



january spring

What Your Advertisers Are Buying

2023 Webinar Series



january spring



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Agenda

- Where are your advertisers spending?
- What categories are trending?
- What types of advertising are they buying?
- Media Mix Selling Recommendations





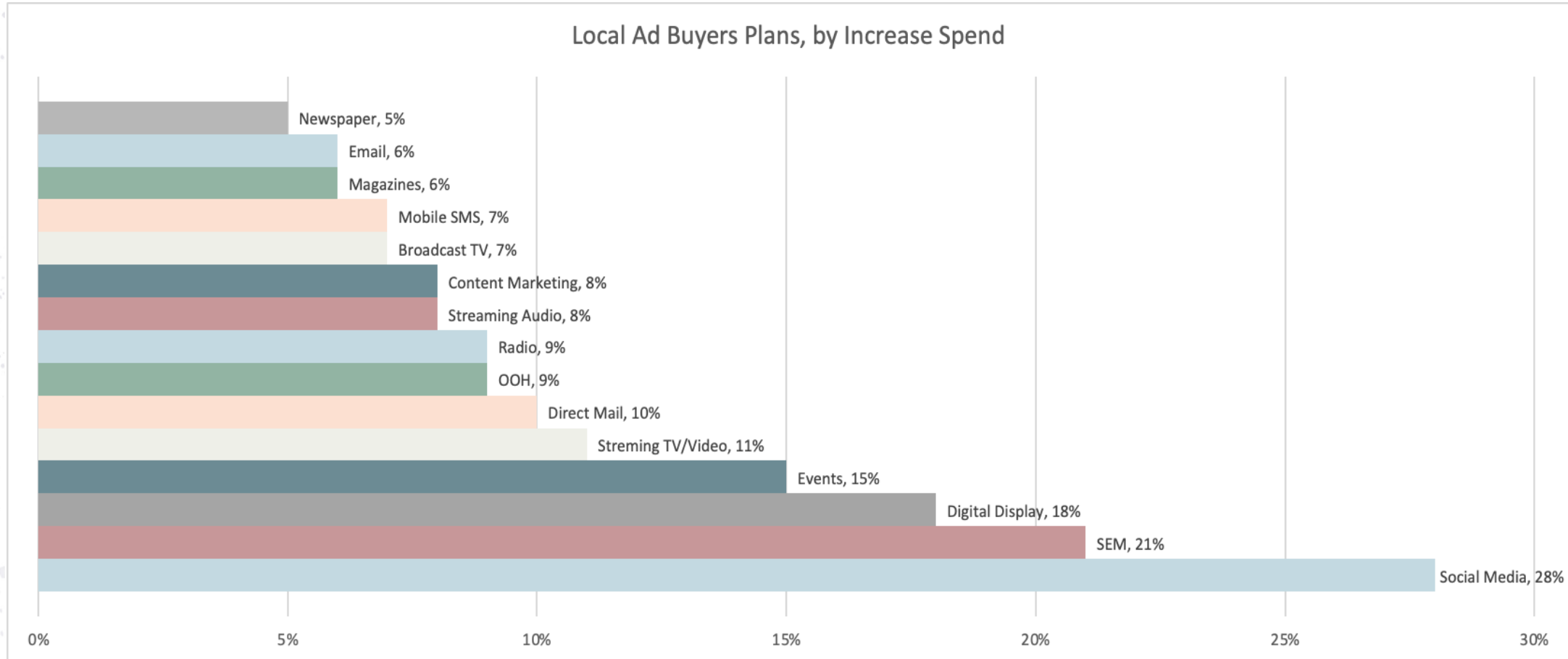
Advertising Spend

\$7 out of \$10
will be spent on LOCAL
digital in 2023

Source: Borrell Associates



Spending Trends of 2023



Source: Borrell Associates



Trending Digital Industries

Let's start vertical selling and become the expert

- Assisted Living
- Attorney
- Dentist and Orthodontist
- Heating & Cooling
- Niche, Business to Business



Assisted Living

Lean on Digital Advertising

The What

- This category spends 5% of its revenue on marketing and advertising.
- New centers will spend more initially in order to increase brand awareness in local marketing.
- In 2021, the annual national median cost of a private room in an assisted living facility was \$54,000/yr.

