The Most Common Objections to Advertising on a Newspaper Website 2011 and... How to Overcome Them

This Year list of Objections

Objection #1
Your cost per click on banner ads does not...

Objection #2
I bought a banner advertisement and I never...

Objection #3
My website is being revised in a few months...

Objection #4
I use my Facebook page for my online...
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1. **Your cost per click on banner ads does not compete with my search engine marketing campaign.**

Banner ads and SEM are two very different advertising solutions, and each has their own pricing model ("pay per view" vs. "pay per click"). Banner advertising is served to consumers who may or may not be in the market for your product or service. It works because consumers are presented with a graphical message that entices them to buy or keep your product/service top of mind. SEM ads work when a consumer is actively searching for a product or service, but has no impact beyond the limited number of consumers who click on the ad. Research shows that adding banner/display advertising to your online marketing plans drives an increase in clicks to both your paid and organic search listings. “Running a display campaign increased visits from search engines by nearly 14 percent and boosted paid search click-throughs by nearly 15 percent” (iCrossing, The Effects of Display Media on Search Traffic, August 2009)

2. **I bought a banner advertisement and I never saw it**

Banner advertising impressions are delivered by a third party ad serving company. All impressions you purchase are guaranteed (exclusive of remnant ads), and you will receive a report from the third party company verifying how many impressions were served. On a large website like NP.com, hundreds of ads are being served on a rotating basis to thousands of viewers every day, so it wouldn’t surprise me if you didn’t see your ad. Use television as an example; if you were running spots on TV, the likelihood of seeing your spot while scanning 300+ channels would be very slim.

3. **My website is being revised in a few months and I’m going to wait until then**

An effective interactive ad campaign doesn’t necessarily require an advertiser to have a website. We offer solutions which include click-throughs to a customized landing or splash page or to a map/Facebook/coupon/directory destination. Building or redesigning a website can be a lengthy process with unexpected delays. Passing on the opportunity to get your message out now may have a negative impact on your future business.

4. **I use my Facebook page for my online advertising and that’s free**

Social Media is a great way to give your business some online exposure. Unfortunately, it is a very passive approach to converting users into customers. Additionally, your “reach” on Facebook is only to your current fans, not potential ones. Also, research shows that consumers are more likely to ‘trust content on media sites’ than on portal channels and social media. (OPA Study, Harris Interactive, June 2010). Your display ad on np.com allows you to aggressively target and reach thousands of potential consumers when and where you want to reach them.

5. **I use Craigslist/E-bay**

Craigslist and E-bay are powerful merchandising websites. However, these websites have thousands of vendors who are often times selling the same products/services that you are. With little separation in the marketplace and too few tools that allow your ads to standout you are likely to become lost in the shuffle and simply competing based on lowest price point. Advertising on np.com enables your ad to reach hundreds of thousands of potential customers and direct them to your store or website. Additionally, research shows that ‘users on media sites are significantly more likely to believe these sites’ advertisers are high quality and reputable.’ (OPA Study, Harris Interactive, June 2010)

6. **I have an e-mail database of customers that I market to already**

Your database of current customers is a great way to help retain your current customers; however, our email solutions are designed to help you reach new customers. We do that by targeting individuals who mirror your best customers, and at the end of your campaign we’ll provide you with performance metrics on how well it worked.
I spent all of my digital budget on redoing my website

It’s great you understand the value of investing money in developing and upgrading your website, now you can concentrate in getting the word out by advertising your website and business. Perhaps your digital budget is separated from your advertising budget. Advertisers are shifting dollars from traditional media (TV, Radio, Yellow pages) and increasing their investment in online advertising because that’s where the audience is. Our online advertising programs can help you reach 8 out of 10 online adults in our market with a degree of targeting and efficiency that traditional media can’t touch. Additionally, online advertising is a good way to maximize each advertising dollar by quantifying its effectiveness and audience reach. Combining the power of our reach and your revamped website should yield in a positive ROI for your business.

