

7 Ways To Sell Web and Digital Like a BOSS!

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*Ryan, I have to say it was the most insightful 7+ Hours of Ad Sales Training









Pre-Promotion

Actual Promotion

Post Promotion

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Pre-Promotion

→ Here is what's coming

Actual Promotion

Post Promotion

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Pre-Promotion

Here is what's coming

Actual Promotion

→ Here is what we have

Post Promotion

@RyanDohrn



Pre-Promotion
Here is what's coming
Actual Promotion
Here is what we have
Post Promotion
→ **Thanks. Come again.**

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→ **Pre-Promotion**
Drives excitement for the product.
Actual Promotion
Rewards/drives the excitement.
Post Promotion
Validates & inspires future purchase

@RyanDohrn

Pre-Promotion
Drives excitement for the product.
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Pre-Promotion
Drives excitement for the product.

Actual Promotion
Rewards/drives the excitement.

Post Promotion
→ Validates & inspires future purchase

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 **Pre-Promotion**
→ **Customer Acquisition Plan**

Actual Promotion
Sales Plan

Post Promotion
Customer Retention Plan

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 **Pre-Promotion**
Customer Acquisition Plan

Actual Promotion
→ Sales Plan

Post Promotion
Customer Retention Plan

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Pre-Promotion
Customer Acquisition Plan
Actual Promotion
Sales Plan
Post Promotion
Customer Retention Plan

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Marketing is not a one and done proposition.

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Action Idea #2:
Print and digital
compliment each
other to drive ROI.

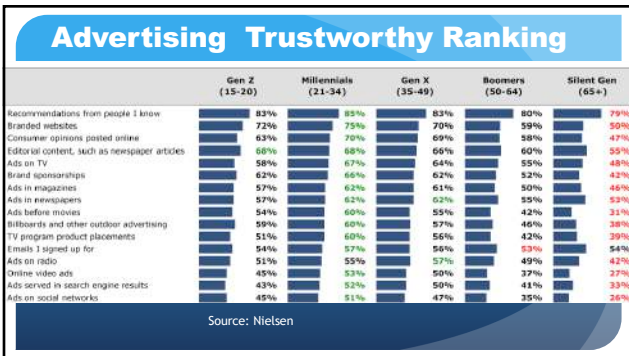
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Integrated: When more than one option is aligned with other options to increase the end result.

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3,476 media options on the open market.

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**More
important than
which media...
Why?**

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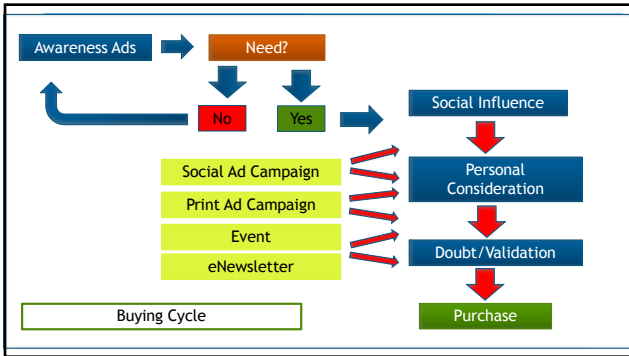
**Consumers are more
likely to click on
familiar brands.**

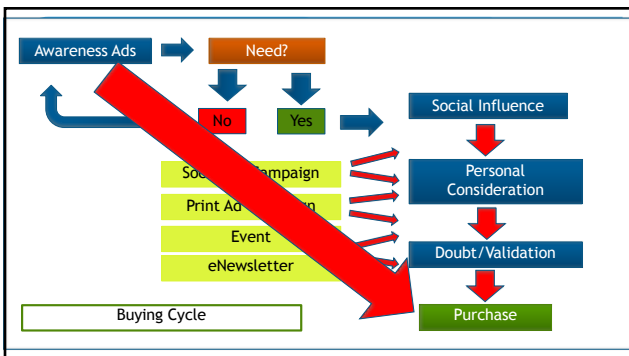
Source: Nielsen

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The Familiar Factor

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Action Idea #3:

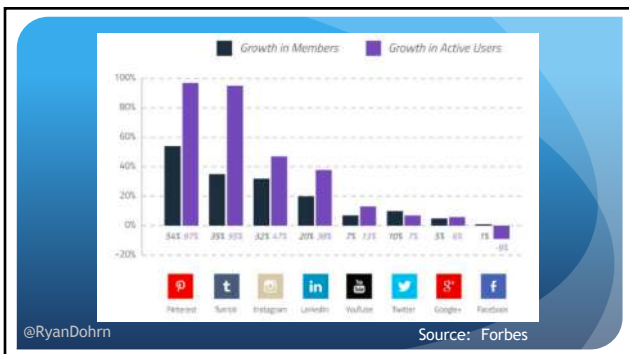


Social media is not a cheap form of marketing any more.