The When

Perfect Time to Pitch: Planning takes place between now and September.

Peak Sales: October, November, and December

Event Tie-Ins:

International Day of Older Persons (October 1st)

Local Silver Sneakers Events



Assisted Living

Know Your Audience(s)

A Tale of Two Audiences

1. Adult children doing research for their elderly relatives are highly likely to be digitally savvy, and these are the people the companies should be seeking.
2. Young Baby Boomers, preparing for the eldercare future. This audience tends to be less digitally savvy than their adult children.

Other Opportunities:

This industry is facing rising labor costs and staffing shortages. Due to these recruiting challenges, more organizations are advertising job opportunities, promoting their benefits and training programs.



Assisted Living

Traditional vs. Digital

Targeting Using Traditional Media, Including:

- Print
- Direct Mail
- Outdoor Advertising
- Radio

Targeting Using Digital Media, Including:

- Search
- Programmatic
- Social Media
- Video

Source: Sales Fuel 2022



Assisted Living Advertising Program

Brand Awareness & Build Trust

Print

Cover, Full Page, Half Page, etc.

Digital Video & Display / Audience Extension

Publisher Site Retargeting, Subscriber Targeting

Streaming Audio

Demographic Targeting by Age

40%
of the Budget

Generate Leads & Engagement

Native or Sponsored Content

Article, Custom eBlasts, Sponsored email, etc.

Paid Social Audience Extension

Publisher Site Retargeting, Subscriber Targeting

Digital Video & Display / Audience Extension

Addressable Geo-Fencing

60%
of the Budget



Case Study: Senior Living

Campaign includes Audience Curation, Geofence, and Site Re-targeting

CAMPAIGN RESULTS:

Impressions	Clicks	CTR	Conversions
219,204	668	0.31%	208

This campaign resulted in
208 Onsite Visits
from consumers who saw
the ad

Location 1:

Ad Type	Impressions	Clicks	CTR
Audience Curation	4,578	33	0.72%
Geofence	123,562	192	0.16%
Site Re-targeting	757	12	1.59%

Location 2:

Ad Type	Impressions	Clicks	CTR
Audience Curation	4,588	29	0.63%
Geofence	144,528	205	0.14%
Site Re-targeting	959	5	0.52%

Higher than the .08%
national average

Customer is paying just
over
\$3.28 Per Click
& **\$12.88 Per Action**
as a result of this
Campaign



Audience Curation



Conversion Zone



Personal Injury Attorney

Lean on Digital Advertising

The What

Law firms tend to spend 2-15% of their revenues towards marketing. Personal injury attorneys usually spend more than other firms because the average settlement is about \$52,900.

It's estimated that 46% of law firms have a marketing budget and 75% of people who are need of a lawyer research before calling.

The When

Perfect Time to Pitch: Planning takes place between now and September.

Peak Sales: October, November, and December

Event Tie-Ins:

- Law Day (May 1st)
- Domestic Violence Awareness Month (October)

Source: Sales Fuel 2022



Personal Injury Attorney

Media Mix (Digital and Traditional)

- Websites
- Blogs
- Social media
- SEM (Google Ads)
- Directories
- Video
- Print
- Outdoor
- Email
- SEO

Source: Sales Fuel 2022



Personal Injury Attorney

Target Audience

The incidence rate, from the U.S. Department of Justice, breaks out as follows:

- 52% result from Car Accidents
- 15% result from Medical Malpractice
- 5% result from Product Liability Issues
- 28% result from Other Causes

Over 80% of attorneys earn most of their clients from within a 10-mile radius of their office.

Typical personal injury client:

- Earns less than \$50,000
- Between the ages of 35 and 59
- Has a HS diploma or less

Source: Sales Fuel 2022



Personal Injury Attorney

Brand Awareness & Build Trust

Print

Cover, Full Page, Half Page, etc.

