

## Media Advantages and Disadvantages Checklist for Multi Channel Marketing

Use this Advertising Media Advantages & Disadvantages Checklist as a guide for selecting the appropriate media to achieve your marketing objectives. This checklist covers all forms of advertising media and is applicable to both business-to-consumer (B2C) and business-to-business marketing programs. Depending on your target market, your message and offer, certain types of media may be better suited to your marketing program and overall media mix, and offer a better chance of success. All types of media are covered in the checklist.

Medium	Advantages	Disadvantages
Cable Television	<ul style="list-style-type: none"> <li>• Powerful image/awareness</li> <li>• Intrusive</li> <li>• Impactful with sight, sound and movement</li> <li>• Highly selective programming to zero-in on highly selective target audiences</li> <li>• Sponsorship opportunities</li> <li>• Upscale audiences with higher incomes, more education and larger families</li> <li>• Ability to test creative commercial ideas at low media costs</li> <li>• Flexible commercial message lengths and forms</li> <li>• National-network and local-spot flexibility</li> <li>• Ability to tag commercials locally on some networks</li> <li>• Low costs per commercial announcement</li> <li>• Ability to build high frequency of exposure</li> <li>• Medium CPM</li> <li>• Local target market programming</li> <li>• Inexpensive production costs</li> <li>• High frequency potential</li> <li>• Dozens of different cable networks to choose from</li> <li>• Ability to build extremely long formats for highly demonstrable products and offers</li> </ul>	<ul style="list-style-type: none"> <li>• Coverage deficiencies in certain markets</li> <li>• Local cable buys generally expensive with high CPMs</li> <li>• Less research than on broadcast TV</li> <li>• Proof of performance problems</li> <li>• Cable monopoly in all markets</li> <li>• Many time shifters with digital video recording capability can and do eliminate all advertising when they replay - - or at least fast forward through it</li> </ul>
Card Decks	<ul style="list-style-type: none"> <li>• Low cost, low CPM</li> <li>• Good targeting capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Junk mail image</li> <li>• Low response rates</li> </ul>
Coupon Packs	<ul style="list-style-type: none"> <li>• Low cost, low CPM</li> <li>• Good targeting capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Junk mail image</li> <li>• Low response rates</li> </ul>
Direct Mail	<ul style="list-style-type: none"> <li>• High degree of targeting possible (geographic, demographic and psychographic)</li> <li>• Flexible format options</li> <li>• Intrusive</li> <li>• Numerous response options</li> </ul>	<ul style="list-style-type: none"> <li>• Not a requested or purchased and must stand on its own for recognition</li> <li>• Often regarded as "junk mail"</li> <li>• A short life</li> <li>• Impacted by postal regulations</li> </ul>

Medium	Advantages	Disadvantages
	<ul style="list-style-type: none"> <li>• Excellent reproduction</li> <li>• High reach potential against selected targets</li> <li>• Ability to build frequency through multiple mailings</li> <li>• Timing not subject to media availability</li> <li>• Reaches target at home or at work</li> <li>• Unlimited format options for message and layout</li> <li>• Private medium</li> <li>• Easy to personalize</li> </ul>	<ul style="list-style-type: none"> <li>• High CPM</li> <li>• High up-front costs</li> <li>• Low response rates</li> <li>• High postal rates</li> <li>• Slow delivery times</li> </ul>
Digital Advertisements (Banner, etc.)	<ul style="list-style-type: none"> <li>• Many sponsorship opportunities</li> <li>• Impactful with sight, sound, movement</li> <li>• National/international network</li> <li>• Messages can be customized for different sites.</li> <li>• Banners can be placed on outbound transactional emails such as order acknowledgments and shipment verifications - - almost guaranteed to be opened and read</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively new unproven advertising medium, "What's the value of a hit?"</li> <li>• Non intrusive</li> <li>• Limited control</li> <li>• Reproduction qualities depend on capabilities of end user system</li> <li>• High CPMs</li> <li>• Limited audience</li> <li>• Skewed demographics of audience</li> <li>• Audience is invariably looking for something else and may not even notice the banner as anything but a nuisance</li> </ul>
Email	<ul style="list-style-type: none"> <li>• Low cost of email campaign.</li> <li>• Measurability - easily track the effectiveness of your campaign.</li> <li>• Email marketing is fast.</li> <li>• Opt-in email marketing is very effective.</li> <li>• More than ½ of Internet users check their email mail box every day.</li> <li>• Increased interactivity.</li> <li>• Fast response to both marketers and end user</li> <li>• Reduction in costs through automation and use of electronic media.</li> <li>• Has the highest return on investment of any marketing media method.</li> <li>• Highly customizable.</li> <li>• Still the most effective tactic for reaching your customer file.</li> <li>• Flexibility in tailoring your campaign to customer specifics.</li> </ul>	<ul style="list-style-type: none"> <li>• "SPAM" perception</li> <li>• Deliverability issues caused spam filters</li> <li>• Engagement – email requires constant tweaking to keep your subscribers engaged.</li> <li>• Unreliable graphics delivery.</li> <li>• Email response decay – not easy to keep subscribers engaged.</li> <li>• Email overload.</li> <li>• Resource intensive and expensive – people and technology resources required to deliver sophisticated email.</li> <li>• Many emails are deleted by the receiver even being unread.</li> <li>• Security, privacy issues.</li> <li>• Can be the transmitter of viruses.</li> <li>• Harder to target than direct mail.</li> <li>• Unlike direct mail, your messages have to be short, quick and to the point, limiting message content.</li> <li>• Because of mass of email being sent, it's hard to differentiate between spam and legitimate email.</li> </ul>

