

TV Advertising 101

How to grow your business with the
#1 brand-builder.



Let's start with the big question. **Why TV?**

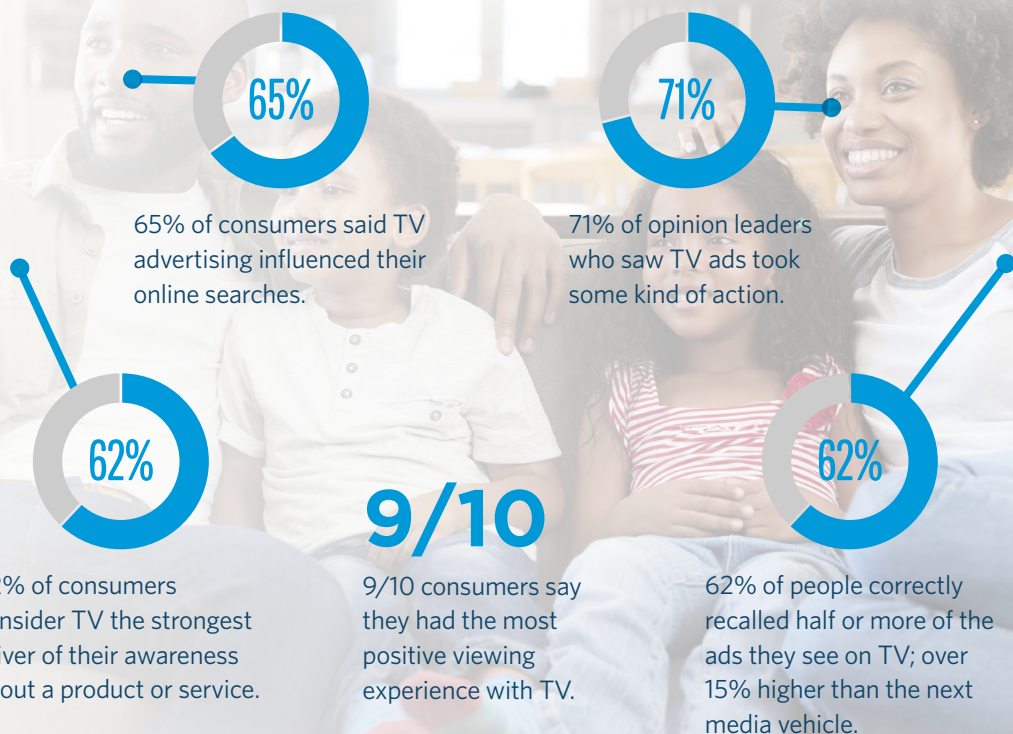
If you're running a small or local business, you've probably felt overwhelmed about the marketing and advertising options out there. We're not going to sugarcoat it: there are a lot. And there are even more Media Experts that make bold statements about the future of advertising, who tell you exactly where to put your advertising dollars, and who (let's face it) make plenty of exaggerated claims about the future of TV advertising.

While social media and search advertising certainly have a place in a strong marketing strategy, it's time to set the record straight on TV and just how important it is for your business's growth.



- TV advertising is affordable, especially on the local level.
- TV advertising allows your business to target the customers you need, just like ad tech.
- TV advertising is the most effective.

If you want sustainable growth, brand awareness, and an advertising strategy that delivers big results, you can't beat advertising on TV. It's the #1 brand-builder and the undisputed leader in the time consumers spend each day with media.