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Metric	2016	2015	2014	2013
Cost per click (CPC)	\$2.14	\$1.58	\$1.02	\$0.92
Click through rate (CTR)	1.16%	0.8%	0.9%	0.5%
Average Ad Position	1.6	1.8	1.9	2.1
Cost per mille (CPM)	\$24.74	\$12.07	\$8.81	\$4.70
Conversion rate	6.5%	3.6%	4.7%	8.8%
Cost per conversion	\$33.00	\$44.50	\$30.25	\$10.50
Invalid click rate	10.7%	9.8%	7.8%	8.3%

@RyanDohrn Source: MarketingProfs.com



 **83% of consumers reported that they have had a "bad experience with social media marketing".**
 Source: Webbiquty.com

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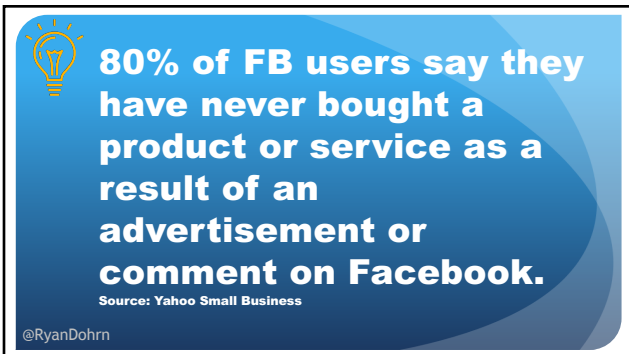
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Social media marketing is useless for B2B companies.

Source: Alex Goldfayn, Author/Social Media Evangelist

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80% of FB users say they have never bought a product or service as a result of an advertisement or comment on Facebook.

Source: Yahoo Small Business

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70% of marketers were not confident in their companies ability to measure the return on their social ad spend.
Source: Adobe/Econsultancy

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Action Idea #4:
Adopt a Print+ mentality in your media company.

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The more you spend with me in total, including print, the more options we can offer you.


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Action Idea #5:

Sponsored content offerings are only as good as the audience you can drive to the content.

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Sponsored Content Proposal
Presented to: David Kelley, Amtrak
Presented by: Ryan Dohrn, Sales Pro Magazine

Overview: This proposal is focused on aligning the Amtrak brand with three articles being written about business travel in Sales Pro Magazine and online at SalesTrainingWorld.com. This unique series will feature an Amtrak spokesperson as a subject matter expert in each article. It will also feature unique Amtrak branding and photos in all components of the campaign.

Maximum Exposure Sponsored Content Plan:

- Each month a two-page article of 1,000 words or less with photos is featured in Sales Pro Magazine, always in a convenient as a subject matter expert (SME) in the article. Total monthly readers: 30,000.
- Articles will be featured online at SalesTrainingWorld.com. Total monthly readers: 30,000.
- Articles will be promoted on social media on the SME's social media channels. Total monthly reach estimate of 25,000 readers.
- Articles will be referenced in the monthly Amtrak newsletter to a 1,200 readers.

Monthly reach of campaign: 100,000 readers
Monthly value of the campaign: \$150,000
DISCOUNT for multi-media buy: - \$1,200
Actual cost: \$148,800 per month

Smart Exposure Sponsored Content Plan:
All of the Maximum Exposure Plan above minus Photo.


Monthly reach of campaign: 90,000 readers
Monthly value of the campaign: \$135,000
DISCOUNT for multi-media buy: - \$800
Actual cost: \$134,200 per month

Basic Exposure Sponsored Content Plan:
All of the Smart Exposure Plan above minus Photo and Social.

Monthly reach of campaign: 70,000 readers
Monthly value of the campaign: \$105,000
DISCOUNT for multi-media buy: - \$300
Actual cost: \$104,700 per month

Note: All values based pricing above is based on a minimum three month campaign.


