

From: Jeffrey Sleete <jeff@sleetesales.com>
Sent: Tuesday, January 17, 2023
Subject: Grab "N Go for 1/17/23

Tuesdays: Grab 'N Go

Some current key "Express Checkout" items prepared with a client strategy, ready to be shared.

•This article from yesterday - "**Local media buyers who buy broadcast TV want to make the most media cuts — on TV**" - shares some lousy news for a variety of media platforms that are pretty much all in the same ballpark:

18% of local media buyers say they anticipate cutting back on legacy TV
for Newspapers it's 17%
Magazines come in at 15%
Radio is at 14%

In contrast, media that are mainly utilized for short term sales promotion ie., search, DR, etc., such as social media, email and the like will not be hit as badly. So, it is apparent in your daily positioning, if you are in a medium that is set to be majorly cut, that you need to do a better job of positioning your business as not being one that can only be used for brand building/institutional advertising. That you can effectively sell items and a price. You need to talk "success" more and dust off your "why it is best to advertise in a tough economy" stats and present them to your ad agencies and more importantly their clients!

Here is a good quote to add to that mix from Henry Ford: "**Stopping advertising to save money is like stopping your watch to save time.**"

•Email or call your RV dealers and using data from this article - **RVIA: 67 Million Americans Plan To Go RVing This Year** - to get some face time to pitch them on the need to increase their ad spend...

"I just read a recent survey conducted by the RV Industry Association that found that 37% of American leisure travelers, representing 67 million, plan to take an RV trip this year. More importantly, among RVers, defined in the survey as people who have taken a trip in an RV they rented, owned, or borrowed in the past 12 months, 50% said they plan to buy an RV this year, up 14% from 2022!

I have some ideas on how to best capitalize on this opportunity and you and I can quickly explore their viability."

As you call on RV dealers know their hot selling months where they should heavy up ad frequency:

Calendar Month	% of Annual Sales
January	6.80%
February	6.70%
March	9.60%
April	9.40%
May	9.30%
June	8.90%
July	8.70%
August	8.40%
September	8.00%
October	8.10%
November	7.80%
December	8.30%

•You can use yesterday's article - **6 ways restaurateurs can fight "Lunchflation" as costs rise** - as a way to gain access to landing an appointment to sell some advertising from your QSR clients (and other restaurant types).

Email example:

Subject: Not being "Out to Lunch!"

"A just released study on lunch item costs from March '20 - '22 shows some pricey increases:

Wraps: +13%
Sandwiches: +15%
Tacos: +19%
Burgers: +9%
Soup: +28%
Salad: +9%



No surprises in this data, as fighting "lunchflation" is now an almost daily chore with moves like balancing your front and back-end operations; closely managing your cash

flow and altering your menu offerings slightly; etc.

You can also take on "lunchflation" by providing online ordering and delivery to retain more of the profits than what you would through third-party online ordering sites. In addition to offering QR code ordering to help free up time for staff to focus on the customer experience and lessen the need for a full staff on every shift.

The best way though to help fight off "lunchflation" is to increase patron counts!

At (station or media outlet name) THAT is our entire act! We can help you to more effectively communicate quality and meal value messaging. I will be calling to set an appointment to share with you some ideas to do just that!"

•Use this article link - **Survey: Consumers to prioritize in-store bargain shopping this year** - as seeding material with your retail clients and then follow up on it and get an appointment to talk ad opportunities.

Email example:

Subject: Americans are still shopping — and spending!

"I thought you might find this article of interest *"Survey: Consumers to prioritize in-store bargain shopping this year"* - <https://chainstoreage.com/survey-consumers-prioritize-store-bargain-shopping-year>

In a nutshell it shows some very positive news...

•73% of shoppers plan on shopping the same or more in-store in 2023 versus last year, as they did in 2022 on retail purchases

•67% percent plan to spend either the same or more in 2023

- 81% prefer to shop in-store versus online for furniture
- 69% prefer in-store for home goods
- 65% prefer in-store for apparel
- 65% prefer in-store for sporting goods; and
- 59% prefer in-store for electronics

But it also shows that more than 2 in 5 shoppers (44%) are more likely to prioritize shopping for bargains in-store this year compared to last. So, promoting value is going to be more important than ever, as will be the media outlet chosen for delivering that ad messaging.

At (media outlet name) we've helped over (insert total number of advertisers that used your medium last year) reach consumers effectively in 2022. I'd like to share some ideas I have for (client biz name) to achieve similar results. I will be calling ..."