The Spectrum Reach Ad Portal is a TV advertising planning and buying tool. It allows you to develop commercials, find the right audiences in your neighborhood, choose a budget and schedule that works for you, and see exactly how your commercial is performing. Create a free account to try it! [Learn More](#)

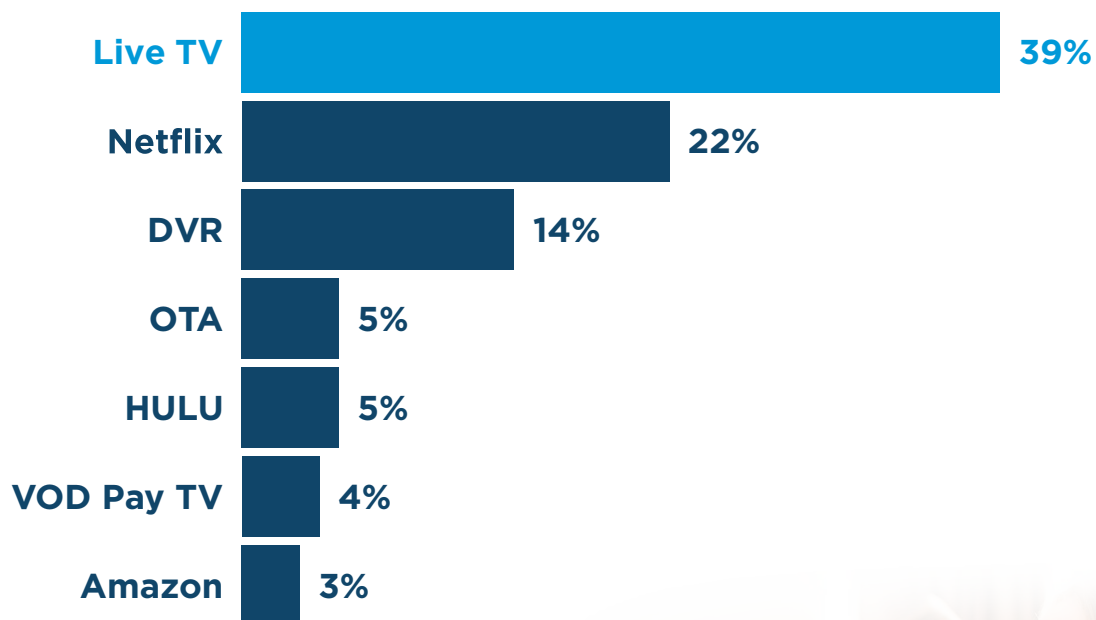
Source: *Broadcast & Cable, "Study Finds TV Ads Most Influential," Aug 2017

Let's set the record straight on **TV**.

Time spent per day on video (with a TV set, computer, & digital devices) among adults is 5 hours 24 minutes a day. Compared to a year prior, digital video (computer, smartphone, and tablet) increased by two minutes. But Live TV still commands the most time with adults spending over 4 hours per day with the big glass/screen.*

Live TV is still the first thing consumers turn to when they want to watch their favorite content.

What's your default TV choice?



Is it any wonder that even ad tech companies continue to advertise on television?

Source: 1. Nielsen Total Audience Report; Q318. 2. HUB Research 2018; Decoding the Default Report

What about millennials?

Millennials are definitely still watching TV. And they're streaming their favorite video content. But their viewing habits aren't exclusive to only those consumers born between 1981 and 1996—they're becoming more of the norm for consumers of all ages. As technology evolves, we evolve with it. Some demographics are just quicker to adopt it.

Young Adults 18-34 spend 37% of their time with the big screen (Live/Time-Shifted TV and TV-Connected Devices), ranking as the #1 platform of choice for this audience segment.

What about cord-cutting? Isn't that **killing TV**?

2 out of 3 streamers have cable, satellite, or fiber optic subscription, stacking streaming services on top of traditional TV. 68% of streamers have cable.

143M Median Age 51
53% Female
Cord Loyalists 58%

11M Median Age 50
54% Female
Cord Shavers 4%

31M Median Age 41
50% Female/Male
Cord Cutters 12%

31M Median Age 33
50% Female/Male
Cord Nevers 12%

Source: 1. Nielsen Total Audience Report; Q318. 2. MRI 2018 Cord Evolution; November 2018

Create a free Ad Portal account to start advertising your business on TV. [Sign Up and Try it](#)

TV Advertising 101

Now that you know **why** you should advertise your business on TV, let's talk about **how** to do it successfully.

