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CONTACT: AUDREY STRONG
STRONG PR & MULTIMEDIA
audrey@strong-pr.com
720.231.6097

NEW STUDY & WHITE PAPER: LOCAL MEDIA GROWTH IN DIGITAL THREATENED BY GOOGLE AND FACEBOOK

*32% of media sales/executive managers finding it harder to
compete with digital pureplays than just one year ago*

WESTERVILLE, Ohio (March 30, 2015) — The just released white paper that expands on the 2015 *State of Media Sales*™ survey from MediaSalesToday.com shows the continued upward trend of media sales revenues from digital.

You can download the free white paper from MediaSalesToday.com by clicking [here](#).

51% of media company executive managers and sales managers who responded to the survey conducted by [Sales Development Services, Inc.](http://SalesDevelopmentServices.com) say revenue from digital is expected to grow in 2015. Sales of digital advertising and marketing services is expected to jump from an estimated 8.6% of overall revenue in 2014 to an expected 13% by year-end 2015. Local newspapers and direct response companies generally reported even higher numbers on average.

However, 32% of respondents also state it's harder to compete with the digital pureplays including Google and Facebook than it was at the start of 2014. And an equally important threat to digital revenue growth for local media may come from within.

“An improving economy has afforded some media sales teams the luxury of reverting to their comfort zones, selling traditional products where they feel they can generate more revenue with a higher margin”, says Sales Development Services CEO C. Lee Smith. “While this might be productive in the short-term, the resulting lack of attention to digital growth is not in their best interests long-term.”

Some other key highlights of the survey regarding digital are:

- A significant majority of media companies in the U.S. are relying on their existing sales teams to sell digital, even though they may feel more comfortable selling legacy products.

- Responses are mixed about whether selling digital products is getting easier or harder. 28% say it's easier than it was a year ago, 29% say it's harder, 43% say it's about the same.
- The top digital marketing services media companies are selling to local advertisers include ad retargeting, SEO, web development and tracking.

METHODOLOGY

The *State of Media Sales*[™] survey was conducted from December 2014 into January of 2015. The sample size for this online survey was 305 respondents who are decision-maker management/executive level sales professionals nationwide.

ABOUT MEDIA SALES TODAY[™]

Media Sales Today[™] provides insights, ideas, research and sales tips for media advertising sales professionals across North America. Comments and story ideas are welcome from representatives, managers and ownership of all types of ad-supported media of all sizes.

FIRM DESCRIPTION

Sales Development Services, Inc. provides the tools, training and intelligence for developing sales by media, advertising agencies and in-house marketers. The firm's core philosophy is to empower its clients to deliver greater value to their clients. Products and services include the [AdMall](#)[®] product line to enhance the ability of account executives to speak intelligently about every advertiser's line of business and sales-building opportunities. **SalesTouch**[®] is the Smarter CRM for Media Sales with predictive analytics for every account. SDS also offers online audience optimization via **AudienceSCAN**[™], SDS also offers an annual, proprietary *State of Media Sales*[™] survey. It is the most comprehensive independent study to identify the current landscape and emerging media sales trends and is widely anticipated within the space. For more information, current thought leadership and firm philosophy, visit our website at www.salesdevelopment.com and our **Media Sales Today**[™] e-newsletter.

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