



# Digital Sales: 60 Ideas in 60 minutes

Presentation Download Link:  
[bit.ly/crma60ideas](https://bit.ly/crma60ideas)



# A Challenge For Our Presenters

- ▶ Each of our presenters is a digital sales leader at their respective publications;
- ▶ They have been tasked with sharing ten digital sales ideas that could be shared in a minute or less;
- ▶ One Idea per minute, 60 minutes total, 60 ideas in 60 minutes
- ▶ (plus time for questions at the end)

# Meet Our Presenters

- ▶ Andrea Bott

- ▶ 5280

- ▶ Associate Publisher of Digital Media



# Meet Our Presenters

## ▶ Paul Brannock

- ▶ Vista Graphics Inc.
- ▶ Vice President of Sales & Distribution



# Meet Our Presenters

▶ Susan Farkas

▶ Washingtonian

▶ Publisher



# Meet Our Presenters

▶ Mike Martinelli

▶ Today Media

▶ Digital Publisher



# Meet Our Presenters

## ▶ Irene Peterson

- ▶ Mpls.St.Paul Magazine | Twin Cities Business
- ▶ Director of Digital Sales



# Meet Our Presenters

## ▶ Frank Tarascio

- ▶ Westchester Magazine
- ▶ Director of Business Development



# Idea #1 (Andrea Bott)

- ▶ Selects Newsletter:
- ▶ In late 2015, we began selling newsletters that were targeted by data sets. 5280's Audience Development team is constantly working to build out info to our email database. Includes everything from age, HHI, zip code, and interest areas. We're able to sell 2x/week. (150k in revenue since inception)

5280

# SELECTS

Great offers chosen just for you.

MAY 10, 2017



**KIDS  
SKI FREE**  
with the purchase of an adult pass.

**\$599**  
ADULT

**\$49**  
DOWN

**+ 6 EASY PAYMENTS**  
JUNE-NOVEMBER

Rocky Mountain  
**superpass+**

**BUY NOW >**

Kids Ski Free offer ends 5/31.

# Idea #2

## (Andrea Bott)

- ▶ Top Taco/Top Margarita:
- ▶ Combined a digital service package with a client lead contest to promote a Tequila partner. We utilized all of our assets for a comprehensive package. promoting with house ads, social media, and dedicated newsletters. Food editorial packages seem to sell the best and wrapping contests around these campaigns is much easier. Tagline: “We picked our favorite Taco in Denver, now we want to hear from you!”

# Idea #3

## (Paul Brannock)

- ▶ Always set the stage, in the beginning per appointment.
- ▶ Gain agreement on the agenda that each print product has associated digital products, BUT in addition you would like to speak about some other digital options/solutions as well.

# Idea #4

## (Paul Brannock)

- ▶ Do your preparation.
- ▶ Visit your client's website prior to the appointment to fully understand their digital presence.
- ▶ View page source to understand how sophisticated websites are with descriptions, code, etc to understand where there may be gaps in their marketing programs. If a big fish get this advice from a developer or web technician if available. This may help identify Internet Marketing Services needed.
- ▶ During the appointment.....Point out the positives from their website THEN ask what is the next stage of their digital strategy? Work this into the fabric of your presentation for a balanced digital/print campaign.

# Idea #5

## (Susan Farkas)

- ▶ Conduct quarterly digital sales training
- ▶ Can be an incredibly basic review of traffic, social media followers, email subscribers, top stories, new product launches

# Idea #6

## (Susan Farkas)

- ▶ Including digital revenue numbers in all weekly tracking reports so traditional print reps begin to see it as a priority

# Idea #7

## (Mike Martinelli)

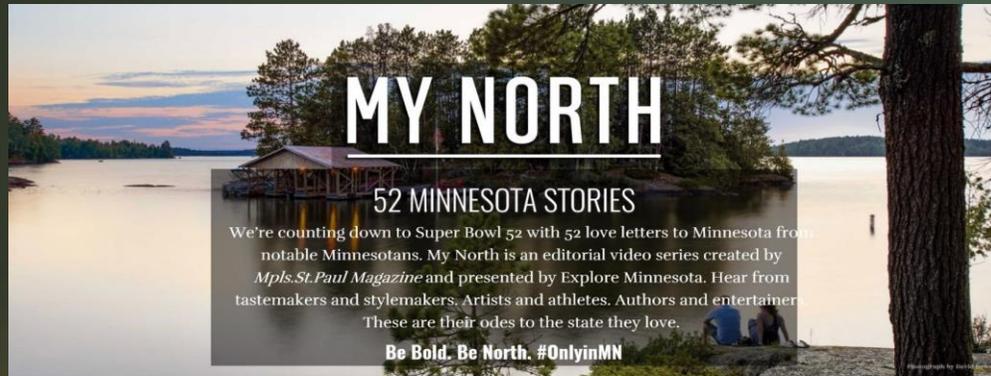
- ▶ Sell “Magazine Quality” Branded Content
- ▶ We don’t want to replicate press releases
- ▶ For the client, the story is not “me, me, me,” it should be an articulation of the campaign objectives (Example: Curtos appliance wants to sell high end barbeques)
- ▶ Web readers love listicles
- ▶ Encourage regular contributions for a series of branded content articles

# Idea #8

## (Mike Martinelli)

- ▶ Bundle Branded Content with enough traffic drivers to deliver results
- ▶ Include Eblasts (Story headlines make great Email Blast subject lines)
- ▶ They also make a great tagline in an ad
- ▶ Include ads on house website to expand readership;
- ▶ Include newsletter sponsorship ads, and truncated sponsored posts in newsletters;
- ▶ Include Programmatic ads or paid social media posts to increase the reach
- ▶ These traffic drivers are not throw in value ads, they are a part of the sale to ensure success.