The company I paid to build my website does all of my online advertising (SEO/SEM).

SEO/SEM can be an effective way to make your business more visible to consumers who are actively looking for your business or product. The role and goal of display advertising is different. Display advertising is effective at reaching consumers who may not yet be searching, but can be enticed by a graphical ad to purchase your product or keep your brand top of mind. Ideally, using display advertising and SEM together is most effective. Research shows that when advertisers integrate display ads and SEM there is an overall lift to paid and natural search visits of 14 percent. (icrossing, Sept. 2009)

The TV/radio station gives me online free with my buy

As a result of the quality and quantity of content produced by our award winning journalists our sites capture an engaged audience and offer a rich user experience which is an ideal environment for advertising/market your product and brand. Local newspaper Web sites ranked first among all sources for trustworthiness, credibility and being the most informative place to find local content of all types – including news, information, entertainment, sports and classified advertising (ComScore Survey, Site Matters: The Value of Local Newspaper Web sites). Additionally, newspaper advertising remains the leading advertising medium cited by consumers in planning, shopping and making purchasing decisions. A survey of more than 3,000 adults found that 82 percent said they “took action” as a result of newspaper advertising – from clipping a coupon or making a purchase to visiting a Web site (MORI study, “Consumer Insights”, Nov. 2009). A targeted display ad in a contextually relevant environment offers the best advertising value, experience and ROI. If you’re looking for a multi-platform program that includes mass media, we can develop a program with a complete set of advertising solutions including, print, direct marketing, email and SEM.

I only want to reach (fill in the blank – i.e. people looking to buy blinds), can you do that? Google can.

We can target individuals based on their online behavior as well as their age, gender, and/or geography via a network of sites including NP.com and Yahoo! Additionally we can augment your display campaign and increase its effectiveness with SEM on all of the major search engines including Google, Yahoo! and Bing.

The economy is so horrible, Buy an ad or meet my payroll?

We can help you do both. The economy may be bad, but folks are still shopping for your product/service. We offer low cost, targeted solutions that can fit into almost any budget.

I get all my business from word of mouth/referral.

Word of mouth referrals are important, but a more proactive approach to building your customer base can help you build your word of mouth network. Online marketing allows you to reach a large audience quickly, easily, and affordably. Most importantly, display advertising allows you to formulate your own message and branding and not rely on someone else’s interpretation and delivery.
13. **Your rates are too high as compared to other sites.**

It is important to compare apples to apples when analyzing price points of other sites. With NP.com and Yahoo! your advertising is presented on sites produced by the leading publishers in online news and information. Research shows that ads on local media sites consistently have significant effectiveness in raising awareness, brand favorability and driving purchase intent. (OPA Study, Dynamic Logic, Aug. 2008). Your display ad on np.com allows you to aggressively target and reach thousands of potential consumers when and where you want to reach them. Additionally, we offer various controls such as, ad size, position and targeting as well as a variable number of impressions which allow you launch an effective campaign within your budget.

14. **I believe I duplicate too much if I already buy print newspaper advertising and add the newspaper’s website.**

Of course there is duplication between the print and online reader, much as there is a print reader and television/radio view/listener. According to Scarborough Research in 2010, only 22 percent of the newspaper audience reads both the printed newspaper and visits a newspaper website in a typical week, and that is cumulative across the entire week. A portion of those will read a printed newspaper one day, but visit the newspaper website a different day during the week. Don’t think of online advertising as duplication, think of it as increased frequency of your message to your target audience which will increase awareness and recognition.

