



Digital Sales Strategies For Success



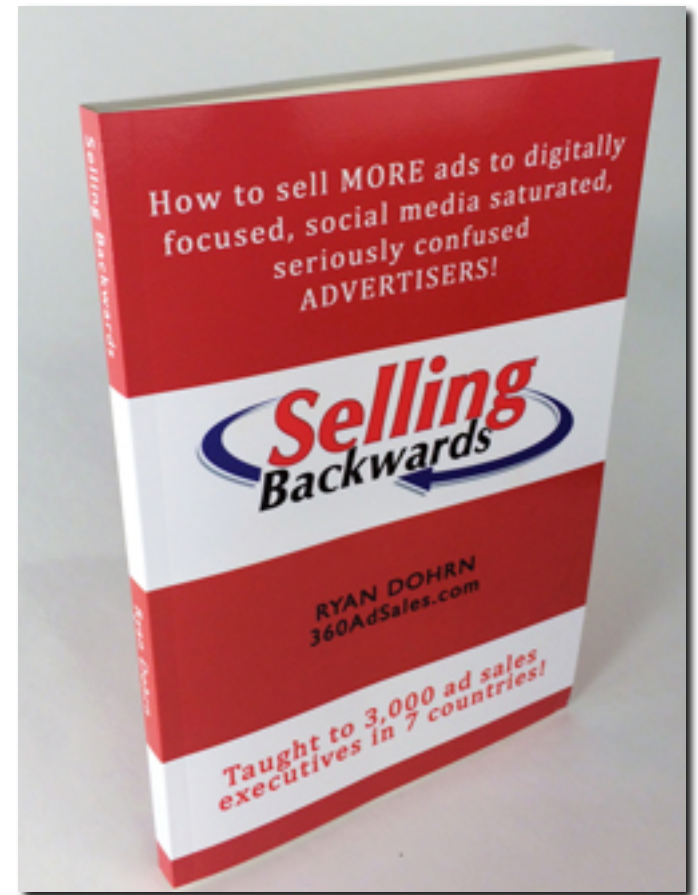
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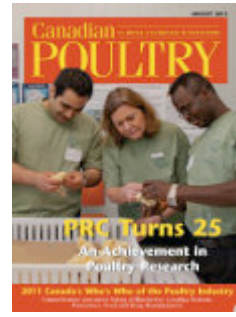
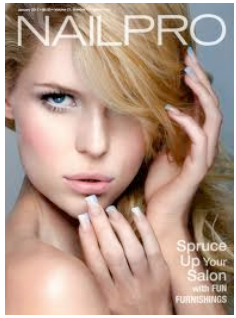




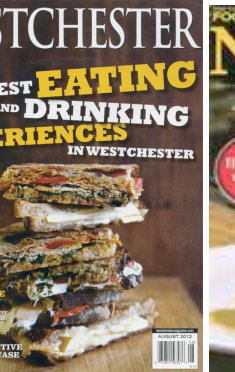
WHO DOESN'T
LOVE
FREE STUFF?







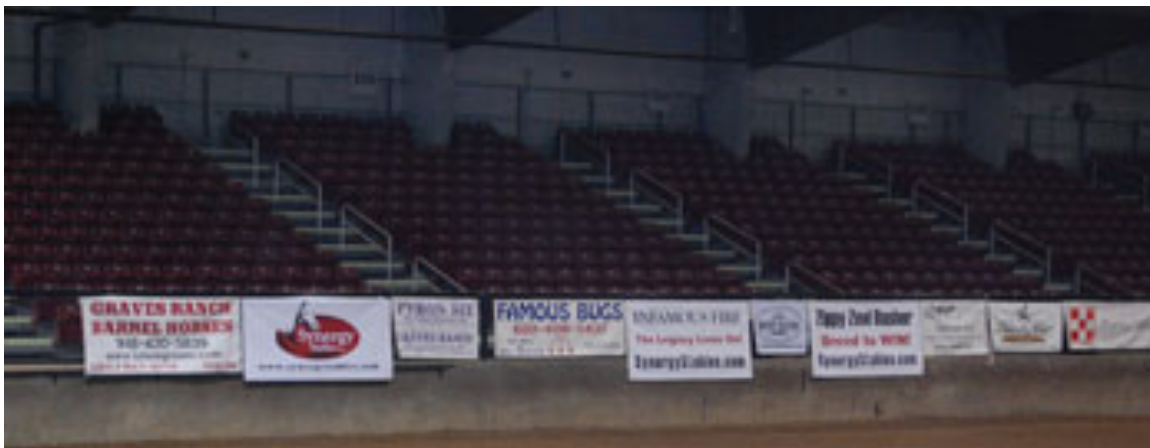
Over 200 magazine and newspaper titles.
Over 3,000 ad sales reps trained in 7 countries.