# Idea #9 (Irene Peterson)



SIGN UP FOR  
MY NORTH ALERTS



- ▶ New Program Idea: My North
- ▶ This highly engaging weekly series of 52 videos brings to life the stories and people that understand and embody what it means to call the North home. It also serves as a welcome for those planning a trip to Minnesota.
- ▶ Created by the editors of *Mpls.St.Paul Magazine* and presented by Explore Minnesota, this video collection paints an expansive portrait of our collective Bold North and what makes this place so singular, so special. So Minnesota.
- ▶ To view videos: [WWW.MYBOLDNORTH.COM](http://WWW.MYBOLDNORTH.COM)
- ▶ #ONLYinMN
- ▶ **See you in Minnesota for Super Bowl LII!**

# Idea #10 (Irene Peterson)



**Best of BEAUTY** READERS' POLL

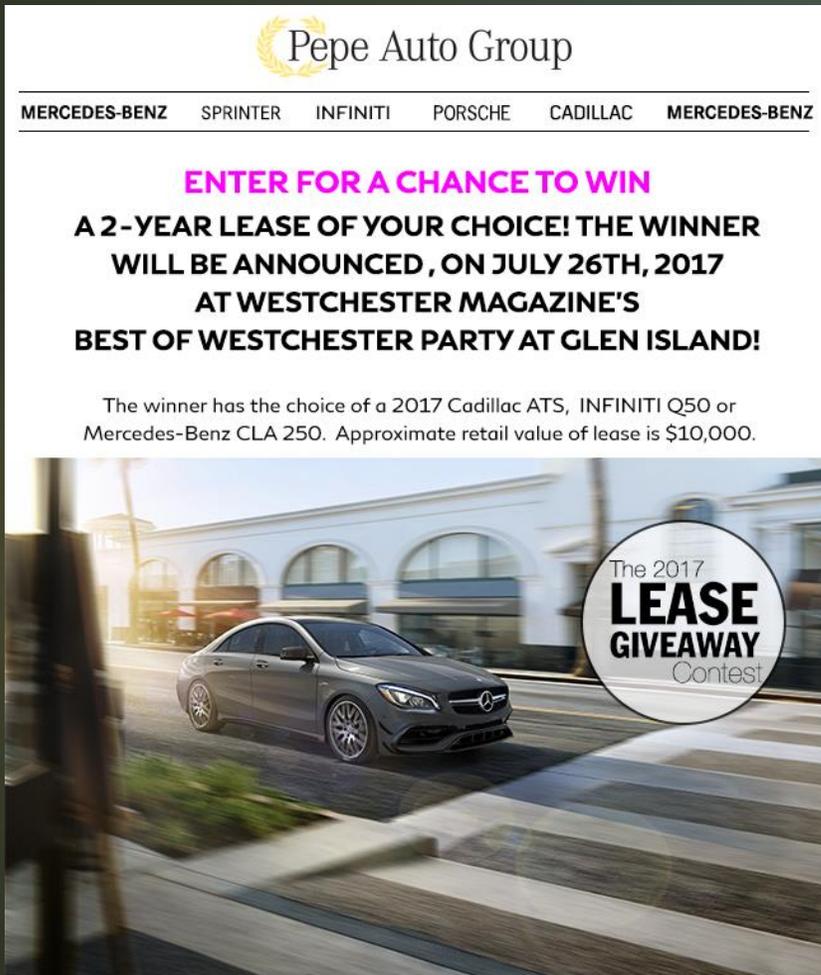
Do you **adore** your hairstylist?  
Have you found the **best** massage in town?

SHARE YOUR *faves*  
& WIN *prizes!*

Poll is open May 1–22.  
[mspmag.com/beautypoll](http://mspmag.com/beautypoll)

- ▶ New Program Idea: Best of Beauty Readers Poll
- ▶ This new take on a Best Of standby allows us to diversify our Readers Poll program. Readers are asked to share their favorite stylist, colorist, brow artist, Botox provider and more to earn a chance to win fabulous prizes.
- ▶ We opt to not poll beauty products which are reviewed in depth by national magazines and instead focus on local providers.
- ▶ Program Goals:
  - ▶ Revenue Opportunity
  - ▶ Email Acquisition
  - ▶ Engagement

# Idea #11 (Frank Tarascio)



The screenshot shows a contest announcement from Pepe Auto Group. At the top, the Pepe Auto Group logo is displayed, followed by a navigation bar with links for MERCEDES-BENZ, SPRINTER, INFINITI, PORSCHE, CADILLAC, and MERCEDES-BENZ. The main text reads: "ENTER FOR A CHANCE TO WIN A 2-YEAR LEASE OF YOUR CHOICE! THE WINNER WILL BE ANNOUNCED, ON JULY 26TH, 2017 AT WESTCHESTER MAGAZINE'S BEST OF WESTCHESTER PARTY AT GLEN ISLAND!". Below this, it states: "The winner has the choice of a 2017 Cadillac ATS, INFINITI Q50 or Mercedes-Benz CLA 250. Approximate retail value of lease is \$10,000." The bottom half of the image features a blurred photograph of a silver Mercedes-Benz CLA 250 driving on a city street. A circular graphic overlay on the right side of the car reads "The 2017 LEASE GIVEAWAY Contest".