Digital Video & Display Audience Extension

Publisher Site Retargeting, Keyword Retargeting, Audience Curation

Paid Social Audience Extension

Publisher Site Retargeting, Subscriber Targeting

50%
of the Budget

Generate Leads & Engagement

SEO

Business Listings, Ratings, Review, & Niche Directories

Targeted eBlasts

Demographic Targeting

50%
of the Budget



Case Study: Workers Comp Law

Campaign includes: Geo-Fencing with Conversion Zone, Keyword Re-targeting and Site Retargeting.

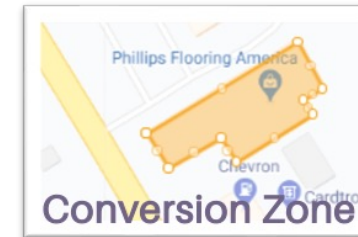
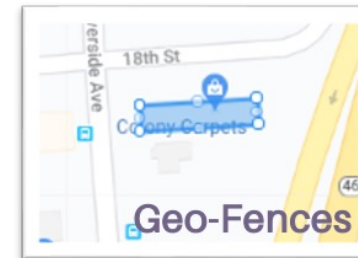
CAMPAIGN RESULTS:

IMPRESSIONS	CLICKS	CTR	CONVERSIONS
131,490	199	0.15%	5

5 Onsite Visits from consumers who have seen the advertisement!

Ad Type	Impressions	Clicks	CTR
Geofencing	74,964	102	0.14%
Keyword	49,953	79	0.16%
Site Retargeting	6,573	18	0.27%

Customer is paying
\$6.60 Per Click
as a result of this Campaign!



Keywords:

- %21injury+compensation
- compensation
- law+office
- accident+office
- office+attorney
- warehouse+workers
- %21law+office
- attorneys+office
- work+law
- workmans
- attorneys+work



Heating and Cooling

Lean on Digital Advertising

The What

This industry spends between 3 - 8% of their revenue on marketing.

Homeowners are spending more on HVAC maintenance than buying new systems.

The When

Perfect Time to Pitch: HVAC purchases year-round

Peak Sales: May, June, July, and August

Event Tie-Ins:

- Home Remodeling Month (May)
- Air Conditioning Appreciation Days (July 3 – August 15)
- Local Home Shows

Source: Sales Fuel 2022

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Heating and Cooling

Lean on Digital Advertising

Traditional marketing such as direct mail, newspaper, broadcast media, and Yellow pages have been used for HVAC advertising in the past. However, this industry is leaning more on digital marketing.

Highly Recommended:

- Display (AGF w/Direct Mail list)
- Social Media
- Video
- Events (digital, in-person, hybrid)

Other Opportunities: HVAC businesses are challenged with finding skilled technician's so some companies are investing into new ways of recruiting.

Source: Sales Fuel 2022

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HVAC Co-Op Opportunities

Co-Op Advertising Funding

An average \$20,000 – \$30,000 per year is available for:

- Plumbing
- Heating
- Air-Conditioning

Know the Opportunities



HVAC Dealers to Promote Services to Help Reduce High Utility Bills

As the temperatures begin to plunge, the urge to turn thermostats up a degree or two can be difficult to control. For many consumers, the fear of higher utility bills can be overwhelming. Media reps can encourage HVAC dealers to promote their services to help consumer reduce utility bills this year.

[View Limited Time Opportunity »](#)



Mitsubishi Electric Trane Contractors to Advertise New EZ FIT Ceiling Cassette

You can maximize sales from/for your local Mitsubishi Electric Trane HVAC contractors by reminding them to advertise the manufacturer's new EZ FIT ceiling cassette. Your Mitsubishi Electric contractors may be eligible to have a portion of their advertising costs reimbursed through Mitsubishi Electric Trane's (Ingersoll Rand) co-op advertising program and their local distributor. **Effective through 6/30/2023.**

[View Limited Time Opportunity »](#)



Daikin Dealers to Promote Federal Furnace Tax Credits

You can maximize sales from/for your local Daikin HVAC products dealers by reminding them to promote homeowner tax credits available on qualifying HVAC products. Your Daikin dealers may be eligible to have up to 100% of their advertising costs reimbursed through Daikin's marketing allowance program and their local distributor. **Effective through 12/31/2023.**

[View Limited Time Opportunity »](#)

Source: US Census Economic Census + AdMall Research

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HVAC Advertising Program

Brand Awareness & Build Trust

Print

Cover, Full Page, Half Page, etc.

