



# 2017 Local Advertiser Survey

The nation's largest survey of advertising and marketing decision makers within all industries across local U.S. markets

**2017 FIELD DATES:**  
April 3 - June 30

## NEW! topics for 2017

- ✓ Advertising goals of highest priority
- ✓ ROI metrics and challenges by advertising type
- ✓ Social media marketing activities and challenges
- ✓ Email and website outsourcing and spending
- ✓ Event marketing activities and importance
- ✓ And more...

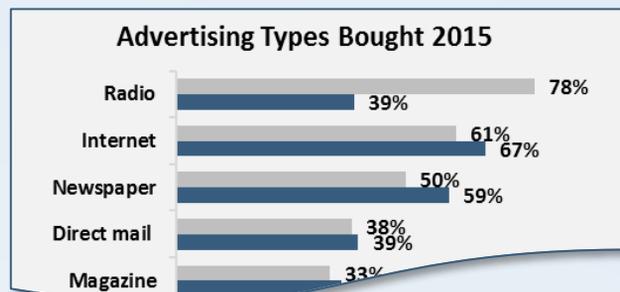
## Also included:

- ✓ Marketing spend in 2016 by advertising category
- ✓ Anticipated budget changes in 2017
- ✓ Social media channel use and effectiveness
- ✓ Business profile questions

## Get open-ended comments from your customers.

*"Make things simple. There's so much out there and so much to choose from. It can be overwhelming. The easier you present your products the more likely I am to buy it. If I'm confused. I don't."*

## Find out how your advertisers compare against the national benchmark.



**7500+**  
Businesses  
typically respond

**300+**  
Industries captured

**200+**  
Local markets

**41**  
Average number of  
questions answered

**30+**  
Advertising  
categories measured

### Use results to:

- Improve sales training
- Update sales materials
- Inform revenue projections
- Understand threats
- Identify opportunities
- Build advertiser relationships



**BORRELL**

# Sample Questions 2017 Local Advertiser Survey

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**\*\*This is a sample, not all questions asked are included here**

## MARKETING EXPERTISE

About how many years have you been involved in making advertising and marketing decisions for any company?

## GENERAL BUSINESS PROFILE

About how many full- or part-time employees work at your company?

How many years has your business been operating?

What is the range of gross annual revenues for your business?

## INDUSTRY DETAIL

Which of the following industries best categorizes your business?

## TYPES OF MEDIA USED IN 2016

Which of the following types of advertising/marketing did you use last year (2016)?

When your business used the following media, did it include an online element? (ie. impressions to run on a website, listing in an online and print directory, featured in an email)

## MEDIA SPENDING IN 2016

About how much money (US \$) did your business spend on advertising last year -- in 2016?

About how many companies would you say you bought advertising/marketing services from in 2016?

## ROI/ EFFECTIVENESS

Which of the following are among your company's 2017 advertising goals of highest priority?

By what method do you currently gauge the effectiveness of a campaign? Please tell us of any metrics or calculations you've used.

Of the types of media your business used in 2016, which are easiest to measure and which are hardest to measure?

How easy or difficult would you rate the following aspects of your company's advertising/marketing programs?

What could your advertising/media partners do to help you assess if your programs are working?

## SOCIAL MEDIA

Which of the following social networking sites does your business have a page or profile on? (Select all that apply)

Within the social media sites you use, in the past 12 months, have you ...

Which of the following are among the key metrics that you use to measure the success of your social marketing programs?

Please rate the overall effectiveness of the social networks you use,

## MARKETING SERVICES (EMAIL, WEBSITE)

In the past 12 months has your business outsourced any of the following digital marketing tasks? (select all that apply)

About how much did your business spend to maintain and manage its website in 2016?

What company or service have you used to manage your website? (optional)

## EVENTS

In the past 12 months, has your business participated in any of the following types of event marketing?

About how much did your business spend on events in 2016?

How important are events to your overall marketing strategy?

## 2017 SPENDING OUTLOOK

Earlier, you estimated your business spent [\$X] on advertising in 2016. Will that increase or decrease in 2017?

Below is a list of the types of advertising/ marketing your business used in 2016 - will you continue to use each type MORE, About the same, LESS, or Not at all ?



# FAQs

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## WHAT IS THE LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers each year. This is done with the help of local media organizations throughout the country. In 2016, more than more than 7,500 businesses completed the survey.

## HOW IS THE SURVEY CONDUCTED?

We use an online survey platform to host our survey, which we program and manage for all participating media companies.

As a participating media company, you send your local advertisers an email asking them to participate. The link is unique your media outlet, allowing the results to be collected for an individual property and compared to the overall national averages.

## WHO TAKES THE SURVEY / WHO SENDS THE EMAILS?

As a participating media company you send the list to your advertiser clients. You always maintain ownership of your list.

We will provide suggested copy for 3 emails (1 initial invitation and 2 reminders) as well as a timeline of when to send those emails to drive participation from your local businesses.

Response rates will depend on the quality and size of your list. We suggest sending to no fewer than 5,000 emails to get a minimum sample size for your company.

## WHAT IS THE DELIVERABLE?

Each participating media company will receive an Excel workbook that displays the answers to every question posed in the survey – as well as a comparison to a national average. This report will serve as a great scorecard of local marketing trends.

You'll receive answers to all open-ended questions answered by your respondents. And, you'll receive a separate contact file listing those businesses who completed the survey and entered the contest.

## WHAT DO MY ADVERTISERS GET OUT OF THIS?

Survey respondents will be:

- Entered into a drawing for a \$500 VISA gift card.
- Invited to an exclusive SMB panel maintained by Borrell Associates
- Providing valuable insights and opinions to help their local media companies improve



# Deliverables 2017 Local Advertiser Survey

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Each market that garners 50 or more respondents will receive an excel workbook showcasing their specific market's responses.

Every market answer is compared to the U.S. average.

If the market is part of a larger media group, a comparison to the media group's average is also included.

Bottom line: Every individual market is compared to a larger dataset.



2016 Deliverable Example