[CLICK HERE TO ENTER](#)



- ▶ Pepe Auto Group Lease Giveaway Contest.
- ▶ Approach an automotive dealer or auto group with a Lease Giveaway Contest promoted heavily with digital ads and tied into your “Best of” party.
- ▶ The proposal includes –
- ▶ Best of” sponsorship including vehicles on display at the event.
- ▶ • Tied into the sponsorship is a Lease Giveaway Contest. The auto client will promote a contest for a Free 2-year lease of a vehicle.
- ▶ • Create a contest entry page on your website. All contest entrants will be eligible to win the lease.
- ▶ • The client will capture each entrants email address and phone number for their database.
- ▶ • Included in the proposal is a digital package to drive traffic to the contest page, (eblasts, ROS web ads, etc...).
- ▶ • The contest will also be promoted in “Best of” print and digital promo ads.
- ▶ • The winner of the contest will be announced live at the “Best of” party.
- ▶ • Photos of the winner will be published in a future issue in the marketing photo opps page.
- ▶ • This proposal takes a typical “Best of” sponsorship to another level by adding the cost of the sponsorship and the digital ads to the estimated costs of any added value.

# Idea #12

## (Frank Tarascio)

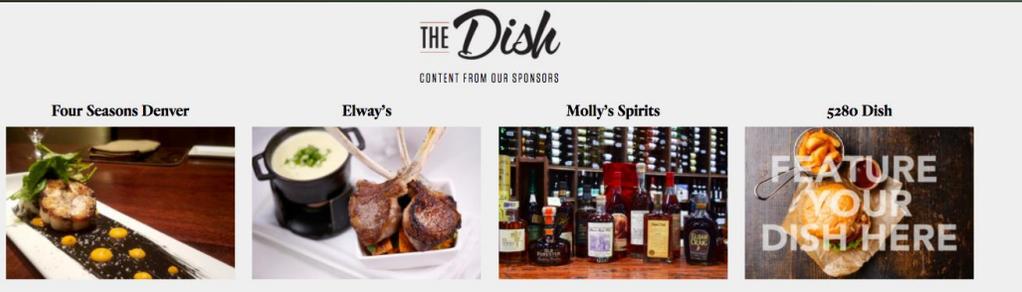
- ▶ Create a list of carefully selected clients and prospects to approach for remnant of unsold digital inventory (unsold enewsletters, ROS web ads, unsold eblast dates, etc...)
- ▶ On a weekly basis – Towards the end of each week look at the following weeks open inventory of enewsletter ads and eblasts.
- ▶ On a monthly basis – Even the highest traffic websites will not sell out of all available monthly impressions. Create a list of prospects and clients to approach for remnant opportunities with ROS web ads.
- ▶ Be careful! Once you offer remnant rates it's nearly impossible to go back to rate card. Remnant rates are best for small businesses that don't have large budgets and will never pay what you cost.

# Idea #13

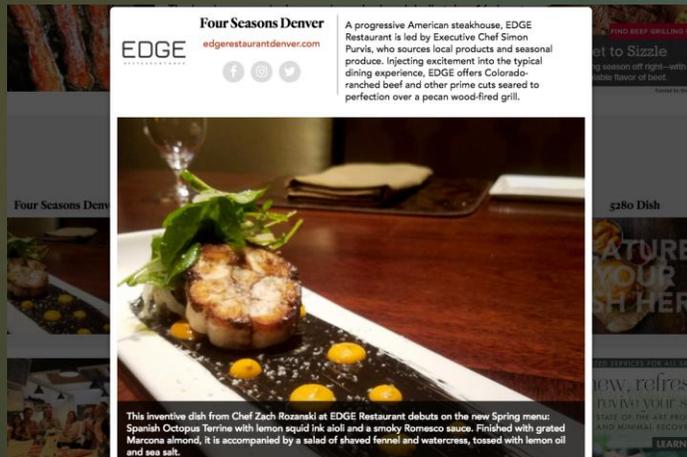
## (Andrea Bott)

- ▶ Contest Data Collection:
- ▶ Through our contesting platform, we're able to collect opt-in data from entrants and supply to client. This is huge to marketers trying to grow their database and add a layer to the promotional value of the contest. Note: We only provide opt-in user data.
- ▶ Example: Pet Photo Contest sponsored by Wheat Ridge Vet Hospital. Vet Hospital gets an active list of pet owners to add to their marketing list.

# Idea #14 (Andrea Bott)



- ▶ Native Integration
- ▶ Custom Campaigns: Large scale, integrated packages that run in relevant content channel on the site. Campaigns include Paid Post, Custom Landing Page, social media, house ads, and dedicated newsletters. Can wrap in native programmatic for amplification as well. Content needs to feel organic to site to be effective. Three Months and \$20k minimum campaign. (100k in revenue since 2016)



- ▶ Recent Campaigns: Pella Windows, DR Horton, UCHHealth
- ▶ Native Galleries: Smaller native packages, include carousel of paid posts in relevant content channel. Newly launched: The Dish, Getaways, and Fashion Lookbook. One month campaigns that include image and 30 words run in branded content boxes on site. Allows smaller clients to break into the branded content realm.

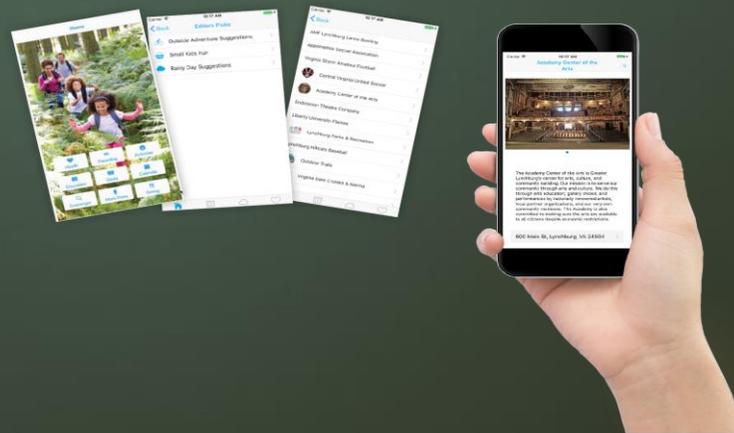
# Idea #15

## (Paul Brannock)

- ▶ Always stress the importance to increase market reach through combining print and digital advertising.
- ▶ Your marketing mix is more diverse when you have print and digital working in tandem
- ▶ It is easy to go into a digital product campaign due to minimum barriers of entry, however you surrender a competitive advantage if you do not include print.
- ▶ As digital continues to get overcrowded, print becomes more valuable as a specialized product esp. with hyper-local content.

