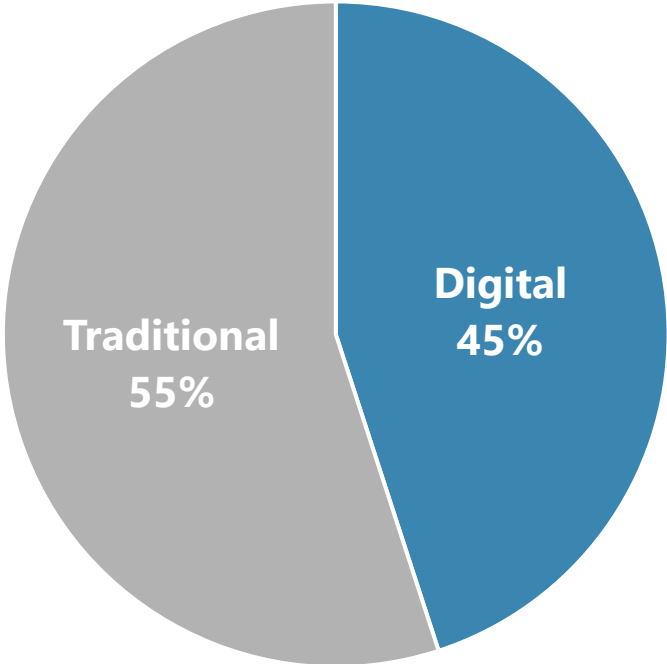
In local advertising in All Markets
Direct Mail Gets 26.7% or \$4.2B

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See "Vertical Alerts" in the Market Reports area

Financial/Insurance Services vertical includes:

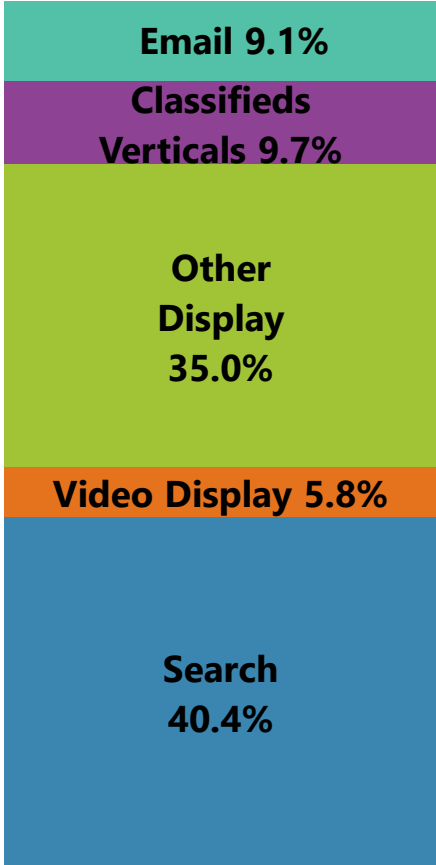
- Auto & Direct Property Insurance
- Commercial Banking
- Consumer Lending & Mortgages
- Credit Cards
- Direct Health and Medical Insurance Carriers
- Direct Life Insurance Carriers
- Insurance Agencies and Brokerages
- Investment & Retirement Advice
- Saving/Credit Institutions

Financial/Insurance Ad Spend: Share of Traditional & Digital



Financial/Insurance traditional share of wallet is larger for 2021.

\$7.1B in Digital Ad Spend for 2021:



Other Display and search spend through the next five years make up the majority of digital spend.

Digital Marketing for Financial Services

2021 Opportunities for Local Media Sales

- Frustration with big banks opportunity for community banks, credit unions
- Changes in tax laws, strong stock market opportunities for financial advisors, accounting firms
- Lending rates, desire to lower money expenses advantageous for refinancing
- Alternative fintech solutions growing



SOURCE: AdMall.com, SalesFuel category analysts

Digital Marketing for Financial Services

- Financial Planning Clients are **60% more likely** to respond to a company heard on an audio podcast than the average U.S. adult.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]



Digital Marketing for Financial Services

Tactical takeaways for media sales professionals

- Financial literacy content marketing for credit unions
- **Q: *What are your eligibility criteria?***
- **Help financial advisors create and market virtual seminars and workshops that replace, improve upon face-to-face events**
- *Q: What is the breakdown of consumer vs. commercial customers?*
- **Use LinkedIn, thought leadership to target SMBs who are frustrated with big banks with PPP guidance, other financial advice**
- Revisit SEO keywords, further optimize for mobile

Questions on Financial Services?