Digital Video, Display, Social Display

Publisher Site Retargeting, Keyword Retargeting, Audience Curation

Paid Social Audience Extension

Publisher Site Retargeting, Subscriber Targeting, Homeowner Targeting

90%
of the Budget

Generate Leads & Engagement

Digital Video

Publisher Site Retargeting, Keyword Retargeting, Audience Curation

10%
of the Budget



Case Study: HVAC Company with Showroom

Campaign includes: Geo-Fencing with Conversion Sites and Keyword Re-targeting

CAMPAIGN RESULTS:

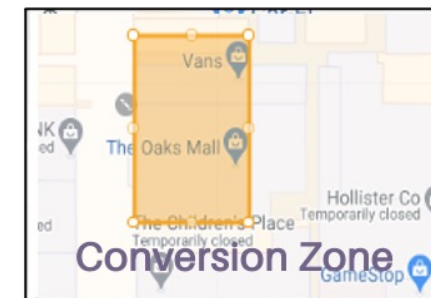
IMPRESSIONS	CLICKS	CTR	CONVERSIONS
400,020	652	0.16%	389

389 Onsite Visits
from consumers
who have seen the
advertisement!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	240,010	456	0.19%
Keyword	160,010	196	0.12%

Customer is paying just over
\$6.13 Per Click
and
\$6.17 per Action
as a result of this Campaign!

1.6x HIGHER
than the national
average!



Keywords:

central+air
heating
air+conditioning
heater
%21boiler
furnace
new+ac
hvac
overheating
boiler
heating+systems
air+conditioner



Dentist and Orthodontist

Lean on Digital Advertising

The What

Dentists are spending 4 - 7% of their revenue on marketing. This industry is everywhere digital. Branding and reputation are the focus for dentists.

The When

Perfect Time to Pitch: Planning takes place between now and July. Revenue is highest during back-to-school months and at the end of the year when patients use their insurance benefits.

Peak Sales: August to February

Event Tie-Ins:

- Facial Protection Month (April)
- Minority Health Month (April)
- Orthodontic Health Month (October)
- Flossing Day (October 25)

Source: Levin, Roger. "Surviving (even thriving!) in 2021: Findings from the 2021 Dental Economics/Levin Group Annual Practice Survey." Dentaleconomics.com, 21 Mar. 2022. Web. 18 Oct. 2022.



Dentist and Orthodontist

Top Advertising Media Used

Dentists use the following digital media mix for advertising:

- SEM (Google AdWords)
- Facebook
- Instagram
- TikTok
- YouTube
- Company website
- SEO
- Digital influencers

Other Opportunities: Hiring has proven to be a challenge in this industry. Offices have lost trained people who will not be returning to due to a lack of opportunity to work-from-home.

Source: Sales Fuel 2022

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Dentist and Orthodontist

Dental Audiences

The more niche, the better!

- General Dentist
- Cosmetic Dentist
- Pediatric Dentist
- Periodontist Dentist
- Orthodontist
- Dentures...

NOTE: Audience will vary according to dental specialty

Source: "Children's Oral Health: CDC.gov, n.d., Web. 17 Oct. 2022.; Dental Caries (Tooth Decay) in Children Age 2 to 11." Nidcr.nih.gov, n.d., Web. 18 Oct. 2022.



Dentist & Orthodontist Advertising Program

Brand Awareness & Build Trust

Print

Cover, Full Page, Half Page, etc.