- How long should my commercial run?
- How do I know who my audience is, and how do I make sure they see my ad?
- How much does it cost, and how do I make a marketing budget?
- How do I get started?

How long should my commercial run?

Choosing the right amount of time for your commercial to run on-air will help you get the most out of your advertising.

1

What's your budget? If your budget is small, start with a smaller geography and try to build frequency within the first month.

2

Building a branding campaign takes time. You need to define your reach and build up frequency over time. Give your campaign a two to three month run so your audience can start to recognize your message.

3

If you're having a sales event, up your frequency and shrink your reach. If you want people to come to your event this weekend, you need to get that message in front of them as many times as possible in a shorter period of time.

4

Don't be tempted to adjust your TV schedule right away. Let your message reach your audience 3 to 4 times consistently before changing networks, the times of day your commercial airs, or your creative.

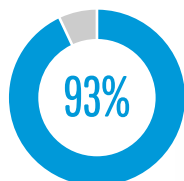
How do I know who my audience is, and how do I make sure they **see my ad**?

Identifying who your ideal customers are and how to reach them is essential to make your marketing and advertising effective.

Are your customers mostly men, women, or both? What age ranges do they fall into? Do you have a brick-and-mortar local business, or do you have multiple locations within a region? Or, is your business online-based? Answering these questions

will help you determine who you need to reach—and the areas where you need your advertising message seen.

If you're a local business, it's important to note that most consumers stay within their neighborhood and vicinity when making purchases.



93.2% of consumers patronize local merchants within 20 minutes/miles from home.

10 min



Consumers will typically travel no more than 10 minutes from home for frequent purchases made once or more per week.

Consumers are willing to travel further away from home for regular, yet less frequent purchases, but typically not more than 20 minutes/miles from home.

The Spectrum Reach Ad Portal makes it easy to put your commercial in front of the right customers. [Learn More](#)

Source: 1. Access Development, "National Consumer Study Summary"

How much does it cost, and how do I make a **marketing budget**?

Forget money (at least for now). What are your goals?

A common mistake is to start with your bank account. Doing so can limit your vision. Instead, begin by setting *specific* goals, including the outcomes you want to see.

What do you want your marketing dollars to achieve? Here are a few examples:

1 Brand Awareness

What image do you want to project?

What's the first thing you want people to think when they hear your name?

What makes you unique compared to competitors?

2 Increase Website Traffic

By how much?

During what time frame (month, quarter, year)?

What will more traffic do for you?

3 Increase Sales

Of which product or service?

Online or in-store?

How much increase?

Take the time to set your goals. Identify your audience and the areas you need to reach. If your budget is higher than you can spend, consider making these adjustments:

1. Narrow your geography. Start with a smaller area. Focus on getting your message out in that area as much as you can first, and then add additional areas as needed.
2. Advertise on fewer TV channels. Your total reach might go down, but your frequency will go up. Air your message consistently at a frequency of at least 3 to 4 times per month, and then add more networks to increase your reach.