Medium	Advantages	Disadvantages
	<ul style="list-style-type: none"> <li>• Adjustability – can make timely changes to email campaign to improve effectiveness.</li> <li>• Relatively low cost of fulfillment.</li> <li>• Faster campaign deployment.</li> <li>• Encourages immediate action.</li> <li>• Ease of personalization.</li> <li>• Options for testing.</li> <li>• Integration with other direct media which can be personalized - micro website, landing page, mobile messages, direct mail.</li> </ul>	<ul style="list-style-type: none"> <li>• Different communications preferences of recipients.</li> </ul>
Free Standing Inserts	<ul style="list-style-type: none"> <li>• Low cost. low CPM</li> <li>• Good for coupons and mail order</li> <li>• Good local market coverage</li> <li>• Good for catalog-type advertising</li> <li>• Good color reproduction</li> </ul>	<ul style="list-style-type: none"> <li>• Clutter problem</li> <li>• Low targeting capabilities</li> <li>• Discount image</li> <li>• Potential junk mail image</li> <li>• Long lead time for insertions</li> <li>• Most newspapers circulation is decreasing as information is more readily available online</li> <li>• Usually very promotional and therefore not too good for full price or positioning advertisements</li> </ul>
Magazines	<ul style="list-style-type: none"> <li>• High reader involvement.</li> <li>• Significant audience selectivity against various demographic and psychographic groups</li> <li>• Compatible editorial environment</li> <li>• Long life with opportunity for repeat exposure</li> <li>• Potentially high rate of pass alongs depending on the publication and audience</li> <li>• Excellent color reproduction</li> <li>• Creative opportunities with a variety of different space units</li> <li>• Wide geographic and demographic flexibility</li> <li>• Broad reach potential through use of large circulation magazines and/or a variety of different category books</li> <li>• Strong reach among upscale targets</li> <li>• Excellent efficiencies relative to other media among very selective, upscale targets</li> <li>• Moderate to excellent targeting</li> <li>• Great image medium</li> <li>• Good direct-response capability</li> </ul>	<ul style="list-style-type: none"> <li>• Non intrusive relative to broadcast</li> <li>• Growing clutter in ad banks and low editorial ratios in certain magazines</li> <li>• Single visual dimension only</li> <li>• Moderate to low frequency builder</li> <li>• Some regional delivery deficiencies</li> <li>• Continuing question of print communication value relative to TV and Internet</li> <li>• High regional and metro rate premiums</li> <li>• Uncertainties created with rate negotiating</li> <li>• High CPM</li> <li>• Long lead time (60 to 90 days)</li> <li>• Incomplete control over ad location</li> <li>• Higher cost for special positioning</li> <li>• Circulation is down for almost all magazines therefore C/P/M 's have gradually increased</li> <li>• Many people getting "magazine type" info online now</li> </ul>