Digital Video, Display, Social Display

Publisher Site Retargeting, Keyword Retargeting, Audience Curation

Paid Social

Demographic Targeting, Historical Geofencing

70%
of the Budget

Generate Leads & Engagement

SEO

Digital Video & YouTube

Interest & Demographic Targeting

30%
of the Budget



Case Study: Orthodontist

Campaign includes: Keyword Re-targeting and Geo-Fencing with Conversion Sites.

CAMPAIGN RESULTS:

IMPRESSIONS
194,777

CLICKS
243

CTR
0.12%

CONVERSIONS
101

HIGHER THAN THE NATIONAL
AVERAGE OF .10%!

Over
100 Onsite Visits
from consumers
who have seen the
advertisement!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	77,988	138	0.18%
Keyword	116,789	105	0.09%

Customer is paying less than
\$8 Per Onsite Conversion
& **\$8.01 Per Click**
as a result of this Campaign.

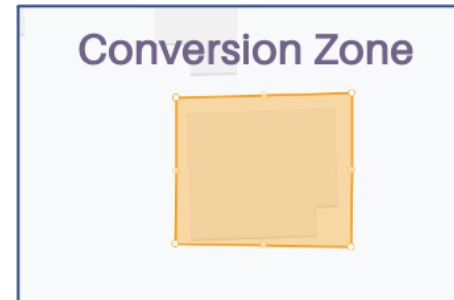
Keywords:

dental+braces
orthodontist
%21dentists
keyword
braces+braces
braces
dentists
%21orthodontist
invisalign
%21orthodontics
%21orthodontic

Geo Fence



Conversion Zone



Multimedia Calculator

Let Technology Help You

Change the TOTAL budget number and/or the % of Budget to see the impact on monthly impressions

Advertising Tactic	Retail CPM	# of Impressions	% of Budget	Budget Allocation
Digital Display	\$12	83,333	20%	\$1,000
Social Display	\$16	15,625	5%	\$250
OTT/CTV Streaming TV	\$70	7,143	10%	\$500
Video Pre-Roll	\$30	25,000	15%	\$750
YouTube	\$40	15,000	15%	\$600
Paid Social	\$25	60,000	30%	\$1,500
Steaming Audio	\$40	6,250	5%	\$250
		212,351	100%	\$5,000

Recommended Targeting Tactics for Digital Display & Social Display:

- Audience Curation
- Geofencing
- Keyword Retargeting
- Advertiser Site Retargeting
- Publisher Site Retargeting
- Event Retargeting

Recommended Targeting Tactics for Video:

- Audience Curation
- Geofencing
- Keyword Retargeting
- Advertiser Site Retargeting
- Publisher Site Retargeting

Recommended Targeting Tactics for Streaming TV:

- Audience Curation
- Advertiser Site Retargeting
- Publisher Site Retargeting
- Geo-Targeting (Only targeting tactic available for Communities under 100K in population)**

** for Geo Targeting only Streaming TV campaigns,
recommended rate is \$70 rather than \$90



B2B Selling Approach

You own your niche.

Our goal is to help you demonstrate
the depth of your advertising offering.





U.S. B2B
advertising spend
via digital channels

\$5 out of \$10
by end of
2023

Source: Ad Week

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Budgets

Product-focused companies generally spend 10% of operating profits on marketing.
Service-oriented B2B firms spend 12%.

