



12 Things your TOMA Survey Can Tell You

While the digital media world seems to receive all of the limelight today, the ENS Media TOMA Surveys are helping broadcasters across North America to capture increased local advertising revenues.

Here are the top 12 benefits you and your advertisers will derive from these local surveys:

1. Your surveys will always prove that the best way to ensure consumers click on a business when they search online is to create a pre-need awareness and preference for the business with intrusive broadcast advertising.
2. It's much more powerful to make an appointment to talk about your prospects' ratings, and their competitors' ratings, than trying to get an appointment to talk about your ratings.
3. If you have done Share-of-Mind or Top-of-Mind surveys in the past, your survey can prove that businesses that began using radio/TV after your last survey actually increased their Share-of-Mind score.
4. The most important findings will be uncovering "open" categories. Categories with no strong Share-of-Mind leader are very easy, and very inexpensive, for new radio/TV advertisers to capture the dominant Share-of-Mind and Share-of-Market.
5. "Mature" categories are categories where the market leader has a minimum 25% mind-share and has more Share-of-Mind than number two and three combined. They create "niche" opportunities for you to sell. For example, if furniture is a mature category in your market, you can help a furniture store compete against the category leader by choosing a niche to promote on your stations. The niche might be leather furniture, cheap financing, high-end decorating advice, patio furniture, etc.
6. Your survey might reveal an advertiser needs to be more consistent in the way they express their name or brand if their name is expressed in several different ways in the survey. You'll provide real value pointing this out to your prospects/clients and increase your sales as they begin to realize higher returns on their advertising investment.



7. If there is a mature category where the leader is not a broadcast advertiser, it's important to note they are vulnerable and are winning by default because they have no significant broadcast competitors. These are still open categories, in effect, because our surveys in more than 150 markets reveal that a category leader who wins by default can be overtaken by a competitor that begins using broadcast advertising.
8. You might have a good radio advertiser that does not fare well in your survey. The reason will generally be found in Roy Williams' **12 Causes of Advertising Failure**, and isolating why their advertising isn't effective can help you increase their advertising results and their advertising investment.
9. In most cases, if a generalist leads the category, and there is a relatively high "no answer" score, the generalist has won by default and a specialist can quickly and efficiently become the category leader. For example, if Home Depot leads the windows and doors category, or the flooring category, advertisers who specialize in those categories, and use intrusive broadcast as a pillar of their promotion, can quickly capture Share-of-Mind and Share-of-Market. While the Home Depots of the world have to divide their budget to cover dozens of categories, a specialist can dedicate their entire budget to their category.
10. Your survey will also prove that the only SURE way to be found online is when prospects search for a business by name, because many businesses have fierce online SEO competition for first-page positioning if consumers search the category generically.
11. Your Share-of-Mind survey will make that vital link between Share-of-Mind and Share of Market. Your survey will also prove that branding and Top-of-Mind awareness are not the sole domains of large national advertisers, and that local businesses can capture top Share-of-Mind as well.
12. Your Share-of-Mind survey will prove that sellers of various minor players in search, like Yellow Pages or Reach Local, do not have the reach that they claim and that Google is by far the only search engine businesses need to concern themselves with.

Follow the steps outlined above and you are on your way to increasing your sales.
If you have any questions about interpreting your survey, contact rick@ensmediausa.com.