# Idea #16 (Paul Brannock)

- ▶ Print is strong, but mobile is a great way to reach a new generation of buyers
- ▶ 3 out of 4 web searches are on mobile devices
- ▶ Rumored that Google's next algorithm rankings based upon mobile. This is a great point to make if you build websites.
- ▶ Stress connection points....Contests, responsive sites, newsletters, social media , apps that come with print. Example Central VA Family Guide app



# Idea #17

## (Susan Farkas)

- ▶ Encourage Sales Reps to sell what's easiest/most relatable to print. Sponsored Content has proven to be a product that both unsophisticated clients and less savvy reps can understand.

# Idea #18

## (Susan Farkas)

- ▶ Selling listings to professional service clients (doctors, lawyers, dentists, financial planners, real estate agents. Washingtonian.com makes \$400k on lawyer listings alone.)
- ▶ Listings are also very simple/similar to print products with a lot of client crossover so it's a good gateway product for more hesitant reps

# Idea #19

## (Mike Martinelli)

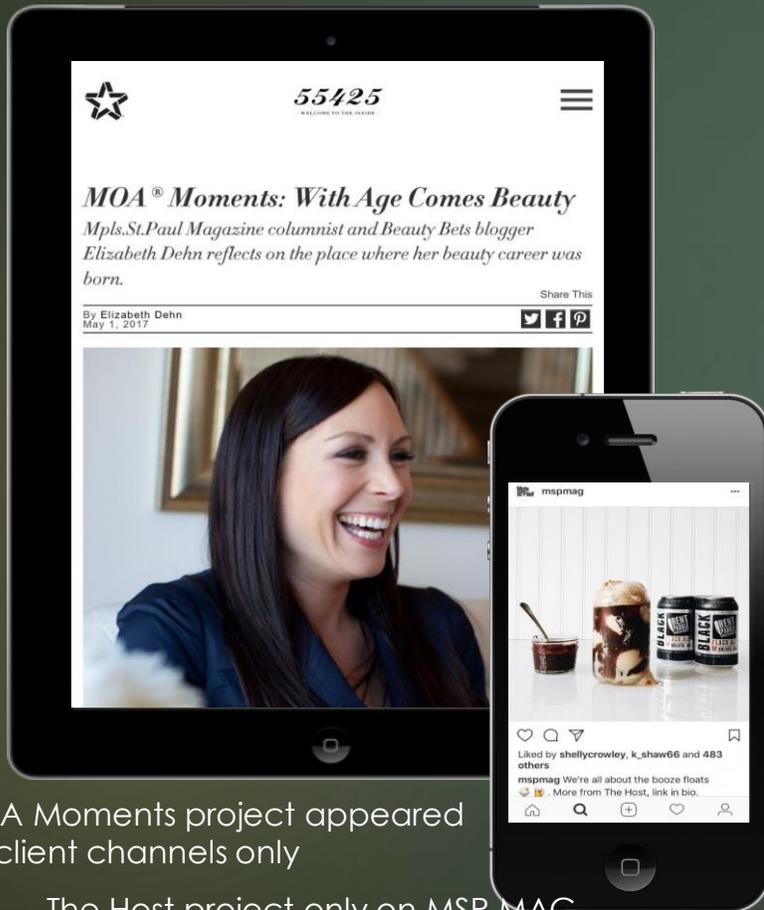
- ▶ Digital Program Idea: Ask the Experts
- ▶ Formatted sponsored content section, where purchaser is grouped together with other Experts
- ▶ Eligibility as an expert is limited to Top Doctors or Top Dentists, from any year current or previous
- ▶ Only presents one individual doctor, not groups
- ▶ Excellent opportunities for hospitals to showcase their many Top Doctors affiliated with the hospital
- ▶ Big Dollar Item, \$3500- \$5500 per insertion
- ▶ Annual Program
- ▶ Category exclusivity, but be specific – think “aortic valve replacement, not cardiology”
- ▶ Include Traffic drivers are part of the campaign to ensure results, monthly programmatic has been working well to boost readership

# Idea #20

## (Mike Martinelli)

- ▶ Don't be afraid to ask for money
- ▶ Digital has a reputation for being inexpensive – don't give in to that.
- ▶ Perhaps the per month digital cost is lower than print, but why does it have to be cheap?
- ▶ If a full page would cost \$5000 and a fractional some portion of that, why is it too much to pitch a \$2000-\$4000 monthly digital buy?
- ▶ Digital is so much more work, why only sell it for one month or three months? – get that 6x buy-in
- ▶ One effective strategy for us has been to present different levels. If \$2,500 is the low level, it looks a lot more approachable than when it is presented as the top option.

# Idea #21 (Irene Peterson)



MOA Moments project appeared on client channels only

The Host project only on MSP MAG channels

- ▶ Growth Opportunity: Studio MSP
- ▶ Studio MSP is the in-house branded content studio of Mpls.St.Paul Magazine. Using our signature style of storytelling, we create imaginative and engaging lifestyle content for brands looking to influence the most desirable audiences in the Twin Cities and beyond. Studio MSP's creative team takes an editorial approach to crafting brand stories by tapping into the collective influence and expertise of Mpls.St.Paul Magazine editors, designers, stylists, photographers and videographers.
- ▶ Studio MSP offers a range of integrated marketing solutions, including Native Advertising, Custom Content, Program Guides, Social Media and Video.

