



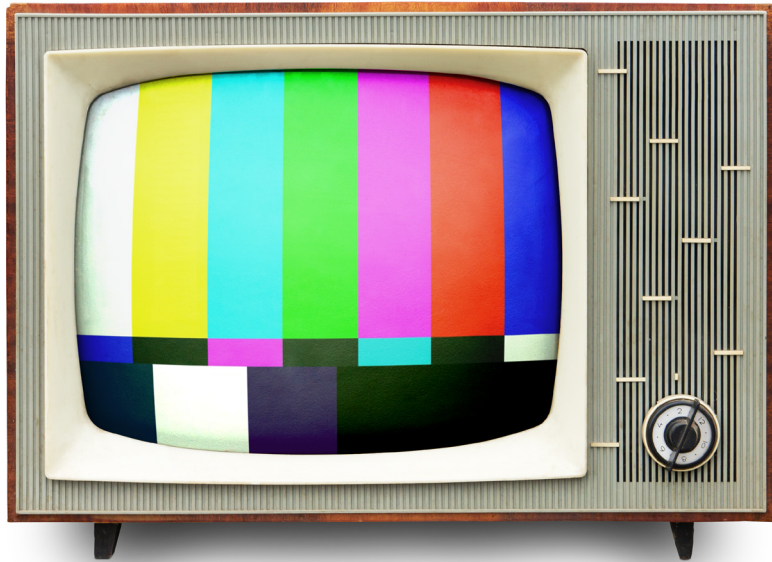
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The truth behind *5 common* advertising myths.

In the name of innovation, advertising trends pop up all the time. Some fads are so overused that we can't tell if we're watching a cereal commercial or an ad for life insurance.

Advertising never has been and never will be a cookie-cutter business. What works for one brand isn't necessarily the answer for your brand. Yet somehow, people get sucked into the hullabaloo. And that's how myths about advertising are born.

At Flynn Wright, we understand what innovation truly is. It's knowing what works and pushing it to what's next. Times are changing, but the core of great advertising is the same. Let us reveal the truth behind today's biggest advertising myths.



01 Myth: Traditional TV is dead.

Truth: TV's not dead. It has evolved — and it's effective.

Traditional television has been — *and continues to be* — a strong player in most effective advertising mixes. In fact, it's still one of the best ways to build a brand. The growth of streaming TV and other digital viewing hasn't hurt TV — it's given us opportunity to make TV work even harder for your brand!

TV's not dead. It has evolved. At one time, you could reach the entirety of any DMA by buying a broadcast TV schedule that included a universally viewed news program or the hottest primetime. Today, a broadcast buy still reaches a massive audience.

But that audience views across devices and multiple platforms, like connected TV.

Make no mistake, though. **75% of all households that have streaming subscriptions are still viewing their daily content on both traditional and streaming channels.**

So, today, the smart strategy to capture all households usually includes supplementing a broadcast buy with a streaming schedule.

Just know this: Investing in TV can increase advertising effectiveness by 40%.¹ TV can work harder than ever for you, if you work with expert buyers. Flynn Wright's experienced team makes traditional and streaming buys in more than 50 DMAs across the country. We know where to place your brand for the best value and reach.

¹Thinkbox

02 Myth: Mailers must POP!

Truth: Direct mail is more of a science than an art.

Mailers don't need to be pretty, or even match your brand to be successful.

In fact, as much as 60% of the success of your direct response campaign has nothing to do with its design at all. It's all in the list source.

And beyond your list, you need to understand what content really matters. **First and foremost, you must answer consumers' most burning question: What's in it for me?** (WIIFM?) If your direct mail doesn't address this question quickly, you've lost the battle for your reader's attention. Another golden rule: Direct mail is about SELLING, not telling. It must be targeted, personal, measurable, testable and flexible. Seems like there's a lot to know about direct mail, doesn't it? There is. And this is just the tip of the iceberg.

The good news is that you don't need to know every detail of the science of direct mail. You just need to work with a team who does.



03 Myth: I don't need to pay for my brand in search.

Truth: Branded search is an inexpensive way to control your brand and convert prospects.

