

50 Revenue Ideas from Ryan Dohn, founder Brain Swell Media

1. Offer research abilities to your advertisers via surveys of your audience.
2. Create a contest and promotional calendar and sell into it.
3. Create voice mail and email scripts. Use them and share them.
4. Establish a practice zone for sales people to polish their pitches.
5. Create a partnership with a local videographer and up sell their services.
6. Sell out all the ads on your website to one advertiser on a select day of the month.
7. Dedicate 25% of your ad inventory to internal promotions and products.
8. Use contesting to grow audience, to get advertisers excited and retain users.
9. Make your Monday sales meeting about the new week not about last week.
10. Create non-editorial product or service specific email blasts to your audience.
11. Rent your e-List to a reputable e-List broker.
12. Buy a sales training DVD and pizza. Host a lunch and learn for your sales team.
13. Form a partnership with a local web design company, then up sell their services.
14. Use the data from your web polls to enhance your media kit.
15. Create co-op ad programs where you go to their distributors and get the dollars.
16. Create a robust advertiser referral program.
17. Create a video that explains your new multi-media offerings.
18. Place banner ads in the middle of content on your web site.
19. Add small tile ads to the bottom of your site as a way to offer a lower cost alt ad.
20. Use the top right ad spot on your web site to push your own subs.
21. Hire an expert to host “lunch and learns” for your clients via Webex.
22. Use group Outlook reminders to alert your sales reps to repeat tasks.
23. Use sales testing to hire better sales reps.
24. Offer paid content placement within the articles on your website.
25. Offer a banner ad creation class for all your clients or offer them an e-Book.
26. Create an internal ad agency to better serve your clients.
27. Re-allocate sales territories by specialties.
28. Break apart your e-List into demographic segments and up-charge for them.
29. Use companies like InfoUSA.com to grow your local e-List.
30. Create proposal templates in Excel that are simple and easy to modify.
31. Use Google alerts to monitor your clients for trigger events.
32. Encourage proposal sharing in your sales team using Google docs.
33. Make sure that all your sales people are provided a copy of all press releases.
34. Create a product pavilion on your website to feature products and services.
35. Use your events calendar and sell exclusivity on certain dates or color options.
36. Offer call tracking as a free resource to prove ROI to customers.
37. Create a detailed advertiser retention program with specific details.
38. Form a partnership with a local SEO company and up sell their services.
39. Add videos into your business directory. See #2.
40. Form a team of experts to help your sales team. Use the team concept on calls.
41. Take a video camera to trade shows and create content from sales demos.
42. Sell the opportunity for your team to video a booth at a trade show. See #35.
43. Create a section on your website for PR. Then charge to be in the section.
44. Offer product placement on the main page of your website as “Featured Products”.
45. Plan early to send holiday cards and gifts. Small tokens go a long way.
46. Create a video featuring the testimonials of your super happy clients.
47. Create special digital editions with a focus like camp guides, weather guides, etc.
48. Buy sales and inspirational books on DVD for sales people that commute.
49. Work to create more effective sales meetings with true accountability.
50. Hire a top tier sales coach to help your sales team. Sales people always respond better to an outsider even if they say the same thing you have been preaching.