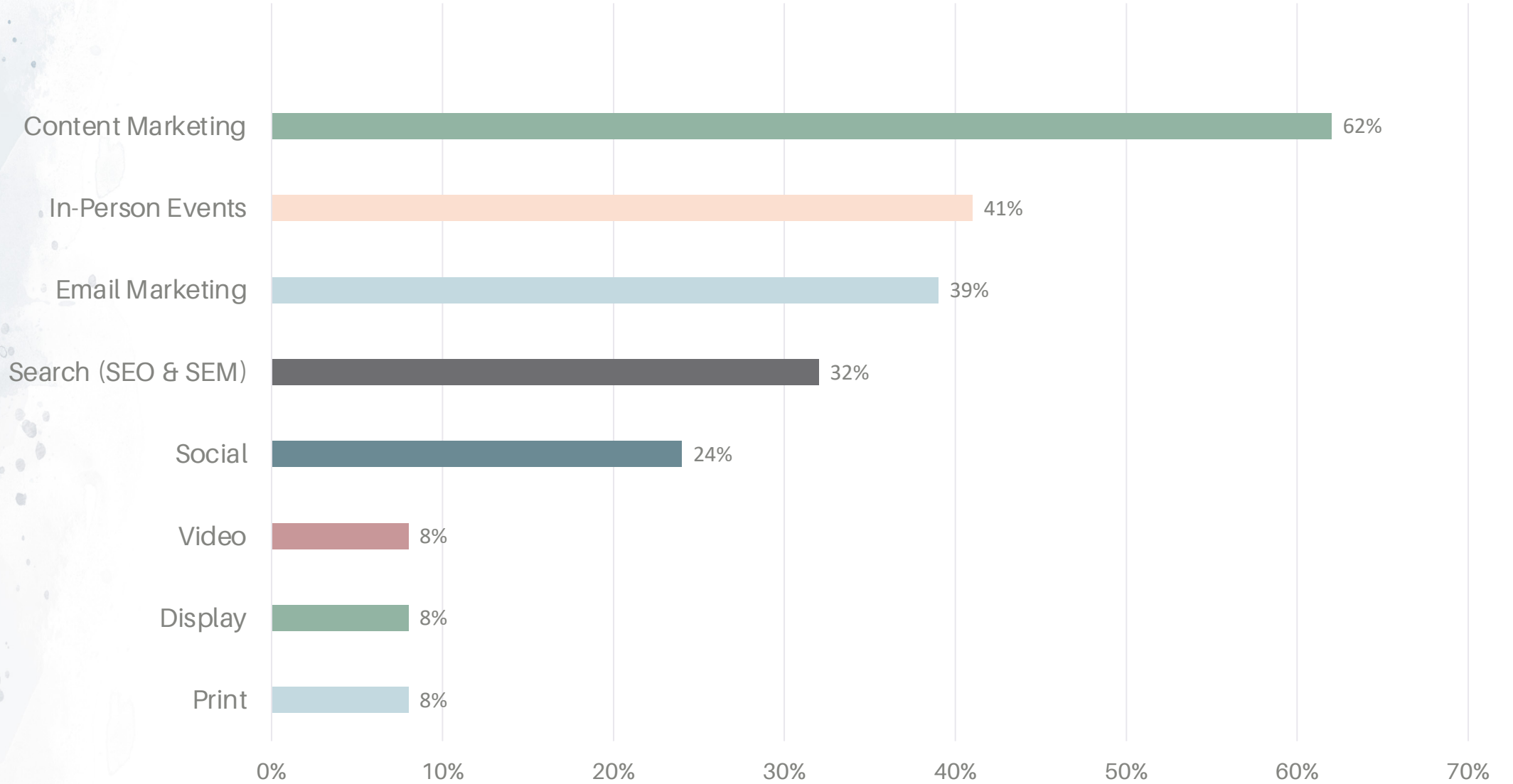
What They're Spending

(Deloitte and the Duke/Fuqua School of Business Study):