# Idea #22 (Irene Peterson)



- ▶ New Product Idea: Themed Special Edition Emails
- ▶ Like many CRMA publications, we have a very successful email marketing program that includes several editorial newsletters as well as dedicated sponsor emails. We are carving out a great revenue opportunity by further tapping into our first-party data to offer contextual targeted co-op emails. These are themed around special sections in print and/or seasonal events.
- ▶ Emails are tagged as sponsored and typically feature up to 10 paid positions.
- ▶ List size varies based on contextual selects.
- ▶ Open rates average 23.26%
- ▶ (editorial based newsletters 33.3% - 38%)
- ▶ BONUS: Great idea for business publications. Allows B2B advertisers to position themselves as thought leaders.

# Idea #23

## (Frank Tarascio)

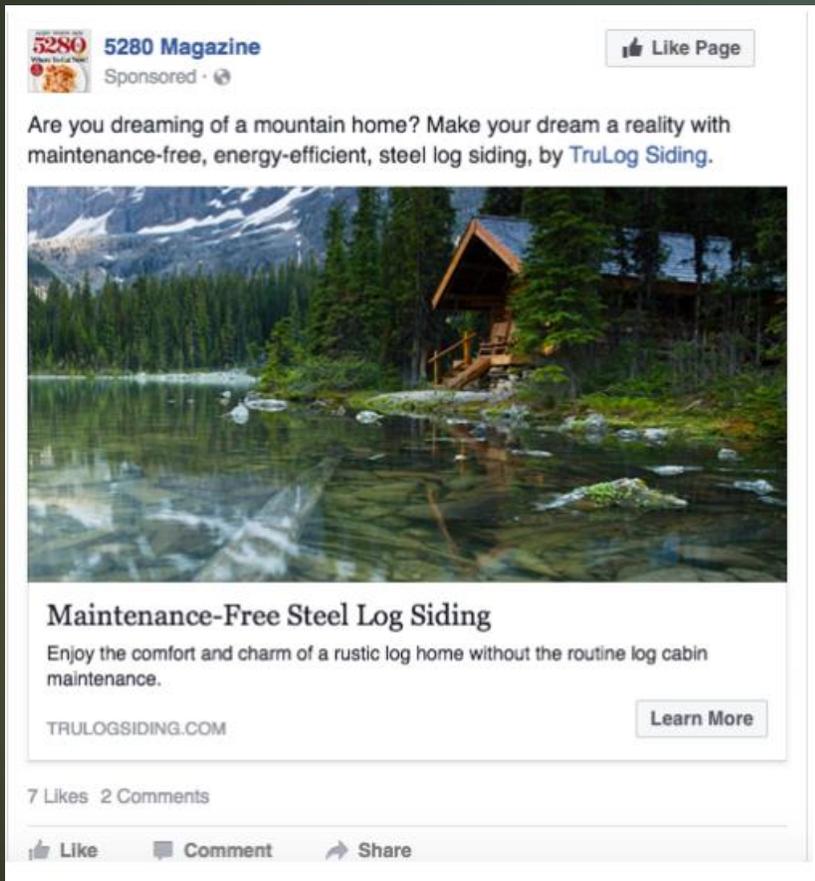
- ▶ The A-B-B's of a CRMA Rep – Always Be Bundling! Always propose a mix of media – Print + Digital + Events.
- ▶ Multi media campaigns expose clients to a substantially larger audience and with limited duplication.
- ▶ Create templates of bundled proposals showing multi-media discounts based on purchasing all 3 elements.
- ▶ Always show rate card value vs. the bundled price the client is receiving by purchasing multiple products.

# Idea #24

## (Frank Tarascio)

- ▶ Provide studies from the MPA Factbook to show clients and prospects how print + digital increases performance.
- ▶ Example “Advertising in print in combination with other media adds substantially to brand awareness”.
- ▶ Example “Advertising in print adds substantially to the persuasion power of other media”.
- ▶ This can help persuade businesses that only advertise digitally to add print to the mix, and it also helps to persuade your print only clients to add digital.
- ▶ Download the MPA Factbook here - <http://www.magazine.org/insights-resources/magazine-media-factbook>

# Idea #25 (Andrea Bott)



The image shows a screenshot of a Facebook post from the page '5280 Magazine'. The post is sponsored and features a scenic photograph of a rustic log cabin with a wooden deck, situated on a rocky shore next to a clear lake. In the background, there are snow-capped mountains and a dense forest of evergreen trees. The text of the post reads: 'Are you dreaming of a mountain home? Make your dream a reality with maintenance-free, energy-efficient, steel log siding, by TruLog Siding.' Below the image, the title 'Maintenance-Free Steel Log Siding' is displayed, followed by the text 'Enjoy the comfort and charm of a rustic log home without the routine log cabin maintenance.' and the website 'TRULOGSIDING.COM'. A 'Learn More' button is located at the bottom right of the post. The post has 7 likes and 2 comments. At the bottom of the screenshot, there are icons for 'Like', 'Comment', and 'Share'.

- ▶ Monetizing Social Media
- ▶ Ghost Posts/Boosted Posts: Reach 5280 FB audience and beyond in social media posts that show in fan feeds, but not on 5280 facebook page. These are both boosted on FB and targeted to select audiences. Can target within and outside publications audience. Allows team to sell social audiences without clogging up the editorial teams' news feed.

# Idea #26

## (Andrea Bott)

- ▶ Facebook Live
- ▶ \$5000 FB Live programs for select clients. Behind the Scenes type footage. Executed and storyboarded by our marketing team, these have seen high engagement. FB is really pushing the Live feature right now, so we're being awarded in the algorithms for increasing our FB live postings.

