

Advertiser Retention Strategies to Decrease Churn & Increase Renewals

Presented by:

Ryan Dohrn

Founder



Without relationships and ROI you
are dead as a media sales rep!



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com



It's truly all about exceptional
customer service.



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com



Holiday cards are a waste of time
and money.

PERIOD!

If you wait until December to say
thanks a good competitor has
beaten you at least 12 times.



Develop an Advertiser Retention Program

- 1. Monthly incentives
- 2. Quarterly incentives
- 3. Yearly incentives



Monthly Incentives

- eMail business articles
- eMail thank you from the rep
- eMail thank you from the sales manager
- eMail thank you from the publisher
- eMail business tips from Inc.com
- Bonus bucks that add up for quarterly rewards
- \$4 or less promotional items



YOUR NAME OR PERSONAL MESSAGE HERE!



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com



Small Business TRENDS Newsletter

Home Forum

May 21, 2012

What's New

What Job Are You Helping Your Customers Do?

Curt Finch - May 21, 2012

Marketing is often described in terms of a product life cycle. The development, the launch, continued support, and finally, discontinuation all have specific marketing efforts associated with them. From social...



Small Business Loans and Small Loans to Business

Scott Shane - May 21, 2012

A few weeks ago, I wrote about the decline in "small loans to business" during the Great Recession and economic recovery that followed. Now I am back to tell...

Pointers on Hiring a

Why You Should Read Engagement Marketing

Anita Campbell - May 21, 2012

Engagement Marketing: How Small Business Wins in a Socially Connected World is the new book about how to get and keep customers by engaging with them I love the premise...

Word of Mouth Marketing: How

Find Us Online



NEW Inbound Marketing Handbook

Discover How To
Synchronize Search,
Social, and Content



- Map goals to best suited tactics
- 20+ worksheets and exercises
- 23 Charts



Like

ActionCOACH
business coaching

The World's
Number 1
Business Coaching Firm

Hi Rob,

I hope you enjoyed the Easter break and you at least managed to get a couple of days away from your desks! Being a business owner, it becomes very easy to just keep doing the same things the same way because that's what you feel comfortable with or because this is all that time allows, but the truth is if you only ever do things the same way you can only ever expect the same results!

This month's newsletter is packed full of useful information to encourage you to try thinking a little differently. From [building a winning team](#) to creating a [90 day plan](#), it's all here for the taking, so why not start today and make those first steps towards building yourself and your clients a better business?

In this truly digital age where most things can be done virtually, opportunities to meet up, catch up and generally throw ideas around seem to be diminishing, which is a shame as this is often when we can learn the most. The good news is that we are attending and hosting loads of [training, coaching and networking events this spring](#) so why not grab your diary and start by pencilling in [16th April](#)? We'll be at 'The Future of Berkshire Business' exhibition at The Madejski Stadium, Reading and would love to see you there for what is sure to be a buzzing event.

Have a great month!

Rob Pickering



Phone: 01183 400 351

[Email me](#)

[Visit our website](#)

[Visit our blog](#)

[Newsletter archive](#)

If you enjoy reading our monthly newsletters, please help spread the word and forward this onto a colleague today!

 [Send to a Colleague](#)

Subject line examples: Should **never EVER** contain the magazine name. People will see it as spam. Instead you want it to be seen as a resource.

1. New marketing idea for you
2. Business article I wanted to share
3. New information for you
4. Marketing update from Ryan
5. New stats for you

Body of the email contain 3 things:

1. A biz article from Inc.com or Fastcompany.com
2. Mention stat from the mag or web site
3. Deadline for print

Here is an example:

Subject: Business article I wanted to share

Body of the email.

Here is a GREAT business article I came across that I wanted to share with you. 10 Ways To Motivate Anyone. <http://www.inc.com/geil-browning/ten-ways-to-motivate-anyone.html>

I also wanted to share with you that 98% of our magazine readers are contractors and are in need of your service. Here is a link for more on that.

<http://youtu.be/FXVgArYpWxk>

FYI, Deadline for May advertising is the April 3rd.

I am here to help!

Ryan

=====



Quarterly Incentives

- Video Profiles
- Lunch and Learn series
 - Social Media Marketing
 - Using Video to Enhance Marketing
 - 10 Ways to Drive New Business
- One of one consults with partner experts
- Web site traffic review with partner expert
- Redex study
- Readership eSurvey – can benefit all
- Phone call from sales manager
- Lunch with sales rep and/or manager



Video Real Estate Profile



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com



Yearly Video Business Profile



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com



Yearly Incentives

- Media planning meeting with experts
- Web site review
- Cyber security review
- Business directory inclusion
- Advertiser Party
- Rate Protection
- Phone call from Publisher
- Lunch with the rep and editor
- Yearly bonus bucks redemption



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com



Strong Referral Program

- Easy not Cheesy
- Easy to understand
- BIG payout for free ads
- Printed post card type forms
- The referrer and the referee get something.
- Most referrals per quarter bonus reward



ROI Initiatives

- To many unexplained reports are VERY bad for business.
- Overwhelming an advertiser with reports in not proof of performance.
- Offer to review all reports in great detail.
- Better to present to the advertiser
- If presenting a web report bring the web person with you.



Great Reporting Monthly

- Simple WINS!
- Amount of exposure kept simple
- What this exposure means to you is...
- Do the math for them
- Compute based on average potential sale
- Use a TON of visuals
- Don't let them figure it out





RETURN ON INVESTMENT PROFILE - JANUARY 2012

- Total exposure in print: 25,000 readers
- Total banner impressions: 125,000
- Total online exposure: 45,000 readers
- Total social media exposure: 10,000 readers
- Total exposure to our readers= **70,000**



You need a plan...

- Use a white board and map it out
- Do not become guilty of paralysis by analysis
- Do NOT think your advertisers are above being rewarded
- Get the sales team involved from day one



Advertiser Retention Strategies to Decrease Churn & Increase Renewals

Presented by:

Ryan Dohrn

Founder

