

7 Ways To Sell Print and Digital Like a **BOSS!**



Presented by Ryan Dohrn, Founder
Brain Swell Media, LLC
Ryan@BrainSwellMedia.com



© Brain Swell Media, LLC
No part of this material,
live/video or presentation may be
reproduced, re-taught or
distributed without the expressed
written permission of Brain Swell
Media, LLC .



www.360AdSales.com

HOME

AD SALES TRAINING OPTIONS ▾

WEBINARS

ABOUT

AD SALES BLOG

PODCAST

CONTACT

Ad Sales Training Advice Blog

- 10 Ways To Boost Your Fall Sales Numbers
- 10 Sales Email Subject Lines To Get An Open, Read and Reply
- Welcome to Salesland, Evolve or Else.
- Get Fired Up! 6 Ways To Re-Ignite Your Sales Life
- Print Ads ARE Trackable!
- Sales Management Masters Class



Sign Up for
Our Free Monthly
E-Newsletter

Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales pros trained to date!
Magazines, Newspapers, Web, TV, Radio or
Digital only!

"Rvan, I have to sav it was the most inspiring



7+ Hours of Ad Sales Training



www.360AdSales.com

HOME

AD SALES TRAINING OPTIONS ▾

WEBINARS

ABOUT

AD SALES BLOG

PODCAST

CONTACT

Ad Sales Training Advice Blog

- 10 Ways To Boost Your Fall Sales Numbers
- 10 Sales Email Subject Lines To Get An Open, Read and Reply
- Welcome to Salesland, Evolve or Else.
- Get Fired Up! 6 Ways To Re-Ignite Your Sales Life
- Print Ads ARE Trackable!
- Sales Management Masters Class



Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales pros trained to date!
Magazines, Newspapers, Web, TV, Radio or
Digital only!



"Rvan, I have to sav it was the most inspiring

7+ Hours of Ad Sales Training



Action Idea #1:

**Digital media drives
the **ROI** of the total
media buy.**

3

**You have to advertise
in multiple ways on
multiple days.**

@RyanDohrn

**Marketing is not a one
and done proposition.**

@RyanDohrn



Pre-Promotion

Actual Promotion

Post Promotion



Pre-Promotion

Drives excitement for the product.

Actual Promotion

Rewards/drives the excitement.

Post Promotion

Validates & inspires future purchase

Pre-Promotion

Drives excitement for the product.

Actual Promotion

 **Rewards/drives the excitement.**

Post Promotion

Validates & inspires future purchase

Pre-Promotion

Drives excitement for the product.

Actual Promotion

Rewards/drives the excitement.

