



Johnson Media Group



CREATING EFFECTIVENESS THROUGH EFFICIENCY

Traditional marketing methods still bring value to home service contractors

In today's digital age, many businesses may question the effectiveness of traditional marketing methods such as TV, radio, and print advertising. However, for home service contractors, these mediums can still prove to be valuable tools in reaching and attracting potential customers. TV, radio, outdoor, OTT/CTV, and print advertising have the potential to reach a wide audience while also allowing for targeted advertising. It can increase a contractor's credibility in the eyes of potential customers.

After freelancing in the graphic design and communications world for years, Lara Beltz says she was bit by the trades bug when she met her husband Brian Beltz who founded Beltz Home Service Co. in 2001. When they met in 2008, the company had three employees, three trucks, and a Yellow Pages ad.

"He didn't even have a website, so I phased out my other clients, took over all the marketing and became really involved in the business," she says. After joining Nexstar to help the company grow, Beltz attended a Nexstar Network marketing class in 2019. During that class, Beltz's Marketing Coach told her that if she were looking to get into billboards or radio, the company should really have a media buyer to negotiate on their behalf, and gave Beltz a few names to check out.

Beltz says she picked Johnson Media Group because of Thom Johnson, Chief Strategist and Owner. "He's been in the industry forever. We both come from the print world first, before digital and there was just an instant connection. He is just extremely well-versed in direct mail, billboards, and all the traditional media and we were looking to do more than just digital advertising."

At the same time, Beltz was tired of dealing with the vendors herself. "I really wanted somebody who was going to be a pit bull for us and negotiate better contracts and rates for radio and billboard," she explains. "And when we started thinking about TV advertising, that was definitely outside of my comfort zone. Johnson Media Group has been that pit bull – they've negotiated some fantastic contracts for us all the way around. I could not be happier with our billboard contract. Right now, we have 25 different billboards within a 50-mile radius of us, and we have just amazing pricing on those – some of the lowest in the country, let alone this area."

Johnson Media Group offers marketing for home service contractors in all forms of traditional media, including broadcast and cable TV, radio, outdoor, direct mail, OTT, and CTV. The company operates in 100 different markets and has placed over \$250 million in traditional media advertising in the home services category since its founding in 2004.

"We understand the communication platform we're working with. I like to use the analogy of a tool in a toolbox. A screwdriver is a mighty handy tool unless you're trying to drive in a nail – then it's not so handy anymore. Because you're not aligning the tool to what it can do best."

~ Thom Johnson, *Johnson Media Group*

"The same thing is true for the marketing toolbox. People like to treat their traditional marketing as direct response, that they're going to get a bunch of calls. And that's not the way it works. The concept behind traditional advertising is to build a high-frequency model where the business gets hundreds of impressions over the course of six to eight months so, down the road, the company becomes top-of-mind for consumers," Johnson explains.

"When you run a bunch of TV spots, don't expect your phone to ring right away," he says. "It takes time to build that up. This is a brand-building tool, not a direct response tool. If you want direct response, you should do digital marketing."



HOME SERVICE CO.
Electrical • Plumbing • Heating • A/C



Smart, geo-targeting marketing

Not all neighborhoods have the same revenue potential for a contracting business. Johnson Media Group employs a Smart Geo-Target analysis that uses up to 60 variables – service area, demographic data, age of homes, owner occupancy, consumer expenditure survey and more – to determine where to allocate marketing resources effectively and efficiently.

"That's the main differentiator between us and competing companies," Johnson explains. "We get an understanding of where the high-value neighborhoods are, how they collect, and then, how they align to marketing opportunities. It's really critical throughout what we do."

~ Thom Johnson, *Chief Strategist and Owner*

CATEGORY: MARKETING

SUBCATEGORY:

- MEDIA PLANNING
- BUYING

SERVICES/PRODUCTS PROVIDED:

SPECIALIZING IN TV, RADIO, NEWSPAPER,
OUTDOOR/BILLBOARD, DIRECT MAIL,
IN-HOME & OUT-OF-HOME ADVERTISING

YEARS AT NEXSTAR: 20

PLATINUM
Strategic
Partner



Johnson likes to say, “If you’re going nowhere, any road will take you there.” To get to success, a business needs maps, and that’s what Johnson Media Group provides. “We show them how these high-value neighborhoods cluster and then it’s easy to align marketing opportunities so that we get efficiency and effectiveness by first investing in those neighborhoods that are high value. Essentially, we’re putting more emphasis on the neighborhoods they want to be in.”

Using resources wisely



SCAN ME

Cost-per-point is a metric used to determine efficiency for TV and radio – it’s the cost to reach 1% of the audience you are seeking.

“For example, I have a client in Seattle who was spending \$177 cost-per-point to reach their target audience,” Johnson explains. “Right out of the gate, we got that down to \$72 by understanding the dynamic pricing model (like airlines). Most people think broadcast TV is sold on ratings and programming, which play. But at the end of the day, it’s supply and demand. It’s how you play off those supply and demand factors against the leverage points that gets you from \$177 to \$72. By the way, you need a hundred points of TV a week to be effective. So that’s \$17,000 versus \$7,200. That’s a substantial amount of savings.

“Our job is to make sure that we understand the consumer criteria well enough that we present our offers and our marketing message in such a way that consumers are compelled to call you and give you the opportunity to get in front of them first,” he adds.

Beltz confirms that every time her company tried a new platform – be it commercials or billboard – the business saw an increase in the number of calls.

“One of the most important points is when we went into a new platform that I didn’t have experience with, they didn’t prey upon my lack of knowledge,” Beltz says. “There have been a couple of companies in the past that have made me feel lacking. Just because I do marketing doesn’t mean I’m an expert on every single aspect of it. Every time I talk to Thom about something new, he’s very good at explaining things and answering my questions. They’re very knowledgeable, easy to work with, and great with communication.”



“His honesty and integrity are second to none.”
~ Lara Beltz, Beltz Home Service Co.

Thom is just such an awesome titan in the industry. He will tell me if something is not a good fit. There have been several times he’s told me, ‘Yeah, you could buy that, but I don’t think it’s going to get you any traction – I don’t think you should.’ His honesty and integrity are second to none.”

Johnson says it’s all about allocating resources properly.

“We first look at what the resource is and what it can and can’t do,” he notes. “About 25% of the inquiries we get from Nexstar, we tell them not to do anything with us because they can’t do it right. There’s no sense spending their money if it doesn’t work. You’ve got to hit certain key performance indicators for each type of advertising. It’s critically important to use those resources wisely. I always like to point to that first because we do that. Being efficient and effective with those limited resources is key.”

Why Johnson Media Group

Stretch your money further

Research based insights about your trade area

Experienced in all forms of traditional media including:

- Broadcast TV
- Cable TV
- Direct Mail
- Outdoor
- Radio
- OTT
- CTV

Planned & Executed
\$25 Million
of Traditional Media for the Home Services Category

Serving Over
1,000+
Category Providers

In Over
100
Different Markets