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Out of Home Media and the Sales Funnel:

How Out of Home can help drive client acquisition across every level of your sales funnel.

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The concept of the marketing funnel has been around for over a hundred years. It describes the steps a potential customer goes through before making a purchase.

These days we place a lot of emphasis on the digital media parts of the funnel. But it's important not to overlook other channels.

Out of Home has long labored under the impression that it only really works as a Top Funnel media to generate brand awareness and has little effect on the other stages of the customer journey.

The truth, however, is that when you look at the capabilities and strengths of different types of Out of Home media it becomes clear that it can help support every stage of your marketing funnel.

Let's take a look at how OOH can work at various stages…

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Top Funnel: Creating Awareness

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Top of the funnel is where most marketers will think about Out of Home. Ask them for awareness media and billboards will be a common answer. And with good reason, this plays to OOH's strengths: reach, cost efficiency, etc.

Out of Home characteristics that support this level:

- Extensive Reach
- Low CPM
- High Impressions
- Broad audience coverage

OOH Media for this level:

- Bulletins / Posters
- Transit Exteriors
- Wrapped Vehicles
- Programmatic DOOH

Appropriate Tactics:

- Branding focused creative
- Simple Messaging
- Market Saturation
- Proximity Targeting

90% of U.S. residents age 16 or older have noticed any out of home advertising format in the past month.*

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Middle Funnel: Fueling Consideration

In the middle of the funnel, we need to build interest, consideration and desire. This means moving to more detailed messaging, conveying benefits, differentiating from competitors. This requires more time and attention from your audience.

Out of Home characteristics that support this level:

- High Frequency
- Longer Dwell Times
- More Granular Targeting
- Physical Proximity to Audience

OOH Media for this level:

- Transit Stations
- Transit Interiors
- Posters & Shelters
- Platform Posters

Appropriate Tactics:

- Longer Messaging
- QR Codes & Take Ones
- Calls to action
- Unique URL's

42% of OOH viewers have searched for an advertiser on their mobile device after seeing an ad.

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Bottom Funnel: Driving Conversion

At the bottom of the funnel, we are trying to get consumers to take action. Out of Home can support this by providing opportunities to interact directly – through experiential activations – or by moving consumers directly into the digital ecosystem through geofencing.

Out of Home characteristics that support this level:

- Hyper-local Targeting
- Interactive capabilities
- Media with data capture
- One-to-one engagement

OOH Media for this level:

- Lifestyle Media
- Mobile Media
- Door Hangers / Pizza Toppers
- Experiential Activations

Appropriate Tactics:

- Geofenced Digital Tie-in
- Short Term Promotions
- Proximity – "Exit Here"
- Human Interaction

20% of OOH viewers have visited a business immediately after seeing a directional OOH ad. *

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The location and physical characteristics of different types of Out of Home media means that consumers engage with them in very different ways. From the quick read of a bulletin on the highway to the one-on-one, personal interaction with a brand ambassador OOH is an extremely versatile tool.

This list is certainly not meant to be exhaustive, or to cover every media, or every marketing situation. While billboards are a powerhouse at creating cost effective brand awareness at the top of the funnel, they can also work at the bottom by driving local traffic to restaurants and retail locations. With some creativity and consideration different OOH media can be used to serve a variety of purposes.

With the diversity of media available, and the different characteristics they posses its important to keep Out of Home in mind for each stage of your marketing funnel.

*All stats from 2019 Nielsen Out of Home Advertising Study

30 years emc outdoor