Medium	Advantages	Disadvantages
	<ul style="list-style-type: none"> <li>• Longer message shelf life</li> <li>• Multiple readers per issue</li> <li>• High-quality reproduction</li> <li>• Weekly or monthly frequency</li> </ul>	
Newspapers	<ul style="list-style-type: none"> <li>• Ad size flexibility</li> <li>• Split-run test are available in some newspapers</li> <li>• Short leads times to get ads in</li> <li>• Immediate, announcement value</li> <li>• Benefits from established reader habits</li> <li>• Geographic targeting</li> <li>• Merchandisable to local dealers</li> <li>• High local market penetration</li> <li>• Some targeting by section</li> <li>• Direct response capabilities</li> <li>• Short lead time to place ad</li> <li>• Medium-high to low CPM</li> </ul>	<ul style="list-style-type: none"> <li>• A price-oriented medium - most ads are for sales</li> <li>• Limited targeting capabilities</li> <li>• Highly visible medium which allows competitors to see and react to your message quickly</li> <li>• Short lifespan, with little repeat exposure opportunities</li> <li>• Retail ad clutter with little competitive separation</li> <li>• Declining readership</li> <li>• High cost of running multi-market campaign</li> <li>• High CPMs except for small space units</li> <li>• Difficult to attain true national coverage due to concentration in major urban areas</li> <li>• Limited rate negotiability</li> <li>• Premiums for special positions</li> <li>• Significant premiums for national vs. local advertisers</li> <li>• Limited color reproduction (improving)</li> <li>• Impact affected by size of ad</li> <li>• Most newspapers circulation is decreasing as information is more readily available online</li> </ul>
Outdoor Advertising Signage / Transit – Mobile Advertising (Digital / Non Digital)	<ul style="list-style-type: none"> <li>• Excellent reminder medium supporting other vehicles</li> <li>• 24-hour exposure</li> <li>• Graphic flexibility</li> <li>• Strong local market presence</li> <li>• Broad reach and high frequency potential</li> <li>• Opportunity to rotate locations to maximize audience delivery</li> <li>• Positioning opportunities near the point of purchase</li> <li>• Very high repeat exposure</li> <li>• Very low CPM</li> <li>• Large, colorful medium</li> <li>• Can target different geographic areas, neighborhoods, and highways</li> <li>• Length of time to show message: 30 days</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to short, simple message</li> <li>• Increasingly restricted availability's due to zoning laws</li> <li>• High out-of-pocket costs for multi-market coverage</li> <li>• High total cost for large showings</li> <li>• High cost of "painted spectacular" billboard locations</li> <li>• Highway "clutter" problem</li> <li>• Limited format options for creative message</li> <li>• Difficult to reach specific target market</li> <li>• Viewed in many parts of the country as an environmental problem with billboards</li> </ul>
Radio	<ul style="list-style-type: none"> <li>• National-network and local-spot flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• Often used as background medium for other activities</li> </ul>

Medium	Advantages	Disadvantages
	<ul style="list-style-type: none"> <li>• Intrusive</li> <li>• Wide variety of formats</li> <li>• Re-enforces TV and print campaigns</li> <li>• Significant local market identification</li> <li>• Ability to build high frequency of exposure</li> <li>• Good reach potential through multiple station buyers</li> <li>• High summer listening when TV viewing is lowest</li> <li>• Low costs per commercial announcement</li> <li>• Low CPM</li> <li>• Target selection by programming and by station formats</li> <li>• Good support medium</li> <li>• Reaches broad market</li> <li>• Reaches captive audience, i.e., commuters</li> <li>• Excellent creative medium by creating mental images</li> <li>• Merchandisable to local dealers</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to single audio dimension</li> <li>• Clutter</li> <li>• 30-second commercials priced expensively relative to 60s</li> <li>• No visual capability</li> <li>• Considered background noise by some listeners</li> <li>• Must purchase lots of different stations and sports to reach large market</li> <li>• Poor reception in some markets</li> <li>• Audiences with Sirius and XM do not get commercials and most new cars come equipped</li> </ul>
Search (Paid, PPC)	<ul style="list-style-type: none"> <li>• Easily accessible – search is the go to method of finding anything that people are seeking information on – the digital Yellow Pages</li> <li>• Targeting</li> <li>• Direct ROI measurement and tracking possible</li> <li>• Instant – or relatively quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Click fraud</li> <li>• High cost depending on key words being purchased and if the bidding is not done correctly</li> <li>• Complexity of managing campaigns</li> <li>• Lack of trust by consumer of sponsored links – people are skeptical</li> <li>• Choosing wrong PPC marketing firm</li> <li>• No visual elements</li> <li>• Copy limited to meta data tag</li> </ul>
Search (Organic, SEO)	<ul style="list-style-type: none"> <li>• Easily accessible – search is the go to method of finding anything that people are seeking information on – the digital Yellow Pages</li> <li>• Free</li> <li>• Trust worthy – people trust organic search results</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of control</li> <li>• Unknown factors – Google guidelines and algorithms change frequently</li> <li>• Long term investment – can take a long time to become the most relevant site and appear at the top of organic search results</li> <li>• Requires a strong focus on SEO to be effective and there may be high costs associated with optimizing site depending on content, number of pages, etc.</li> <li>• Can't target</li> <li>• Competing for attention with the world</li> <li>• Lots of competition depending on word or search criteria</li> <li>• No visual elements</li> </ul>