If we had a nickel for every time we heard: *Why would I pay for branded search when my brand ranks #1 in organic results?* ... Well, we'd invest that money in branded search! Why? Simply put: **Because it's inexpensive and effective.** Our favorite combination.

When you own your terms, you can look forward to lower cost per click and cost per lead. You can also look forward to driving incremental traffic over and above your organic results.

Search Engine Land reports even with a top organic listing, paid search drives 50% incremental click volume.

Another thing to keep in mind: Because your branded search terms are so inexpensive, you'll find your competitors snatching them up. This is known as "competitive conquering." It sounds kind of cool, but let us assure you: You don't want anyone conquering

your brand. Even more reason to buy your branded search terms now! (Especially if you're in a price-sensitive or highly competitive industry.)

We know you have more questions. Like: *Are leads/clicks coming from branded search terms really attributable to the advertising? Would those have occurred without paying for them?* Short answer: Yes, they're attributable. If you know anything about Flynn Wright, you know we like PROOF. Talk to us today to learn more about why this inexpensive tactic is right for your brand.



04 Myth: Social media is free advertising. Everyone should use it.

Truth: Social media isn't the starting place for advertising. It isn't truly free — and it isn't even right for every brand.

Social media *seems* like a cheap and easy way to reach a lot of consumers. Many feel a social media presence is a must in every marketing plan — maybe even the place to start. But non-paid or "organic" social media may not be right for your brand, especially as a driver. We've found that organic social media isn't usually very effective for growing a brand or gaining loyal customers (unless you're an entertainment, fashion or other high-affinity brand). It's even less effective in yielding conversions, leads or sales.

And, it can become time-consuming (and therefore costly) to manage your social media account. You must post frequent, engaging content, and respond quickly to positive and negative comments.

Even with the most prompt and professional responses, negative posts or reviews can damage your brand. Pair that with its lower-than-expected impact, and the idea of organic social media as an effective marketing tool fades even more.



For these reasons, we don't advocate using social media as the center point in your marketing plan. But we have found that paid social media campaigns can effectively supplement some brand's marketing plans.

Paid social posts give you more control over your messaging and who sees it. These ads expand your reach by targeting more people who would be interested in learning about your brand. **And paid social ads allow you to see measurable results through clicks, conversions, leads and sales.**

So, if you need to have an organic social effort to support a paid social initiative, great. But, truly consider organic social media's purpose and effectiveness before making it a driver in your marketing efforts.

It may be hard to know what's right for your business when it comes to social media, but a full-service agency — like Flynn Wright — can help find the right marketing mix for you.

05 Myth: It's impossible, or at least not worth the money, to advertise during political season.

Truth: The right buyer can navigate political market conditions for successful advertising.

It happens as often as every two years: The onslaught of political ads and the corresponding helplessness other advertisers feel. We're here to tell you that **all is not lost when it comes to advertising in an election year.**

We know exactly what to do to leverage our buying power during tricky market conditions created by political windows in advertising, which are 60 days before a general election and 45 days before a primary.

This myth of it being a bad idea to advertise during political season is rooted in other myths — primarily this myth: *Broadcast stations must accept all buys from all political advertisers. This would include candidates, parties, issue advertisers, PACs.* But a myth is a myth, **which means it's false.**

The truth is FCC laws require stations to provide reasonable access of time to federal

candidates in political windows. No one else (PACs, parties, issue advertisers, etc.) is guaranteed time. And "reasonable access" is an undefined set of time ... that means each station can decide how much time they want to "allow" candidates to buy.

So what does this mean for you? It means Flynn Wright can buy impactful advertising time for you — whether we're in an election year or not.

When it comes to advertising during political season, there's no shortage of myths and misinformation. But you don't have to navigate this alone. We know the ins and outs of it and we're happy to share.



Forget the myths and elevate your brand.

Don't lose customers to the latest myths in advertising. Put your brand in the hands of strategists — experts in their crafts. If you're ready to see what true innovation can do for your brand, **call Jeff White today at 515.237.0304 or email at jwhite@flynnwright.com.**