Please enter your question into the control panel.

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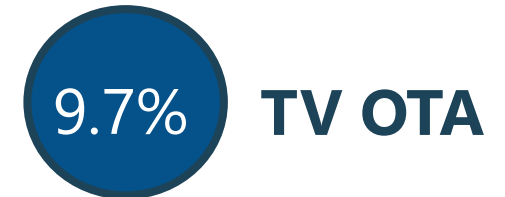
Restaurants Category Alert

**In 2021
Restaurant/Food
Vertical Spends**

\$14.0B

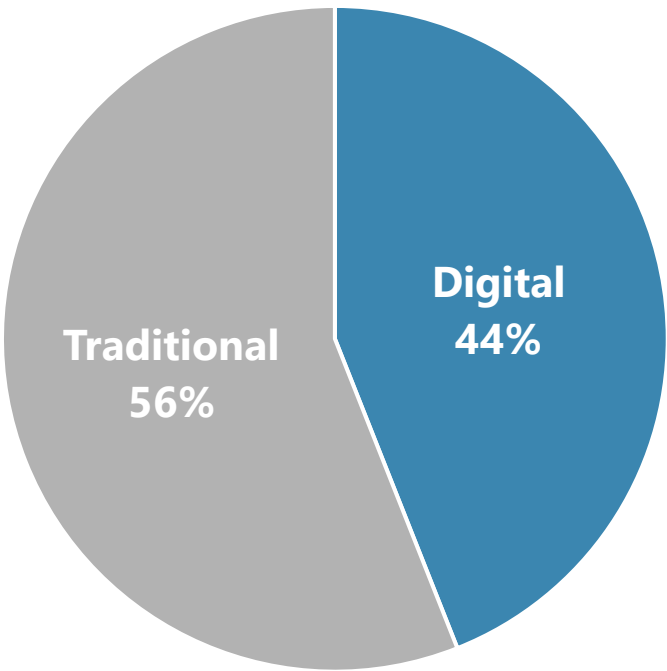
In local advertising in All Markets
Direct Mail Gets 24.4% or \$4.2B

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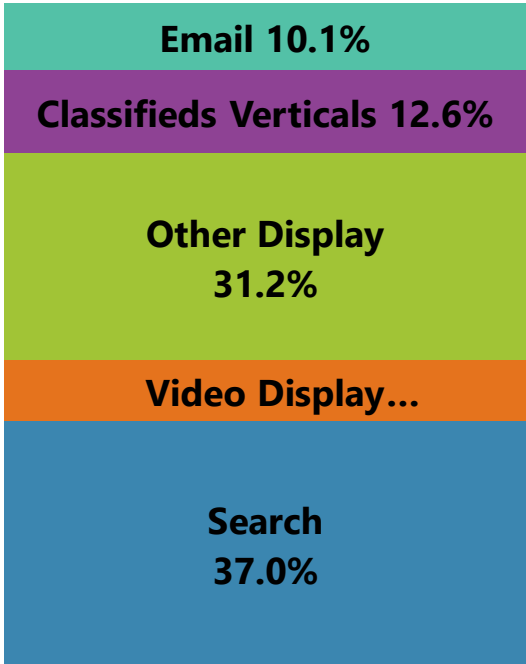
Restaurant/Food vertical includes:
Supermarkets and Other Grocery Stores
Quick Service Restaurants/Fast Foods
Full Service Restaurants and Bars
Special Restaurants, Food & Beverage Stores
Beer and Wine, and Liquor Stores
Convenience Stores

Restaurant/Food Ad Spend: Share of Traditional & Digital



Restaurant/Food traditional share of wallet is larger for 2021.

\$6.1B in Digital Ad Spend for 2021:



Other Display and search spend through the next five years make up the majority of digital spend.