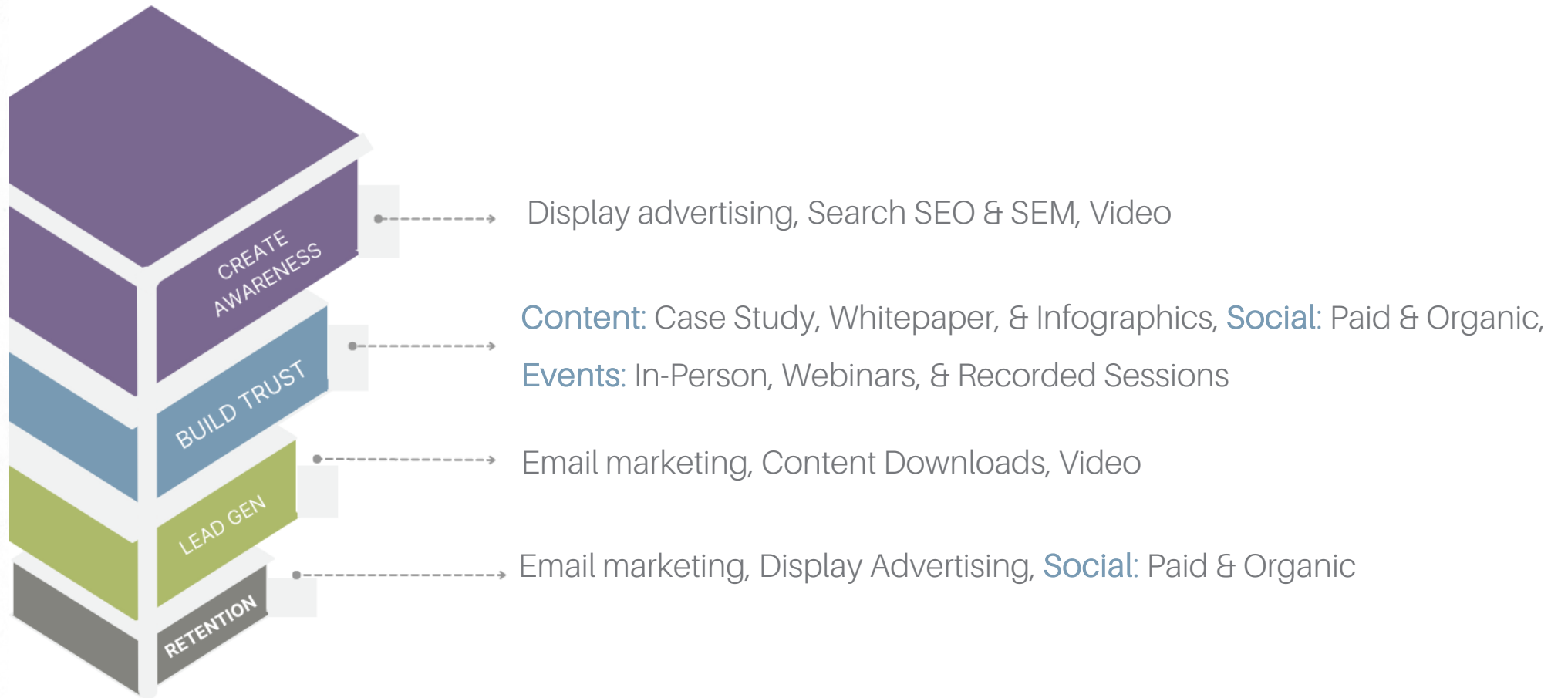
Banking, Finance, Insurance	14%	Manufacturing	26%
Communications, Media	13%	Mining, Construction	2%
Packaged Goods	14%	Services, Consulting	30%
Consumer Services	7%	Retail, Wholesale	14%
Education	2%	Tech, Software	25%
Energy	3%	Transportation	8%
Healthcare	18%		



Most Effective B2B Marketing Channels



B2B Marketing Funnel



B2B Advertising Program

Brand Awareness & Build Trust

Print

Cover, Full Page, Half Page, etc.

40%
of the Budget

Digital Video and/or Display Audience Extension (all 1st Party Data)

Publisher Site Retargeting, Subscriber Targeting

Generate Leads & Engagement

Native or Sponsored Content

Article, Custom eBlasts, Sponsored email, etc.

50%
of the Budget

Digital Video

Publisher Site Retargeting, Keyword Retargeting, Audience Curation

Retention & Growth

Publication Website

ROS, Segmented by Audience

10%
of the Budget



Webinar Takeaways

Tools for Your Tool Belt

- [Multi-Media Calculator](#)
- [Case Study Library](#)

What Your Advertisers are Buying

- Webinar Deck
- Webinar Recording

What's New?

- Goodbye Buzz-board reports
- Hello new digital audits!



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