VANCE



LG PRO CLASSIC







**This is all about us creating
better conversations about
our total marketing options.**



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Think like a teacher. Keep it simple.



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86% of people are visual learners.



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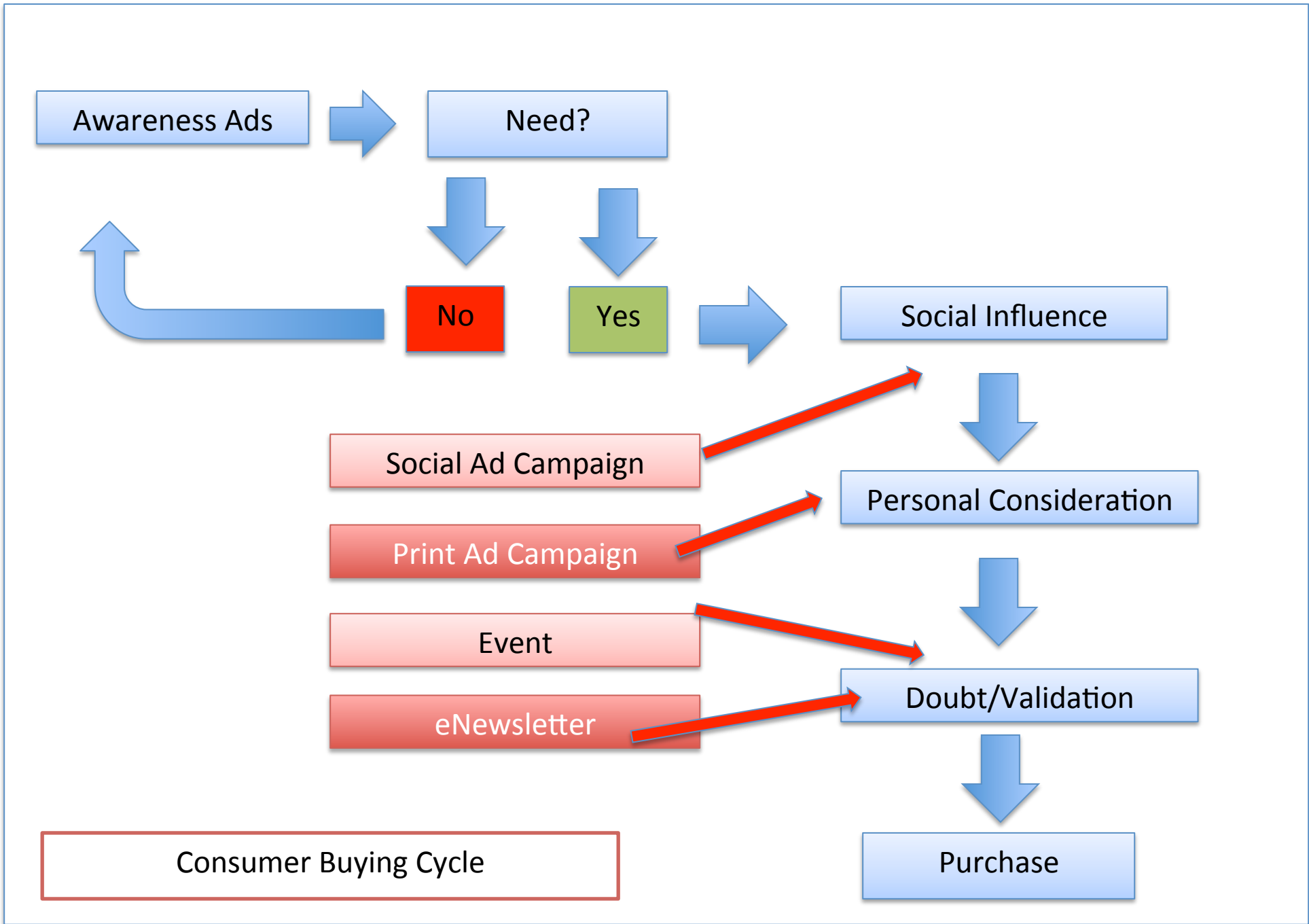
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Advertising is not a one and done proposition.