15. **I tried advertising on a newspaper website and I just don’t get enough clicks.**

Clicks are not the only way to measure the success of your online campaign. A user clicks if the ad is targeted and there is a distinct call to action. It could be that your last campaign did not have a call to action. In addition, clicks to not measure branding. Many online users may see your ad, recall your website name, and visit directly at a later time. A better way to measure the success of your online campaign is to measure spikes in website traffic in addition to monitoring your click thru rates to make certain they are above the industry standard. Also, remember that your display ads (banners) affect your search click-through rates. So you may be acquiring clicks and traffic through your search keywords as a result of your banner buys. There is also the concept of a “view-thru,” where a user can see an ad and not click on it, but later either visit the site or go to the actual store.

16. **Newspaper website advertising costs more than alternative web advertising.**

Generally, the more targeted the website, the higher cost to advertise. Newspaper websites are considered “Prime Real Estate” when trying to reach the local market. Their demos skew towards the educated, affluent and younger population, which therefore sets a premium for all advertising on the site. In addition, a recent comScore study indicated that premium content sites like newspaper sites are more credible and trusted than other sites and that the site location of an ad affects the perception of the advertiser.

17. **I advertise on a portal so I don’t need to advertise on the newspaper site.**

Generally speaking, newspaper websites are the most trafficked local websites by market. If you are marketing in a local space, it makes sense to reach those consumers. A smart marketing plan always includes a number of options so that you’re not putting all of your eggs in one basket. Web users visit portals for specific reasons that may or may not match up with your marketing message.
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18 My target market is younger and newspaper sites only reach older web users.

Newspaper websites actually skew significantly younger in age as compared to their print counterparts. A newspaper website contains a variety of topics that attract users across many demographics. Generally there are sites or pages within a newspaper site that attract a younger web user. By sending an RFP to sites in markets you serve, you can request data and statistics for pages that meet your target demographic. In addition, depending on how young this audience is, many purchases still involve the ‘older’ web user.

19 I cannot create ads to run on the web.

Most newspaper sites have their own design teams who will create your ads based on your marketing specifications. Many include this service at no charge for longer term campaigns.

20 I have a great website. People don’t need advertising to realize that.

How are you getting people to your site currently? It makes sense to reach this audience when they are using the medium – hence, advertising to them when they are online and only one click away.

21 I don’t want to do e-commerce so… why do I need to advertise online?

Your online advertising should match the purpose of your website. Why do you have a website? Is it for contact purposes? Do users learn more about your product or services? A website is in fact online advertising and your marketing should mirror the purpose of your website. Use the message to shop online and buy in-store. According to the Census Bureau, 95 percent of all retail sales still occur in store – not on the web. In 2009, Macy’s CEO Terry Lundgren said that for every dollar spent online, online influences $6 in sales in store. And according to Frank N. Magid Associates, half of all US consumers now use the web as an information tool for local shopping. In addition, web visitors have a tendency to consume information at all hours of the day.

22 There are too many sites online these days. My advertising will get lost.

This is why it is important that you utilize the sales staff from any website to determine the best fit for your message. If you have customers, they are on the web. The key to success is determining where they are on the web and reaching them in that space. Using your number one local website in your ad plan helps to concentrate your online effort on sites that are most viewed in your community.

23 I have not received desired response advertising on content sites.

All campaign results can be improved by targeting and creative enhancements. Was there a call to action? Was your campaign measured outside the banner report? (spike in web traffic, increased sales) Do you ask each customer how they heard about you? Has your creative been updated or refreshed lately? Much like traditional advertising, you may find that customers learned about your product or service from a variety of sources (television, print, online).

24 I tried advertising on a newspaper website previously and did not receive the results I was looking for.

The best solution for improving results of any campaign is to start by examining all the variables in your ad mix. What goals have you set? Are these goals reasonable? Does your ad itself encourage the results you desire? Are you scheduling your ads appropriately from a timing perspective? Have you considered various unit sizes? Rich media can often add to the user’s response rate to your ads. Also, by advertising online, interactivity plays a big role in earning a potential customer’s trust.
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25 I don’t receive reports or proof that my ads have been viewed (i.e. images downloaded, click-throughs, page views) by my target demo.