How do I **track success?**

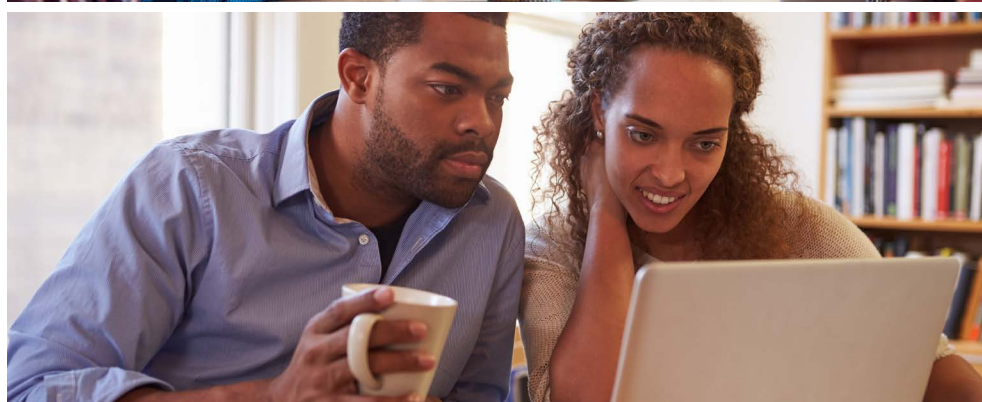
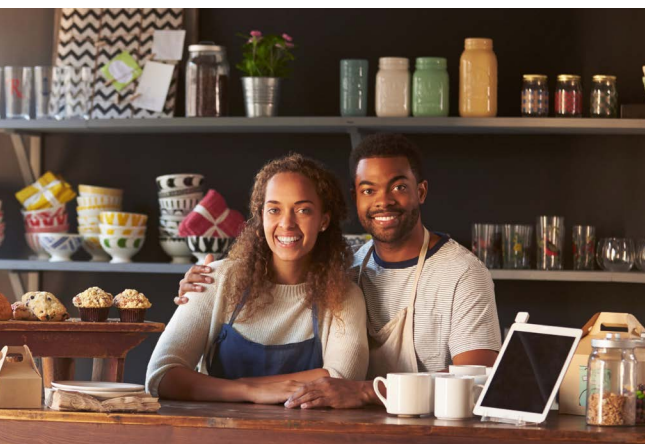
You've created your budget and executed a campaign, but your journey is far from over. Now it's time to ask the important question: "Is this working?"

You should expect transparent results from your advertiser. You're entitled to see how many times, when, and where a message was distributed.

TIPS

1. When you advertise on TV, pay attention to the increase on your website's traffic or your call volume.
2. Don't expect huge results right away. Advertising successfully takes consistency. It can take 6 to 8 weeks of consistent messaging to start seeing results.

Within the Spectrum Reach Ad Portal, you'll get access to a comprehensive dashboard that shows you exactly where and when your commercials air, along with important reporting metrics. [Learn More](#)



How do I **get started?**

The Spectrum Reach Ad Portal makes TV advertising affordable, easy, and convenient.

TV has always been the most effective way to grow your business, no matter the size of your marketing budget. With the Spectrum Reach Ad Portal, you can develop commercials, find the right audiences in your neighborhood, choose a budget and schedule that works for you, and see exactly how your commercial is performing.

How it **Works**

Step 1. Enter your campaign details.

Right from your computer, you'll answer a series of questions to plan who sees your commercial. The Ad Portal will prompt you to choose your audience, budget and advertising goals.

Step 2. Create your advertising schedule.

Based on the answers you enter, we'll create your advertising schedule that targets the right audience for your product. The resulting advertising schedule includes an overview of programs targeted, air times and an estimated number of people reached based on your budget and goals.

Step 3. Upload an existing commercial or create one easily

Any small business can upload an existing commercial or use the Ad Portal's self-guided platform to quickly create a commercial yourself. And once your campaign is complete, you'll receive a comprehensive performance report.

Reach your new customers with TV advertising. [Sign Up and Try It.](#)



At Spectrum Reach, everything we do is to help
your business reach its full potential.

Contact us at [1-844-TO-REACH](tel:1-844-TO-REACH) or visit SpectrumReach.com to get growing.

About Spectrum Reach

At Spectrum Reach®, the advertising sales and production services offered by Charter Communications, Inc. (NASDAQ:CHTR), we share a clear purpose: helping businesses of all sizes grow. Operating in over 30MM households with an additional 3.1MM households reached through affiliate partnerships, nearly 90 DMAs, and 27 states, Spectrum Reach sells scalable, multi-platform advertising solutions utilizing premier national and local television programming as well as highly targeted internet advertising including non-linear TV viewing, online video, display, and search.

Find more information about how Spectrum Reach is shaping the future of advertising at SpectrumReach.com.