# Idea #27

## (Paul Brannock)

- ▶ Since a lot of customers feel a strong website is the nucleus of their marketing efforts, we need to demonstrate how we can assist
- ▶ Stress that most all print campaigns have a digital component.
- ▶ Main purpose of all digital is to drive customers to their websites
- ▶ In addition to traffic the online version of the print product has a high domain authority. Backlinks helps their rank.
- ▶ Emphasize all digital access points that come with campaigns.

# Idea #28

## (Paul Brannock)

- ▶ While print allows you to reach a broad base of prospects, use digital esp. target display to reach a specific audience (different levels of the sales funnel)
- ▶ You can incorporate specific calls of action within each ad.
- ▶ We can serve targeted ads down to the street level i.e. geo-fencing
- ▶ We can serve ads to those browsing in the market for products you are selling
- ▶ Can make your product easy to purchase dedicated e-blasts or specialty newsletters.

# Idea #29

## (Susan Farkas)

- ▶ Encourage less knowledgeable print reps to ask our clients what they are looking for and share that feedback with our product team.
- ▶ We've expanded our offerings to include two new real estate email blasts and are working on senior living and parenting blogs/sections based on client needs.

# Idea #30

## (Susan Farkas)

- ▶ When a product is too complicated for all reps to understand (ie: programmatic) pick one key person on the team be the product expert/specialist.
- ▶ That rep can either sell completely across territory/verticals or will receive a percentage of commission for helping colleagues complete RFPs and close deals.

# Idea #31

## (Mike Martinelli)

- ▶ A Well-Rounded Proposal (Three Months, \$12,000)
- ▶ Branded Content, allows for your brand to be the focal point of the campaign's execution. Example: "10 Reasons to Join Trump National Golf Course, Hudson Valley" <http://bit.ly/2qNhs0y>
- ▶ Newsletter Ads and Sponsored Posts; Eblasts; Ads on HVMAG.com;
- ▶ Programmatic impressions using behavioral targeting to extend the reach beyond the audience of your website; site retargeting and conversion pixels placed on the article page

# Idea #32

## (Mike Martinelli)

- ▶ Emphasize your customer data
- ▶ In the Westchester, NY market, we tried to sell a similar program to Marvin Windows, but the savvy agency caught on to what we were doing – namely loading up programmatic impressions to improve performance and passing along the cost.
- ▶ The client asks, “we can do programmatic advertising too, why would I be paying those pass along costs?”
- ▶ Answer: “we’re not just doing programmatic, we’re serving ads to those readers on and off of our site that are in our relevant known database.” in this case, all of the subscribers to Westchester Home, all of the people that have attended a Westchester Home event, all of the Westchester Magazine readers engaging in Home related content.
- ▶ Only we have that audience. This aspect sold the deal.

# Idea #33

## (Irene Peterson)

- ▶ Talent Management: When do you add staffing?
- ▶ Rapid Revenue Growth
  - ▶ Digital Director - Leads centralized digital team across multiple business units. Responsible for revenue and product development. Works jointly with Edit, Audience Development and Marketing.
- ▶ Tactical execution increased
  - ▶ Campaign Manager - Manages all marketing and sales campaigns, lead role in ad ops, creates and deploys sponsored emails, manages native content programs, designs custom digital and user generated content-based activations.
- ▶ Addition of programmatic sales & unified audience database
  - ▶ Digital Coordinator - Upselling. Ad ops, campaign performance reports.
  - ▶ Digital Intern
  - ▶ Future growth - Addition of digital-only sales representatives.

# Idea #34

## (Irene Peterson)

- ▶ AD OPS: Life of a Display Order. AKA- How to not forget to serve an ad!
  - ▶ Reps sells a contract.
  - ▶ Digital Coordinator converts proposal to a contract in our CRM (we use Magazine Manager.) The Coordinator converts proposal to a contract to make sure revenue is allocated to the correct products and months.
  - ▶ Coordinator creates line items in DFP, orders programmatic and schedules newsletter placements.
  - ▶ Production traffics all display ads and sends out weekly “Ad Outs” emails to sales reps. Traffic Manager pulls a digital report from our CRM to note creative needs.
  - ▶ Newsletter placements are trafficked via a Google Doc. We opt to keep newsletters on a Google Doc because sales reps use it on the road to check inventory on the fly. We also track our analytics on each line items for an easy snap shot of campaign results and overall newsletter insights.
  - ▶ Ads being created inhouse are managed via Trello. There are many such project management tools.
  - ▶ Traffic Manager loads creatives into DFP, newsletters, and delivers programmatic creatives.
  - ▶ Coordinator develops Campaign Performance Reports: monthly and at campaign end.

# Idea #35

## (Frank Tarascio)

- ▶ Keep up with your education of digital advertising and the media industry
  - ▶ “You Can’t Sell What You Can’t Understand”
  - ▶ “If you don’t understand it, how is the client supposed to understand it?”
- ▶ Learn the lingo of digital advertising.
- ▶ Here’s a great blog post with a glossary of terms:

<https://www.act-on.com/blog/63-digital-advertising-terms-every-marketer-should-know/>

# Idea #36

## (Frank Tarascio)

- ▶ Know your competition's digital offerings.
- ▶ We all learn about other media in our markets (print, radio, tv, etc) so we can effectively sell against them. We must now also learn about competitor's digital products and not just their core product. This allows you to make an apples to apples comparison between your digital products and theirs.

