

THE STATE OF THE INDUSTRY

(The Advertising Industry)

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The key things you need to know
about marketing in 2025.

2025

Presented by

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Contents

01

INTRODUCTION

02

AI IS HERE

03

NO REALLY, AI
IS HERE

04

PODCAST ISN'T,
SORRY

05

RADIO MAKES A
COMEBACK?
KIND OF...

06

ORGANIC
SOCIAL IS OVER

07

TIKTOK? IT
DEPENDS

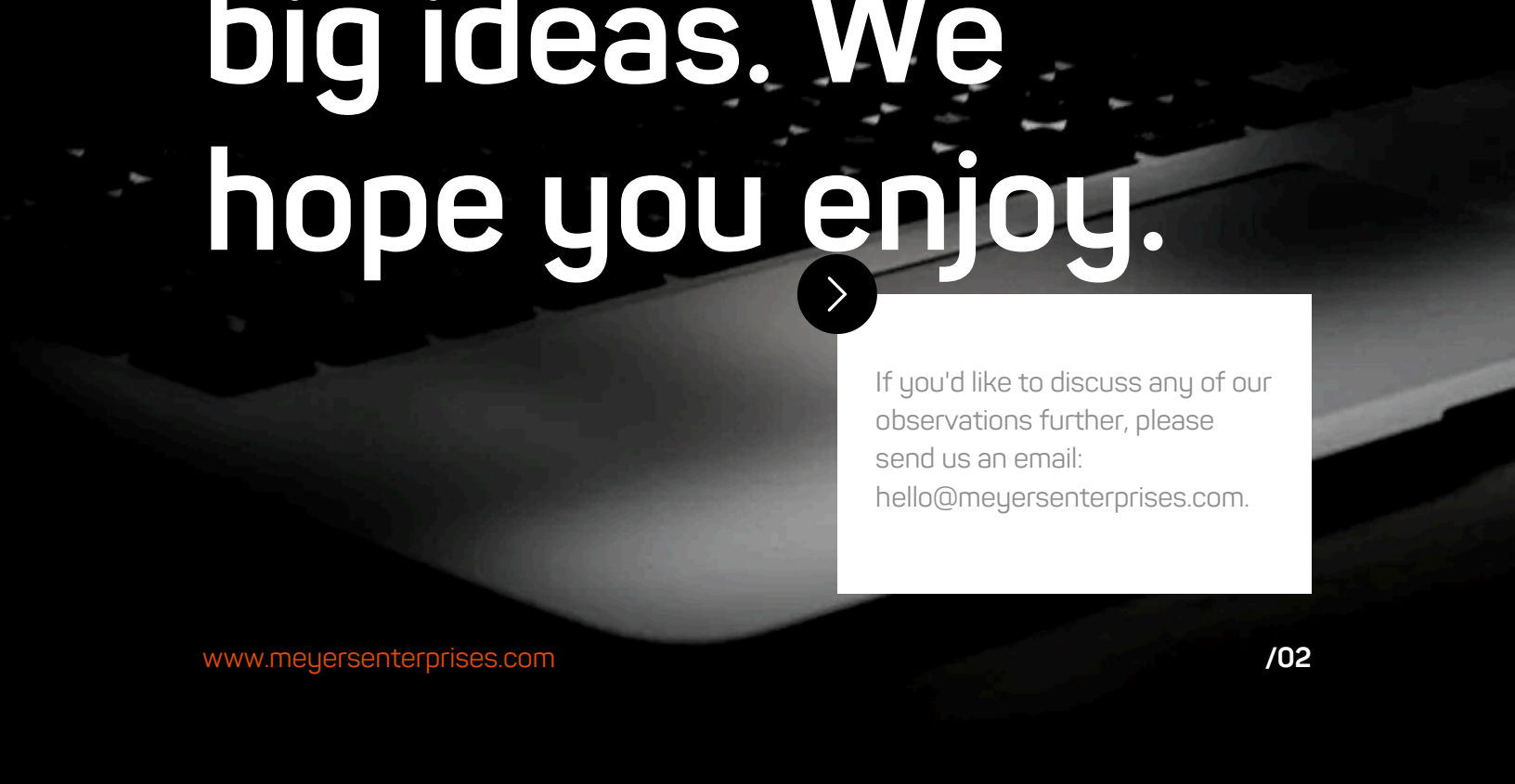
08

SO WHAT NOW?