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**You have to reach
potential customers in
multiple ways on
multiple days.**



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**I'm sorry... We are moving
all of our ad dollars to
Facebook.**



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Why? Please be specific.



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70% of Facebook members do NOT reside in North America.

Average age of a FB user is 31.

So, you have a FB page... now what?





**Only 33% of all Facebook users say that they learn about new brands on Facebook.
-eMarketer**





**Unless you pay to promote a
Facebook® post only 1-2% of
your “fans” or “likes” will see
your post.**



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The fastest growing group of new users on Twitter and Facebook are aged between 55 and 64 years old. Source: Neotericuk



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**Successful small to mid sized
business owners that use
social media as an
EFFECTIVE marketing tool
spend 15-18 hours per week
on the computer.**

Source: Inc.com



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**I'm sorry... We are moving
all of our ad dollars to
Google Ad Words.**



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50% of Google Ad Word leads are “soft”. That means 50% of your money spent is wasted.

-BSM Research Survey of \$5k spent, 2015



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Average conversion rate for the Google search network... ONLY 5.63%!

-Wordstream via Smartinsights.com



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**We are not doing any print.
Print is DEAD!**



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More magazines launched in 2015 than were shut down.

Source: PwC *Global Entertainment and Media Outlook 2015-2019*, Ontario Media Development Corp



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PwC expects some growth in the overall magazine segment for the next five years, as the magazine industry reaches US \$98.1 billion by 2018, up from US \$97.1 billion in 2013 (a CAGR of 0.2%).

Source: PwC Global Entertainment and Media Outlook 2015-2019, Ontario Media Development Corp





**61% of readers took action
as it relates to magazine
ads regardless of the ads
position in the magazine.**

Source: GfK MRI Starch





Customers are influenced by magazines more than any other media when considering new products or services. Media ranks in this order: Magazines, Internet, newspapers, radio, TV.

Source: GfK MRI Starch



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**Print is not trackable like
digital.**



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Print is Trackable!

**But, Mr. Advertiser, you
willing want to take the
needed steps to track
it?**





Vanity URL
Call tracking
Unique ad content
QR Codes
Google Analytics



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**I'm sorry... We are spending
all of our money on Search
Engine Optimization. (SEO)**



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Awesome. So, what will you do to promote your business for the next 6 months while your SEO plan rolls out?