Digital Marketing for Restaurants

2021 Opportunities for Local Media Sales

- Pandemic required restaurants to create quality off-premises experiences
- Many consumers tired of eating at home
- Safe dining must be promoted as states ease restrictions on indoor dining, outdoor dining as weather warms
- Plant-based meat substitutes, clean eating increasingly sought by consumers
- 1/3 of restaurants now have an employee dedicated to marketing, promos, social media



SOURCE: AdMall.com, SalesFuel category analysts

Digital Marketing for Restaurants

- Pizza takeout/delivery customers are **70% more likely** to respond to OTT advertising than the average U.S. adult (36% of audience in past 30 days).

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]



Digital Marketing for Restaurants

Tactical Takeaways for media sales professionals

- Social media, ratings/reviews will continue to be top priority
- **For the 2/3 of restaurants without a marketing employee, function as their local marketing expert**
- *Q: How have you addressed diner safety for 2021? (both indoor and outdoor)*
- Personalized follow-up emails with promotional offers for next order
- Geotargeting, SMS text messaging of specials and happy hour alerts
- **Gear up as workers return to office, travel restrictions ease later in year**
- **Use AdMall's Digital Audit tool to discover opportunities**

Questions on Restaurants?


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3 Topline Takeaways

1. Vital to track and focus on growth verticals to find immediate local selling success. *However, depending on the vaccine rollout and other issues that may arise, these opportunities may shift quickly and dramatically.*
 - **How are you pinpointing your local opportunities?**
2. All eyes need to be on digital.
 - **What new thing can you do this year that will bring you more revenue?**
3. Get analysis on 5 more verticals in the handout we've created just for today's webinar attendees. Download the handout shown in the GoToWebinar panel or you can get it here:
<http://bit.ly/MoreVerticalAnalysis>
 - **What other verticals are important to you this year?**



DATA & INSIGHTS

VERTICAL ANALYSIS

TRADITIONAL & DIGITAL AD SPEND

Thank you for attending the webinar, **New Year, New Revenue**, hosted by BIA and SalesFuel on Tue, Jan. 26.

This report covers 5 more key verticals to give you valuable data and insights. It also lists the data BIA and SalesFuel have available in their BIA ADVantage and AdMall platforms that can support your local sales analysis.

Questions? Email us at info@bia.com and we will have the appropriate person contact you.

2021 Local Digital Event Series
Join us every 4th Tuesday of each month for a comprehensive drill down into verticals that will offer opportunity to local sellers in 2021.

Upcoming Schedule
Feb. 23 - Home Contractors
March 23 - Road Trips
April 27 - OTT

Email webinars@bia.com to get on the invitation list.

AdMall
A Division of BIA Advisory Services

BIA ADVANTAGE



What Verticals do you want us to cover in our 2021 Local Digital Event Series?



BIA & SalesFuel:
**2021 Local
Digital Event
Series**

JOIN US MONTHLY -
4TH TUESDAY OF EVERY MONTH



FEB. 23, 2021

Home Contractors
(Plumbers & HVAC,
Flooring, Other Service
Providers)



MARCH 23, 2021

Roadtrips (RVs, Boats,
Motor Cycles, Hotels
VRBOs/AirBnB and more.)



APRIL 27, 2021

OTT



BIA ADVantage Explains the Local Ad Marketplace for 95 Verticals

Get more data and insights like you got today from BIA ADVantage - the leading advertising intelligence platform.

Covering over 95 verticals, BIA ADVantage offers powerful data visualizations and valuable insights and analytics, of advertising spend across media platforms in every local market.

With BIA ADVantage, clients are successfully

- **Sizing** local market opportunities,
- **Developing** effective sales campaigns,
- **Improving** budgeting and, most importantly,
- **Growing** local revenue.