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Maximum Exposure Sponsored Content Plan:

1. Each month a two-page article of 1,200 words or less with photos is featured in Sales Pro Magazine. Amtrak is a positioned as a subject matter expert (SME) in the article. Total monthly readers: 55,000.
2. Article will be featured online at SalesTrainingWorld.com. Total monthly unique readers online: 55,000.
3. Article will be promoted two times each week on the STW social media channels. Total monthly reach estimate of 75,000 readers.
4. Article will be mentioned in one monthly eNewsletter push to 5,700 readers.

Monthly reach of campaign: 150,700 readers
 Monthly value of the campaign: \$4500
DISCOUNT for multi-media buy: - \$1250
 Actual cost: \$5250 per month

Smart Exposure Sponsored Content Plan:
 All of the Maximum Exposure Plan above minus Print.

Monthly reach of campaign: 95,700 readers
 Monthly value of the campaign: \$5900
DISCOUNT for multi-media buy: - \$950
 Actual cost: \$4950 per month

Basic Exposure Sponsored Content Plan:
 All of the Smart Exposure Plan minus Print and Social.

Monthly reach of campaign: 20,700 readers
 Monthly value of the campaign: \$3500
DISCOUNT for multi-media buy: - \$350
 Actual cost: \$3150 per month

Note: All value based pricing above is based on a minimum three month campaign.

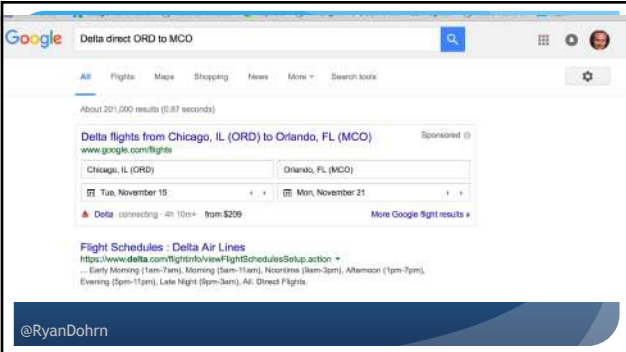
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Action Idea #6:

Re-think retargeting.

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About 201,000 results (0.87 seconds)

Delta flights from Chicago, IL (ORD) to Orlando, FL (MCO) Sponsored

www.google.com/flights

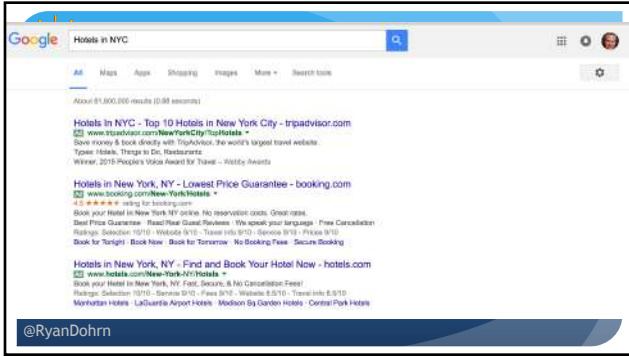
Chicago, IL (ORD) Orlando, FL (MCO)

Tue, November 18 Mon, November 21

Delta connecting -4h 10m+ from \$209 More Google flight results

Flight Schedules - Delta Air Lines
<https://www.delta.com/flights/info/view/FlightSchedulesSetup.action>
 ... Early Morning (1am-7am), Morning (8am-11am), Nonstop (12am-3am), Afternoon (1pm-7pm), Evening (8pm-11pm), Late Night (9pm-3am), All Direct Flights

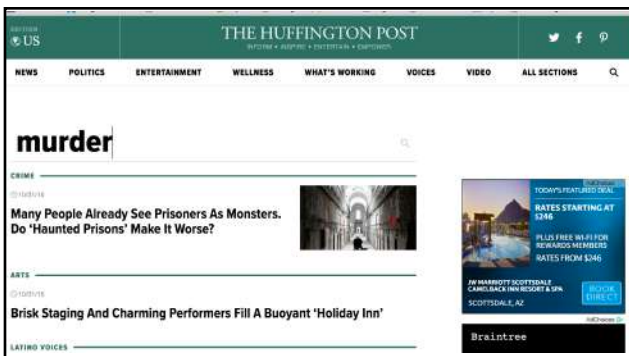
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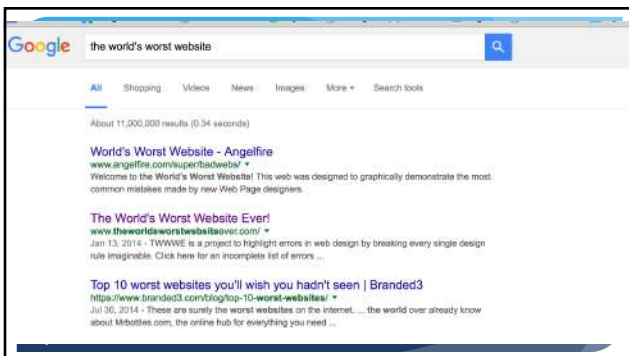