Post Promotion



Validates & inspires future purchase

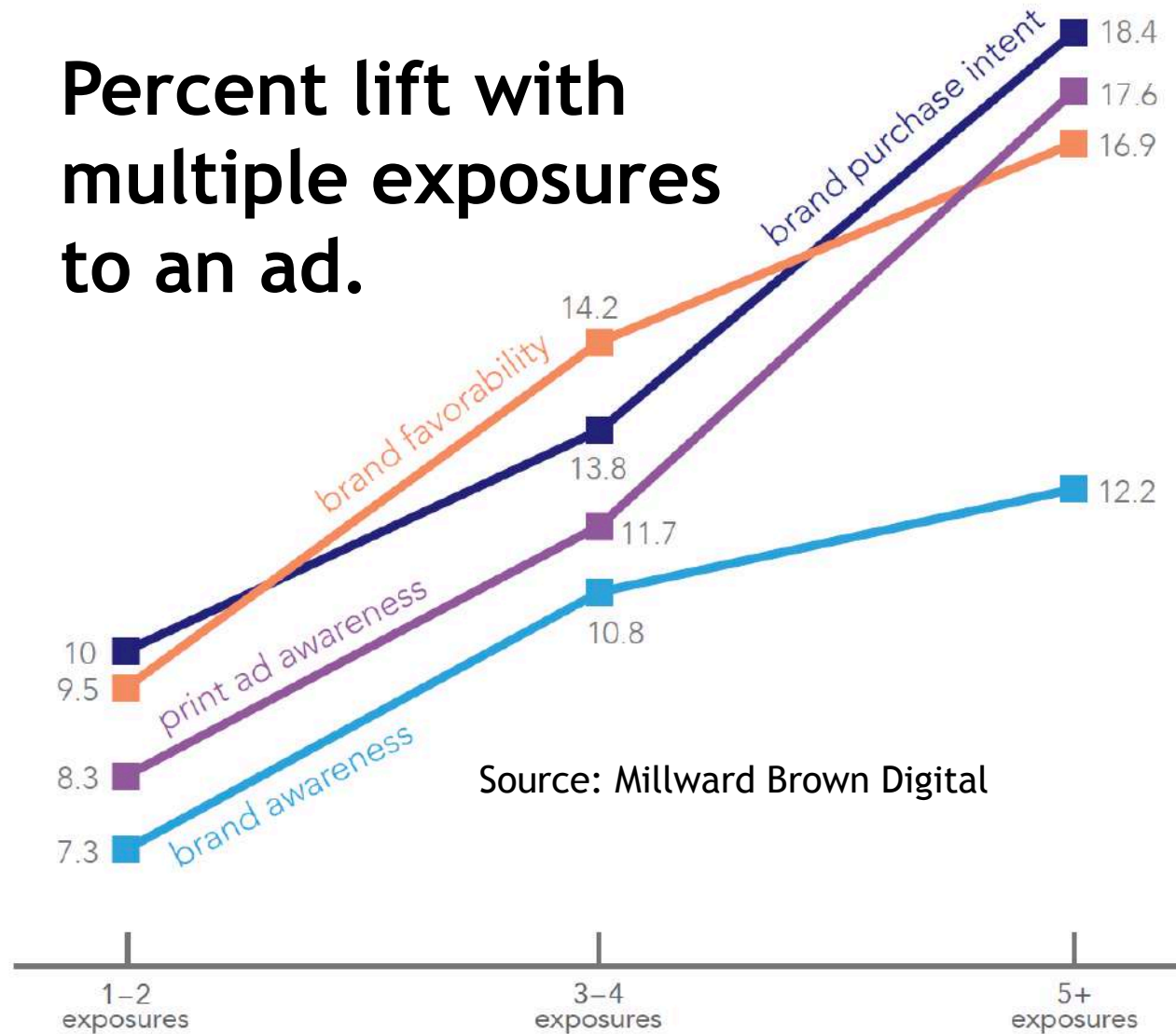
**You have to advertise
in multiple ways on
multiple days.**

@RyanDohrn

**Marketing is not a one
and done proposition.**

@RyanDohrn

Percent lift with multiple exposures to an ad.

