



2021 Local Advertiser Survey

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

FIELD DATES:
Apr. 5 – June 15

2500+

Businesses typically respond

100+

Industries captured

100+

Local markets already signed up

41

Average number of questions answered

30+

Advertising categories measured

NEW! topics for 2021

- ✓ How advertisers select a marketing partner
- ✓ Who's responsible for developing their marketing plan
- ✓ Which media reps are offering them digital products
- ✓ And more...

Also included:

- ✓ What they spent in 2020, by each advertising method
- ✓ What they've budgeted for 2021, by each method
- ✓ Video/OTT channels use and effectiveness
- ✓ Separate 20-question survey of local ad agencies

Get open-ended comments from your customers.

"I hate having someone trying to sell me something that I know more about than they do. Train your salespeople to be experts at what they are selling. Otherwise, it's the sight-impaired leading the blind."

Find out what your advertisers are spending

Marketing Channel	% Using This in 2020	Avg. Spending in 2020	% Increase
Social Media	93.6%	\$26,308	21%
Email marketing	63.1%	\$19,213	19%
SEO	59.7%	\$18,218	14%
Web Design/Dev.	51.6%	\$26,452	14%
SEM	48.4%	\$27,933	18%
Online Video/OTT	44.8%	\$31,316	26%
Online Listings	44.7%	\$8,076	12%
Direct Mail	37.3%	\$2,000	10%

Use results to:

- Tweak internal strategies
- Improve sales training
- Understand threats
- Identify opportunities
- Build advertiser relationships



Sample Questions

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

SCREENER

Advertising Budget Knowledge

Marketing Expertise

Industry

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?

Who develops your marketing plans?

ADVERTISING

Did your company purchase [ITEM] in 2020/plan to purchase in 2021?

How much will your company spend on [ITEM] in 2021?

When you bought from [NON-DIGITAL] company, was an online component offered/purchased?

How digitally savvy is your [NON-DIGITAL] sales rep?

DIGITAL MARKETING

Did your company use [ITEM] in 2020/plan to use in 2021?

How much will you spend in 2020? (by ways used)

Expected use of various digital services (email, social mgmt., etc.), staffing costs, agency/third-party costs, software costs

Rate the overall effectiveness of each social media platform you use.

Is your business relying too much/too little/not enough on digital advertising?

Did your TV ad buys (if they bought TV) include advanced TV features (OTT, CTV, programmatic)?

From whom do you purchase OTT, CTV, and VOD advertising?

LOCAL MEDIA PERCEPTIONS/INTERACTIONS

How important is marketing expertise/training/thought leadership/creativity, etc. when choosing a media company?

How well do media companies perform on creativity/marketing expertise/multiple marketing offerings?

How many marketing companies did your business work with in 2020?

How do rate media buys that you place [in person, email, phone, website interface, mobile app]

Rate the interactions with local media sales reps on marketing intel/caring about your business/saving you money, etc.

Local Agencies answer a different set of questions, focused on how they make marketing decisions for their clients.



FAQs

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WHAT IS THE LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers and ad agencies each year. This is done with the help of local media organizations throughout the country. In 2020, more than more than 2,500 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 to 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?

Participating media companies email the survey solicitation to their advertising 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. This report will serve as a great scorecard of local marketing trends. Those with 50 or more responses will also see result for their respondents as compared to the total U.S. (minimum of 50 respondents for each survey link are required for individual market breakout)

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.

HOW DO MY ADVERTISERS BENEFIT FROM THIS?

Survey respondents will:

- Be entered in a drawing for a \$500 VISA gift card (provided and awarded by Borrell Associates)
- Get a summary of the survey results (we compile the summary; you send it to them via email)
- Be invited to participate in an exclusive SMB insights panel maintained by Borrell Associates
- The summary of the survey results are provided to Advertisers/Agencies who request a copy.