# Idea #37

## (Andrea Bott)

- ▶ Audience Extensions through Third Party DSP's and Newsletter partners (Allows 5280 to add another layer of targeting to the mix and compete with digital agencies in town. (Current Partners: Simpl.Fi & Media Prowler)
- ▶ When we don't have the inventory for larger RFP's, this is always a nice inclusion in the proposal. We're able to increase the cost and value of the campaign, while presenting a lower effective CPM.
- ▶ Reps should understand programmatic selling, so they know what their clients are being pitched every day. Adds a sophistication/knowledge level to the sale.
- ▶ Always sell 5280 Brand first. Our competitors in the market are forgetting to sell their audience, so our reps focus on the audience extension of the buy. We can re-target 5280 visitors and build look-alike audiences.

# Idea #38 (Andrea Bott)

The screenshot shows a report titled "5280 RECAP ADVERTISING CAMPAIGN OVERVIEW 2016". It includes a table of campaign data by month and a summary of total value, cost, and impressions. The Bonfils Blood Center logo is visible in the top right corner of the report.

Issue	Size	Value	Cost	Impressions
March	Full	\$9,270.00	\$4,000.00	418,500
April	Spread	\$16,265.00	\$8,300.00	418,500
May	2/3	\$7,425.00	\$3,400.00	418,500
June	2/3	\$7,425.00	\$3,400.00	418,500
July	Full	\$9,270.00	\$4,000.00	418,500
August	Full	\$9,270.00	\$4,000.00	418,500
September	2/3	\$7,425.00	\$3,400.00	418,500
October	Full	\$9,270.00	\$4,000.00	418,500
November	Full	\$9,270.00	\$4,000.00	418,500

**5280 PUBLISHING, INC.**  
1515 WAZEE STREET, SUITE 400  
DENVER, CO 80202 | 303.832.5280  
5280.COM

- ▶ Be transparent with your ad performance reporting:
- ▶ Set yourself apart from the competition with mid-campaign and full campaign recaps. Brand safety, alignment, and fraud is top of mind for advertisers, we can set ourselves apart by providing transparency, detailed reporting and recaps.
- ▶ Helps to re-sell the campaign and provides great case studies for prospective clients

# Idea #39

## (Paul Brannock)

- ▶ A general practice.....After selling print, ask the client how people find them online (opens the door to talk SEO, websites, Target Display)
- ▶ Always clarify who is involved in this decision process
- ▶ By helping customers with their digital needs this enhances your overall marketing relationship.

# Idea #40

## (Paul Brannock)

- ▶ Bring knowledge to the table to build credibility.
- ▶ For example, present the average amount of searches or web pages consumed daily. Future trends with banner ads, native ads, target display, custom apps and more.

# Idea #41

## (Susan Farkas)

- ▶ Use your programmatic partners to enhance email blast sales.
- ▶ The programmatic partner can target everyone who opened the email blast and target them with banner ads off our site

# Idea #42

## (Susan Farkas)

- ▶ Utilizing programmatic partners to target conventions in your city to generate revenue completely unrelated to your publication

# Idea #43

## (Mike Martinelli)

- ▶ How to distinguish yourself as a good vendor for programmatic prospects;
- ▶ Ideal target does not have an agency
- ▶ No magic technology bullet / maybe someone might have the same, but there's no one who has better – speak about innovation in the area (geo-fence conversion, first party data, cross device matching and targeting)
- ▶ Win on strategy
- ▶ Win on service
- ▶ Win on utilizing your company's data

# Idea #44

## (Mike Martinelli)

- ▶ Good Neighbor Campaign
- ▶ Hudson Valley Heroes, sponsored by local law firm. They didn't want lead gen, they wanted help being branded as a solid citizen in the community
- ▶ Annual program, \$24,000
- ▶ We encourage signups of local "heroes," individuals doing good works in the community, we would profile them, share on social, and brand the program for the local law firm

# Idea #45

## (Irene Peterson)

- ▶ Comp Plan Changes
- ▶ We made significant changes to our Comp Plan this year, which is proving successful. We wanted to change the compensation goals to better incentivize digital sales and drive reps to catch any misses they may have had in print.
- ▶ All our Account Executives are responsible for selling digital as well as all our legacy products. All reps are commission only.
- ▶ Individual goals for Print, Digital and Sponsorship sales
- ▶ Bonus for hitting print and digital goal (must hit both goals to earn bonus)
  - ▶ [Change: Bonus was previously earned by hitting individual goals]
- ▶ Bonus can be earned back if both Print and Digital quarterly goals met
  - ▶ [Change: We previously only goaled monthly. This additional quarterly metric forces and compensates reps who look ahead and try to make up losses from previous months]
- ▶ 9% on digital advertising up to-goal (per month)
- ▶ 14% on ALL digital advertising for that month if goal is exceeded that month
  - ▶ [Change: Previously only offered a year-end bonus. This allows small wins throughout the year and puts more value on hitting digital goals].

# Idea #46

## (Irene Peterson)

- ▶ Growth Opportunity: MSP AIM- Unified Audience Database
- ▶ First-Party Data is the single most valuable commodity we have as a media company. The ability to create structure around our first-party data is truly changing the way we are engaging with and monetizing our audiences and how we think about our content.
- ▶ CASE STUDY:
  - ▶ A month ago Mpls.St.Paul Magazine launched Underground Fit Club. By tapping into MSP AIM, we could send one email with the right message to the right people and the results were amazing!
  - ▶ First hour: 80 sign ups
  - ▶ First 24 hours: 300 sign ups
  - ▶ First week: Over 700 sign ups
- ▶ DMP: Knowledge Marketing.

# Idea #47

## (Frank Tarascio)

- ▶ Propose digital ads to print only clients during their off months.
- ▶ For example, if you have a client running a 6x schedule every other month, propose ROS web ads, eblast, e newsletters to maintain a presence in the market.