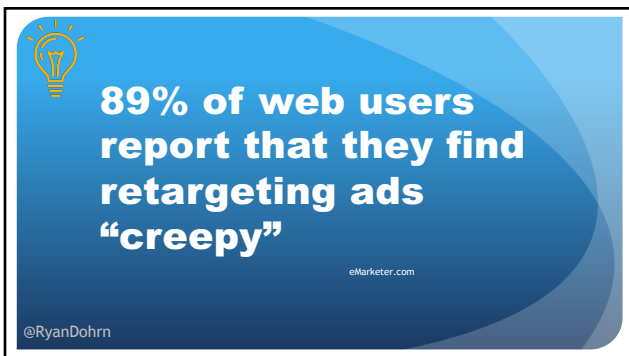


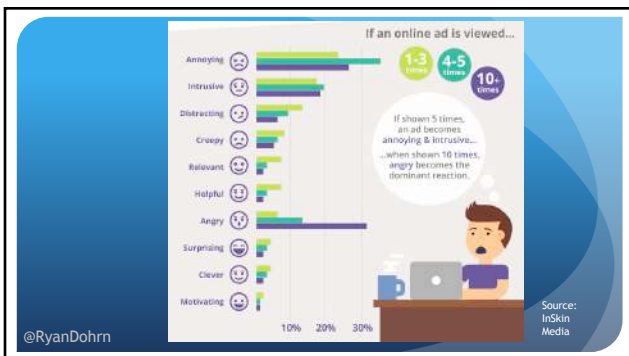















75% of web users report that they feel LESS favorable about brands that use retargeting.

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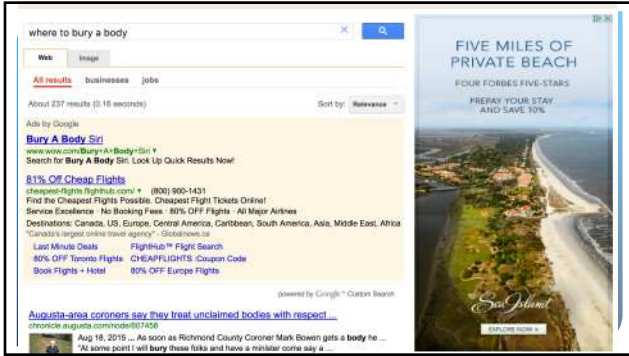
Retargeting can create concerns over privacy. How do you want your brand perceived?

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Retargeting most often occurs on web sites where you often have no control over the content.

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Action Idea #7:

**Package it.
Create pricing to
discourage
removal of print.**

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Option #1: DOMINANT EXPOSURE PLAN.

- 3/4 page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large top banner ad (728x90) on TaylorvilleTimes.com for one month.
- One inclusion in the T-Times News eNews sent to 5,700 readers
- 4 text mentions on the Taylorville Times Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost, \$1900 / month*

Option #2: COMPETITIVE BUSINESS PLAN.

- 1/2 page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large right banner ad (320x250) on TaylorvilleTimes.com for one month.
- One inclusion in the T-Times eNews sent to 5,700 readers
- 2 text mentions on the Taylorville Times Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700 / month*

Option #3: BASIC PRESENCE MARKETING PLAN.

- 1/2 page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large right banner ad (320x250) on TaylorvilleTimes.com for one month.
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$200**
- Actual Cost, \$1600 / month*

***IMPORTANT:** Run 2X additional 5% discount, Run 3X -10%, Run 6X -15%

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Challenge

**Where do
you grow
from here?**

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Challenge

1. Focus on one idea from the webinar and make it happen.
2. Embrace those that challenge you.
3. Fail forward.

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