



Marketing News and Sales Tips for the Yellow Pages Industry, July 20, 2010

Thanks to Kuk, Baldwin Associates for their new YP Industry resource a foundational education and training tool website. **Norb Kuk and Tom Baldwin** have provided Leadership and Yellow Pages Sales Training in our Industry for many years as well as published related sales literature, news and marketing “tips.” Their websites are filled with helpful Yellow Pages Industry sales training material. We will be sharing a few of their Yellow Pages Marketing tips in our Newsletter now and in the future. We hope you enjoy them as much as we do!

***CONSUMER ELECTRONICS IN 2010.**

As you’d expect, the extent of electronics purchases in the rest of 2010 hinges on a return of more consumers to work – but based on a presumption that recovery will continue, electronics dealers may see “healthy sales” in the months to come. High on shoppers’ lists are 3D televisions, video game accessories, and DVRs. In fact, optimistic TV makers are now shipping 70,000 3D TVs a month to retailers, with an expectation of selling somewhere between 1.5 million and 3 million units before the year is out. Also, some 36% of US households already have a DVR – up 51% from 2008 – and spend over two hours a week watching time-shifted television (Research Alert, 7/2/10).

***MEDIA MARKET DATA.** For most advertisers, YP is only part of the media mix, albeit an important part, which is why it can be self-defeating when advertisers threaten to move ad money out of the book and into newspapers, online, radio, etc. It’s an emotional reaction that needs to be overcome primarily with facts, such as: (1) print YP generates 12 billion look-ups a year, and Internet YP, 4.9 billion – mainly by ready buyers; (2) some 65% of consumers use print and online YP monthly, compared to 58% using search engines; (3) newspaper readership is down to an average of 43% of adults nationwide; and (4) radio generates 70% listening, but needs YP advertising as an anchor (Next, 6/21/10; YPA Blog).

“ Norb [Kuk] reads/scans many (35-40) trade/business publications monthly and looks for date/trends on high-revenue YP headings. We have data on about 340 headings that we put into an Excel program that Localizes that national data. The intent is to give the reps info about the advertiser's industry that maybe the advertiser doesn't know about. It can position the rep as a consultant and is targeted to "disturb the advertiser's complacency" about where his/her business is vs. the size of the local market. A rep will NEVER make a sale without disturbing the complacency of the client.” Tom Baldwin, Partner Kuk, Baldwin Associates

Bio: For years, K-B Associates has offered unparalleled YP sales training programs, including the heading-specific tools that make them work – like Ad Analysis, the K-B Headliner, localized market data, online “how-to” animations, and so on. NOW, we offer publishers an opportunity to provide their advertisers with access to EXTENSIVE ONLINE CONTENT that raises awareness of YP value and its critical place in the media mix. In turn, an increased advertiser awareness of YP value will give sales reps an incentive to raise their own levels of YP knowledge. Also new for 2010 is our YP RESULTS-GUARANTEES program. See our website for details www.Kukbaldwin.com