Here are our
thoughts on the
advertising
industry. It's a
quick read with
big ideas. We
hope you enjoy.



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If you'd like to discuss any of our
observations further, please
send us an email:
hello@meyersenterprises.com.

The AI revolution is here.

Artificial Intelligence (AI) is no longer a distant future concept; it's here, transforming business operations. AI presents small and medium-sized enterprises with unparalleled opportunities to streamline their marketing efforts. AI tools can automate time-consuming tasks like blog writing, social media management, and ad targeting, allowing businesses to focus on strategy and customer engagement. They can also provide data-driven insights to optimize campaigns and improve ROI. Thus, AI represents a new era of efficiency and effectiveness in digital advertising.

By the way, this page was written with AI.



The Performance Max revolution is here, too.

If you're not running with Google Performance Max and Facebook Advantage+ placements, you are leaving valuable potential customers on the table. These two campaign types have revolutionized the advertising industry by using AI bidding algorithms to find target customers across platforms and mediums. In many applications, these campaign strategies target more efficiently than humans ever could, and result in lower cost per acquisition and increased return on ad spend.





04 PODCAST ISN'T,
SORRY

Podcast advertising is still overpriced.

You've probably been told about podcast advertising - how it's the future, how it's cutting edge, and how it reaches a new audience.

Well here's the problem: so has everyone else.

Demand in the podcast market is still way too high, driving up pricing and causing the medium to have poor returns for most situations.

A Google Performance Max campaign or a well constructed, old fashioned paid search effort will likely yield superior results for most businesses.

Can you believe we're calling paid search "old fashioned?"



05 RADIO MAKES A
COMEBACK? KIND OF...

Radio still works... kind of.

For about 30 years, advertising industry executives have been predicting the demise of radio but it still hasn't happened yet. Why? Drive time.

Radio has managed to survive in the car. For 30-120 minutes a day, almost all Americans still engage with their car's built-in radio.

If you can figure out when your target audience is driving to and from work, you can still get good value from radio ads. Any other time is worthless.

Since much of the workforce has returned to in-person work after the pandemic, radio has regained its traditional spot as the king of the morning commute.

Organic social media is dead, or at least on life support.

There once was a bygone era when a business could put up a page on Facebook and expect it to result in sales without spending on media. Those days are gone. Organic Facebook posts now reach less than 1% of your followers, and the news isn't much better for other social platforms.

This means two things for your business: 1) you're probably spending too much time and money on your organic social media content and strategy, and 2) you're probably not spending enough on social media advertising.

At Meyers Enterprises, we have AI write most of our social content for us. The era when it made economic sense for a small or mid-sized business to have a full time, standalone social media manager is over.

TikTok: Crucial for some, worthless for others.

There are two components of a social media platform: the audience and the ad engine.

TikTok has the audience. It's the fastest growing social media platform in America by a wide margin, and barring governmental intervention, its trajectory appears to go nowhere but up.

But what TikTok doesn't have is the ad engine. For any given audience segment, Meta's Advantage+ AI does a better job of finding a business valuable sales and conversions.

If your audience is just the general population, doubling-down on Meta is still the way to go. It's only when a business's target customer demographic is skewed toward ages under 30 that TikTok becomes a must.



08 SO WHAT NOW?

So what now?

Thank you for reading. Our goal here was to use few words to bring you big ideas. We hope that we've challenged your current strategy and given you something to think about. You may have found that some of our observations go against the grain from what you've read elsewhere. That's okay. We stand behind our ideas. Because we're right, and we'd be glad to prove it to you if you give us the opportunity.

We're happy to discuss these trends further with you at any time. You can reach us via email at hello@meyersenterprises.com. You can also call or text Dakota Meyers directly at (316) 214-9346. Even if you're not a prospective customer. Heck, even if you're a direct competitor to us. We're always excited to engage in a conversation about the state of the advertising industry, no matter who we're talking with.

Thanks again for taking the time to read this, and we look forward to hearing from you soon.