Medium	Advantages	Disadvantages
SMS Text Messaging	<ul style="list-style-type: none"> <li>Instant</li> <li>Impossible to ignore</li> <li>Absolutely mobile – not requiring any particular location to be able to reach the target</li> </ul>	<ul style="list-style-type: none"> <li>Copy limited to meta data tag</li> <li>May require recipient to pay for the text message</li> <li>Opt-in status is questionable</li> <li>Low response rates</li> <li>Junk message image</li> </ul>
Social Media (e.g., Facebook, LinkedIn, MySpace, etc.)	<ul style="list-style-type: none"> <li>Free (or very low media cost)</li> <li>Easily accessible</li> <li>Can be customized / personalized</li> <li>Can be targeted</li> </ul>	<ul style="list-style-type: none"> <li>Low response rates</li> <li>Depending on format and type of advertisement, difficult to track results to ROI level</li> </ul>
Specialty Advertising	<ul style="list-style-type: none"> <li>Can be attention grabbers if they are done well</li> <li>Can give top-of-mind awareness</li> <li>Get your name in front of people</li> </ul>	<ul style="list-style-type: none"> <li>Difficult to target your market</li> <li>Difficult to measure the effectiveness of in producing measurable results</li> <li>Can be an inappropriate medium for some businesses</li> <li>It's difficult to find items that are appropriate for certain businesses</li> </ul>
Sunday Supplements	<ul style="list-style-type: none"> <li>High local market coverage due to newspaper carrier penetration</li> <li>In-home, relaxed readership</li> <li>Good color reproduction</li> <li>Highly merchandisable</li> <li>Broad reach potential</li> <li>Local market impact with a magazine format</li> </ul>	<ul style="list-style-type: none"> <li>Little secondary or pass-along audience</li> <li>Limited audience selectivity due to means of distribution</li> <li>High out-of-pocket cost and CPM for national coverage</li> <li>Most newspapers circulation is decreasing as information is more readily available online</li> </ul>
Telemarketing	<ul style="list-style-type: none"> <li>Effective, in conjunction with existing advertising</li> <li>Instant customer feedback</li> <li>Can easily answer questions about your product/service</li> <li>Highly measurable results</li> <li>Highly personal</li> <li>Easy to implement</li> <li>Timely</li> <li>Cost effective compared to direct sales</li> <li>You can get a lot of information if your script is properly structured</li> </ul>	<ul style="list-style-type: none"> <li>Very high CPM</li> <li>Format limitations</li> <li>Poor image</li> <li>Very intrusive</li> <li>Low close rates</li> <li>Lots of businesses use telemarketing</li> <li>Can be extremely expensive</li> <li>Most appropriate for high-ticket retail sales, professional services, fund raising</li> </ul>

Medium	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> <li>• Most powerful image/awareness advertising vehicle</li> <li>• Intrusive</li> <li>• Impactful with sight, sound, movement</li> <li>• Highly merchandisable to the trade</li> <li>• National-network and local-spot flexibility</li> <li>• Sponsorship/program control potential</li> <li>• High frequency potential</li> <li>• Mass market reach</li> <li>• Ability to build long formats for highly demonstrable products and offers</li> </ul>	<ul style="list-style-type: none"> <li>• Very high cost per spot</li> <li>• Difficult to buy specific target markets</li> <li>• Very competitive market</li> <li>• All time can be sold out</li> <li>• Need top-quality commercial production values, very expensive to produce spots</li> <li>• Limited number of major networks</li> <li>• Clutter and zapping</li> <li>• High absolute costs for network</li> <li>• Subject to sudden price escalation due to laws of supply and demand</li> <li>• Short-term delivery risk due to continuous programming changes</li> <li>• Many time shifters with digital video recording capability can and do eliminate all advertising when they replay - - or at least fast forward through it</li> </ul>
Yellow Pages (Phone Directories, etc.)	<ul style="list-style-type: none"> <li>• Low CPM</li> <li>• High potential exposure</li> <li>• Very localized</li> </ul>	<ul style="list-style-type: none"> <li>• High lead acquisition costs</li> <li>• Limited to active shopper only</li> <li>• Limited ad placement control</li> <li>• All competitors in one place</li> <li>• Limited creative options</li> <li>• Ad lasts for long periods and can't be changed - typically a year</li> </ul>



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