Generally speaking, if someone clicks your banner, they are your target demo. Don’t ever advertise with a website that cannot provide the basics for reporting purposes. This should include the total impressions delivered by page/site/ad creative and the number of clicks to your website or landing page. Your Account Executive should be sending you monthly reports describing impressions for the duration of campaign and individual flight deliveries.

26 I have not observed an increase in sales after advertising on newspaper websites.

Did your advertising message ask for a sale? Did you provide all of the information needed for the user to make a purchase? How long was your campaign? What were the results of the banner campaign? How did you measure outside the banner campaign?

27 I don’t feel that the cost is worth the investment.

Again, properly measuring your website advertising from start to finish can help you determine your ROI. Once this is completed, you can determine if the investment was worth the additional sales. Typically, Online CPM’s are actually lower than the CPM’s of other media. Where else can you advertise 24 hours/day for a few hundred bucks? Also, creative is included, not necessarily the case with TV, Radio, and billboard.

28 What is the value I receive from advertising on newspaper websites?

There are millions of websites you have in terms of where online you can advertise. Newspaper websites offer you the benefit of 4C’s that you should consider in making online media decisions. 1. Community Connection. The value of advertising on the premier local brand website attaches trust and credibility to your advertising. 2. Content relevance. Being associated with content that is important to your target audience enhances the results you will receive. 3. Customized targeting. The buzz online these days is geo targeting. Newspaper websites offer the ultimate in geographic and behavioral targeting. 4. Consumer Activation. Newspaper websites move viewers to action. In addition, newspapers offer you a professional partner who will help you determine who you are trying to reach, how best to reach them within your budget and in most cases, do the creative and reporting on your behalf.

29 Why should I advertise when I am reaching people who are merely reading the latest news topics? They are not looking for my ads and feel that internet ads are intrusive.

In the dawn of the internet, there was much discussion that ads were cumbersome and obtrusive to the user experience. However, history has proven through many successful campaigns that users welcome and expect advertising on the sites that they visit. In fact, every major industry has witnessed their customers using the web as research for that next purchase. Do you want to reach your next customer when they are researching or contemplating that next purchase? Or would you rather hope they remember you after seeing your competitors in their web space?

30 I can’t afford the additional investment. I need to stick with print advertising and can’t afford to do both.

Many newspaper sites offer affordable opportunities that extend your print message to their online site. In addition, a reputable marketing consultant at your newspaper will help you determine the best spread of your investment which may include online or niche opportunities at that newspaper.
Newspapers are declining. Why would I put my ads there?

Newspapers today tend to be platform agnostic. While the newspaper core product in print may be less than in the past in some cities, newspaper readership in all its forms is, in fact, growing. Newspapers continue to be the best way to reach the largest share of any market. Specifically, newspaper websites are flourishing and growing rapidly. In fact, newspaper websites are growing at a faster pace than the web in general.

Online newspapers are just rehashes of what’s in print. I don’t need to advertise on both.

Most newspaper sites contain content and functionality that is not available in print. Even though many stories appear in both, a user may only be on the website or in print. In some cases, users bounce between both mediums due to time constraints or to learn more about the topic of choice. In addition, newspaper sites can detail for you the traffic that occurs on unduplicated topics on their site to give you a better understanding of how readers utilize online content.

I don’t have a web site, why do I need web advertising?

The answer is simple: We are selling eyeballs, not technology. Regardless of where the message is placed, the advertiser should communicate clearly a call to action. Whether it’s a phone call, a visit to the store front, or an email, online advertising can have positive effects.

My clients are older and don’t read online.

Research shows that seniors 65+ make up about one fourth of the average weekday audience, it’s also one of the fastest growing age groups. Average age of a newspaper online reader is now around 40 years old. These individuals, often times assist in making purchase decisions for their parents and relatives that fall into the older age group.
Newspaper media.
A destination, not a distraction.