If you haven't had a demo, request one today:
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Realize Local Advertising with BIA ADVantage

Learn more here: <http://bit.ly/BIA-ADVantage>

Clients login here: <https://advantage.bia.com/>

Subscription info: advantage@bia.com



**Over 85% of our clients rate
ADVantage "Very" to "Extremely
Useful" in daily work and closing ad
sales.**



SalesFuel® SALES MANAGER TRAINING

Now is the time to upskill your sales managers

0% complete

Search by lesson title

- Introduction 0/3
- Module 1: Making the Choice to Lead 0/7
- Module 2: Take Control of Your Time and Priorities 0/9
- Module 3: Increase Accountability for Excellence 0/7
- Module 4: Hire the Best, Avoid the Worst 0/6
- Module 5: Coaching for Impact and Sales Growth 0/8
- Module 6: Motivate and Energize Your Team 0/6
- Module 7: Make It Happen 0/4
- Module 8: Managing and Leading a Remote Team 0/2
- Lesson 8.1: Working effectively with remote salespeople 0/1 VIDEO 11 MIN
- Module 8 Quiz 0/1 QUIZ 7 QUESTIONS

Lesson 8.1: Working effectively with remote salespeople

Kevin F. Davis
President, TopLine Leadership

Kevin talks about the challenges and solutions for leading remote teams.

COMPLETE & CONTINUE

0% complete

Introduction 0/3

- Module 1: Making the Choice to Lead 0/7
- Module 2: Take Control of Your Time and Priorities 0/9
- Module 3: Increase Accountability for Excellence 0/7
- Module 4: Hire the Best, Avoid the Worst 0/6
- Module 5: Coaching for Impact and Sales Growth 0/8
- Module 6: Motivate and Energize Your Team 0/6
- Module 6 Downloads: Activities and Toolkit 0/0 DOWNLOAD
- Lesson 6.1: Motivating your team to perform 0/1 VIDEO 10 MIN
- Lesson 6.2: Strategies for handling attitude problems 0/1 VIDEO 9 MIN
- Lesson 6.3: Resolving issues with troubled talent 0/1 VIDEO 11 MIN
- Lesson 6.4: Confronting problem performers 0/1 VIDEO 12 MIN
- Module 6 Quiz 0/1 QUIZ 7 QUESTIONS

Module 6 Quiz

QUESTION 1 OF 7

Which of the following is NOT an effective "money goal"?

Choose only ONE best answer.

- A Downpayment for a new house
- B Sell \$500,000 of new business
- C Buy an anniversary present for a spouse or partner
- D Pay off credit card debt

CONTINUE

0% complete

Search by lesson title

- Introduction 0/3
- Module 1: Making the Choice to Lead 0/7
- Module 1 Activity Instructions 0/0 DOWNLOAD
- Lesson 1.1: Commit to the mindset of great leadership 0/1 VIDEO 10 MIN
- Lesson 1.2: The mental toughness of a leader 0/1 VIDEO 9 MIN
- Lesson 1.3: Two high-value strategies for team development 0/1 VIDEO 10 MIN
- Lesson 1.4: The heart of developmental coaching 0/1 VIDEO 9 MIN
- Lesson 1.5: Insights on a Leadership Mindset 0/1 VIDEO 11 MIN
- Module 1 quiz 0/0 QUIZ 7 QUESTIONS
- Module 2: Take Control of Your Time and Priorities 0/9

Lesson 1.2: The mental toughness of a leader

Lesson 1.2

The mental toughness of a leader

This lesson explores the ways in which two sales instincts can harm your effectiveness as a sales manager when it comes to making tough decisions.

After watching the video, please Activity #1.2 on page 4 in the Module 1 Activity Instructions.

COMPLETE & CONTINUE

The online sales management training course every sales manager needs to immediately increase effectiveness and drive sales growth

SalesFuel.com/SMT



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BE PREPARED FOR EVERY SALES CALL. SELL SMARTER® WITH ADMALL!



- **Generate new business** with 25+ pre-qualified local media leads every week
- **Become their trusted digital resource** with AdMall's exclusive Digital Audit
- **Expand marketing budgets** with co-op advertising and trade marketing funds
- **Gain the intelligence to win your next big account** with SalesFuel's research and analysis
- **Know your customer's customer** using proprietary AudienceSCAN customer profiles
- **Close sales easier** by using AdMall for better pre-call preparation and discovery

[AdMall.com](https://www.admall.com)

TARGETING THE 5 TYPES OF PURCHASE INTENT

A WHITE PAPER POWERED BY



2021 UPDATE



Questions & Comments:

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VP Insights & Analysis

cmatthiessen@bia.com

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