# Idea #48

## (Frank Tarascio)

- ▶ Maintain a synergy between mediums
- ▶ For example, a jewelry client may feature a specific bracelet in their print ad. Their digital ads should feature the same bracelet (plus others of the same brand if the ads are animated or gif files that rotate). Your client should then keep a close eye on sales and interest for that bracelet or brand to show lift.

# Idea #49

## (Andrea Bott)

- ▶ Content targeting
- ▶ Work with edit and AdOps to target content at a granular level for clients, creating custom content channels. Ex: Targeted all ski/snowboard content for an attorney who handles Ski Law in the high country.

# Idea #50

## (Andrea Bott)

- ▶ Use digital products to get clients in the door.
- ▶ Digital products are an extension of our audiences and brand. A successful digital campaign can help to break new business, allowing them to test the audience at a lower price point. Use this to build on their campaigns and add print/event products to the mix.

# Idea #51

## (Paul Brannock)

- ▶ Some of our most successful campaigns include print, digital advertising, web design and target display.
- ▶ In some competitive situations you need to make sure that regardless of how a customer shops for a product, they can find your customer
- ▶ Example: Accent Kitchens is an upscale kitchen remodeler in Virginia Beach
- ▶ They use our print products to reach a desired demographic and stay in front of a specific audience
- ▶ They use the website that we built to reach new customers including millennials
- ▶ We monitor, manage, and maintain their web marketing presence to make sure they are relevant, competitive and up to date
- ▶ They use our targeted display to reach competitors customers and prospects during the sales process



# Idea #53

## (Susan Farkas)

- ▶ Encouraging reps to develop strong relationships with product team to create new high impact units and to revamp ad sections to make them more user friendly and saleable. Our product team has been heavily involved in many of our major sales this year.

# Idea #54

## (Susan Farkas)

- ▶ Creating instagram contests and other creative digital packages for event sponsorship sales when client does not want a print component (Belvedere Cocktail Classic)

# Idea #55

## (Mike Martinelli)

- ▶ Programmatic/ Targeted Display Elevator Pitch
- ▶ “We can help you reach new customers in your target area based on their actual behavior...
- ▶ Based on what they're typing;
- ▶ What they're reading;
- ▶ And where they physically are with a smart phone.
- ▶ This is the kind of technology that major brands have been using for years and spending big dollars to do it.
- ▶ What's new is that now these same tools are now available at the local level, and we're seeing tremendous results.”

# Idea #56

## (Mike Martinelli)

- ▶ Why Click Through Rates Aren't The Most Important Metric for Digital Ads
- ▶ Most people think click through rates are the most important measurement for digital ads. They're conditioned this way from years of early display reporting and more commonly from paid search.
- ▶ But CTR is perfect metric for paid search, because when you're on a search engine, you either click or don't click... there is no content to entertain you or educate you on a search result page. (think of search like the phone book. You either call or don't call)
- ▶ Display ads are like print ads. You're reading and engaging with the content, you're probably not ready to stop reading and jump over to click an ad. But hopefully, the ad means something to you and you start to remember it. You see it over and over. It makes an impression in your subconscious. THEN, when you're ready to find that brand, you go straight to a search engine and type the business name in to find them (you don't go back trying to find the ad so it can be clicked on).
- ▶ This behavior makes it hard for publishers to prove the worth of their ad. They likely have served enough impressions of an ad for it to make an impact, but not everyone is clicking on the ad (Google's ad blog says that 92% of all clicks come from 8% of the people).
- ▶ Instead, educate you clients' to look at their analytics: did traffic quantity improve? Did the quality improve (lower bounce, higher time on site)? Did the number of brand searches as traffic acquisition increase? (and if you're serving ads on programmatic, use conversion pixels to track "view-through" actions).

# Idea #57

## (Irene Peterson)

- ▶ Ad Ops: Campaign Performance Reports
- ▶ Campaign Performance Reports are created for every single digital buy no matter the size. In many ways, developing these reports is one of the most important things we do for our sales teams.
- ▶ TIP: Provide your reps with a “Here is your story” section to help them explain the results and help them through the resale process.

# Idea #58

## (Irene Peterson)

### FEAR

- Training, training and more training. Reps won't sell what they don't understand.
- Be the leader - you need to know more than your reps know. Clients are too savvy these days to not have someone on staff who can meet them at their level.
- Launch programs with FAQ sheets. Make sure you answer questions you can anticipate a client will ask.
- Customize delivery of information to meet a rep at their level. For example, create an internal rate card that prepackages core products. List all the requirements.
- Don't let them use fear as a crutch.

- ▶ Two things are keeping your print reps from becoming digital superstars

### TIME

- Digital sales do take longer. Recognize that and provide support.
- Bring it back to core products. We have significantly cut back the number of one-off programs in the past 12 months to concentrate on products that will better align with our sales goals.
- Management must support the importance of digital growth.
- Push seasoned reps to renew every contract with digital at the start of the year.
- Push reps to sell 12-month contracts. Advertising should never go dark. Focus on increasing monthly walk-in numbers.

# Idea #59

## (Frank Tarascio)

- ▶ Prospect for digital leads in your market by looking at other local websites and within other lesser distributed weekly newspapers or magazines.
  - ▶ The budgets for these businesses are usually more in line with your digital products.

# Idea #60

## (Frank Tarascio)

- ▶ Tips for managing your digital goals.
  - ▶ Establish a monthly and annual goal for digital sales and make it a set percentage of your print sales. 10% is a good starting point.
  - ▶ Continually track your digital sales and know where you stand on a weekly basis. Digital sales numbers change much more frequently than your print sales.
  - ▶ Approach your top print clients with package pricing if they add digital to the mix. They trust you and should be willing to give it a try.



# Questions?

- ▶ Presentation Download Link:
- ▶ [Bit.ly/crma60ideas](http://bit.ly/crma60ideas)