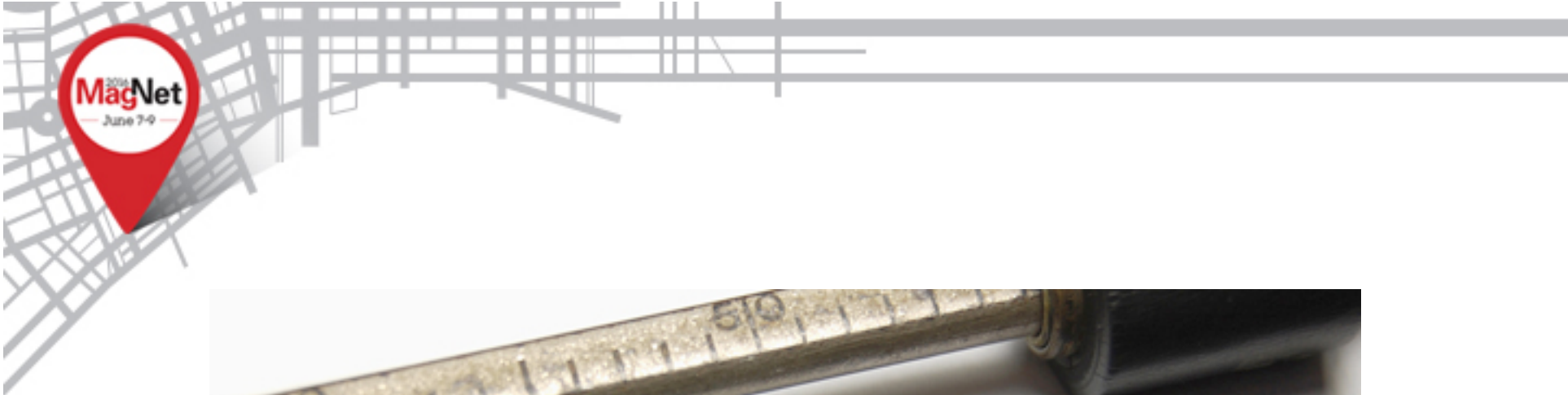
**“...it takes 4 to 6 months to
start seeing results.”
-Josh Steimle, Forbes**





**Ok... so how do
we sell it?**







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A Partner in Progress.

Increase your LOCAL visibility with a complete multimedia approach.

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Let us show you how we have been building local business and delivering real results for 15 years.



| | PRINT | DIGITAL EDITION | WEB ADVERTISING | E-NEWSLETTER | SOCIAL MEDIA |
|--|--|-----------------|-----------------|--------------|--------------|
| The Smiley Pete Total Value: \$6,395 Discount Price: \$4,157/month Savings: \$2,238 (35%) | Full Page 10.25" x 14" | ✓ | ✓ | ✓ | ✓ |
| The Colonel Total Value: \$5,562 Discount Price: \$3,615/month Savings: \$1,947 (35%) | Island 7..625" x 10" | ✓ | ✓ | ✓ | ✓ |
| Big Blue Total Value: \$4,340 Discount Price: \$2,821/month Savings: \$1,519 (35%) | Half Page 10.25" x 6.75" 5" x 13.75" | ✓ | ✓ | ✓ | ✓ |
| The Henry Clay Total Value: \$2,250 Discount Price: \$1,463/month Savings: \$788 (35%) | Quarter Page 5" x 6.75" | ✓ | ✓ | | |
| The Tail Wagger Total Value: \$1,635 Discount Price: \$1,063/month Savings: \$572 (35%) | Eighth Page 5" x 3.18" 2.37" x 6.75" | ✓ | | | |

4X Discount 5% • 6X Discount 10% • 8X Discount 15% • 12X Discount 20%



Marketing Partnership Proposal
Main Street Manufacturing
Presented by Ryan Dohrn

Executive Overview: The goal of this marketing campaign is to place the Main Street brand and spring offer in front of 35,000 perfect buyers in the next six months with a focus on affordable and proven media.

Option #1: MAXIMUM EXPOSURE PLAN.

- ¾ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large top banner ad (728x90) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 4 text mentions on the Inspire Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost , \$1900

Option #2: SMART BUSINESS PLAN.

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 2 text mentions on the Inspire Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost , \$1700

Option #3: BASIC MARKETING PLAN.

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$100**
- Actual Cost , \$1500

Minimum ad buy 3 months



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FREE STUFF?





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