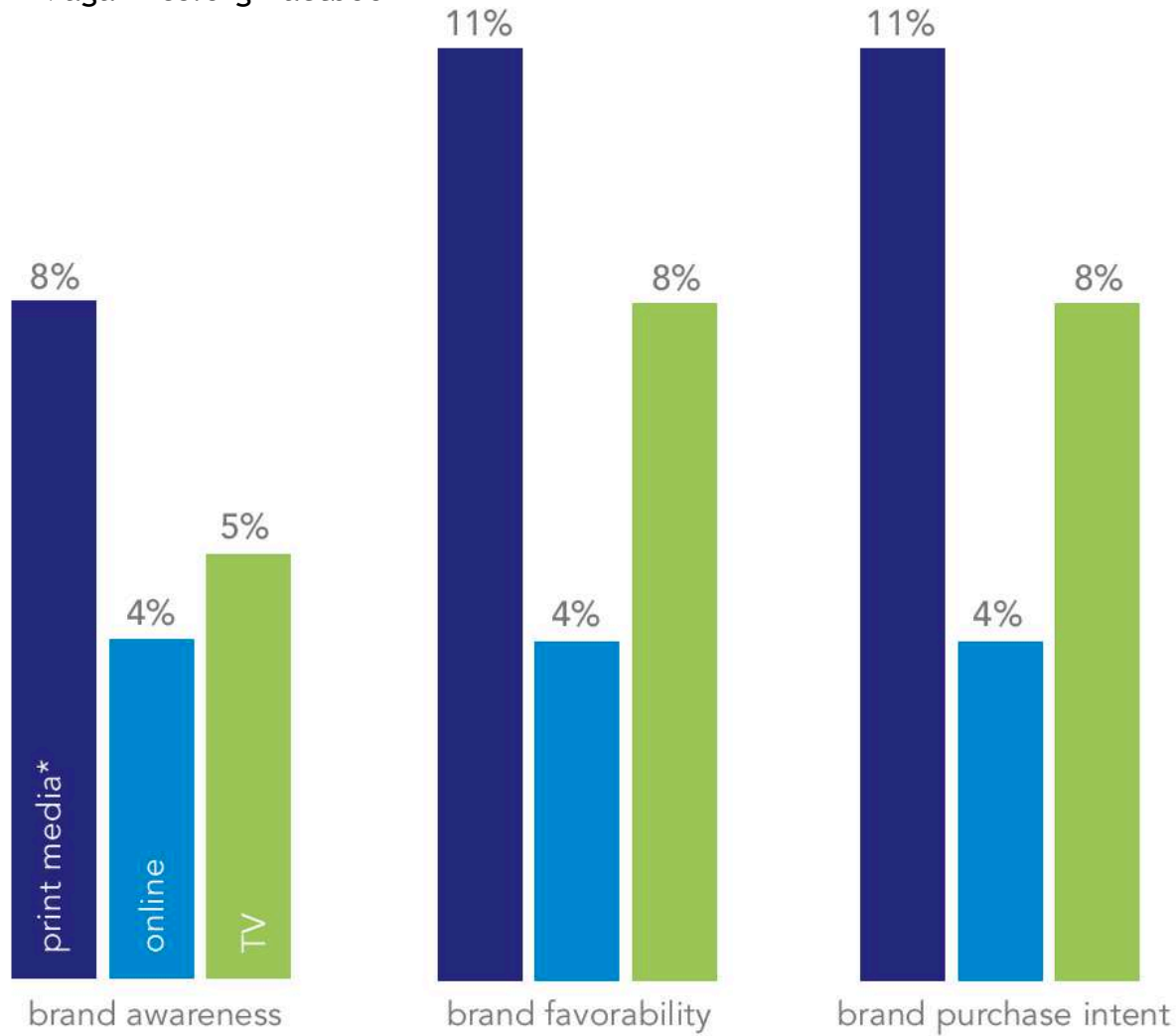




Action Idea #2:

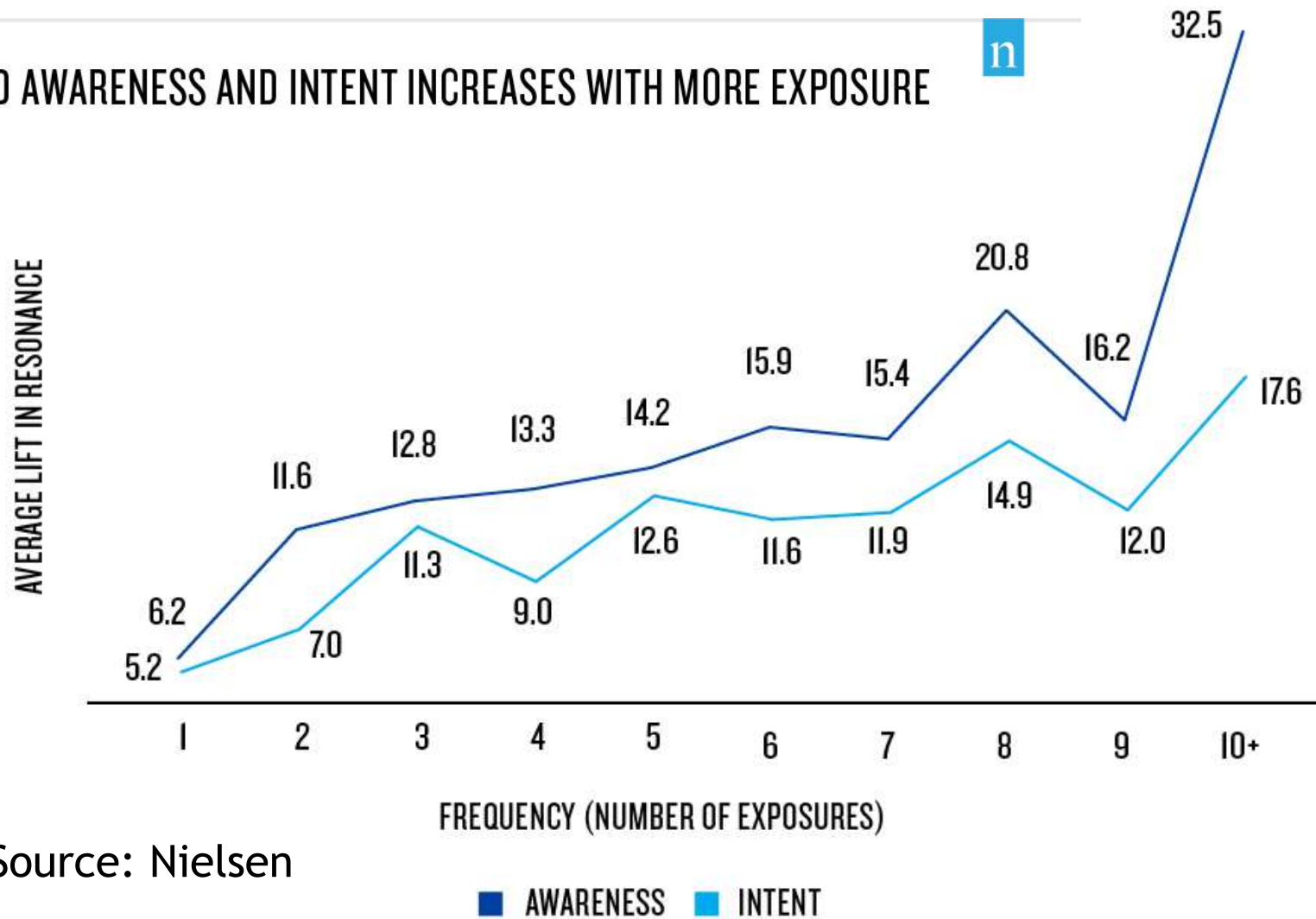
**Print and digital
compliment each
other to drive ROI.**

Magazines.org/factbook



@RyanDohrn

AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE





Action Idea #3:

**Buyers trust branded
web sites more than
social media or
Google search.**

Advertising Trustworthy Ranking

	Gen Z (15-20)	Millennials (21-34)	Gen X (35-49)	Boomers (50-64)	Silent Gen (65+)
Recommendations from people I know	83%	85%	83%	80%	79%
Branded websites	72%	75%	70%	59%	50%
Consumer opinions posted online	63%	70%	69%	58%	47%
Editorial content, such as newspaper articles	68%	68%	66%	60%	55%
Ads on TV	58%	67%	64%	55%	48%
Brand sponsorships	62%	66%	62%	52%	42%
Ads in magazines	57%	62%	61%	50%	46%
Ads in newspapers	57%	62%	62%	55%	53%
Ads before movies	54%	60%	55%	42%	31%
Billboards and other outdoor advertising	59%	60%	57%	46%	38%
TV program product placements	51%	60%	56%	42%	39%
Emails I signed up for	54%	57%	56%	53%	54%
Ads on radio	51%	55%	57%	49%	42%
Online video ads	45%	53%	50%	37%	27%
Ads served in search engine results	43%	52%	50%	41%	33%
Ads on social networks	45%	51%	47%	35%	26%

Source: Nielsen

Consumers are more likely to click on familiar brands.

Source: Nielsen

@RyanDohrn

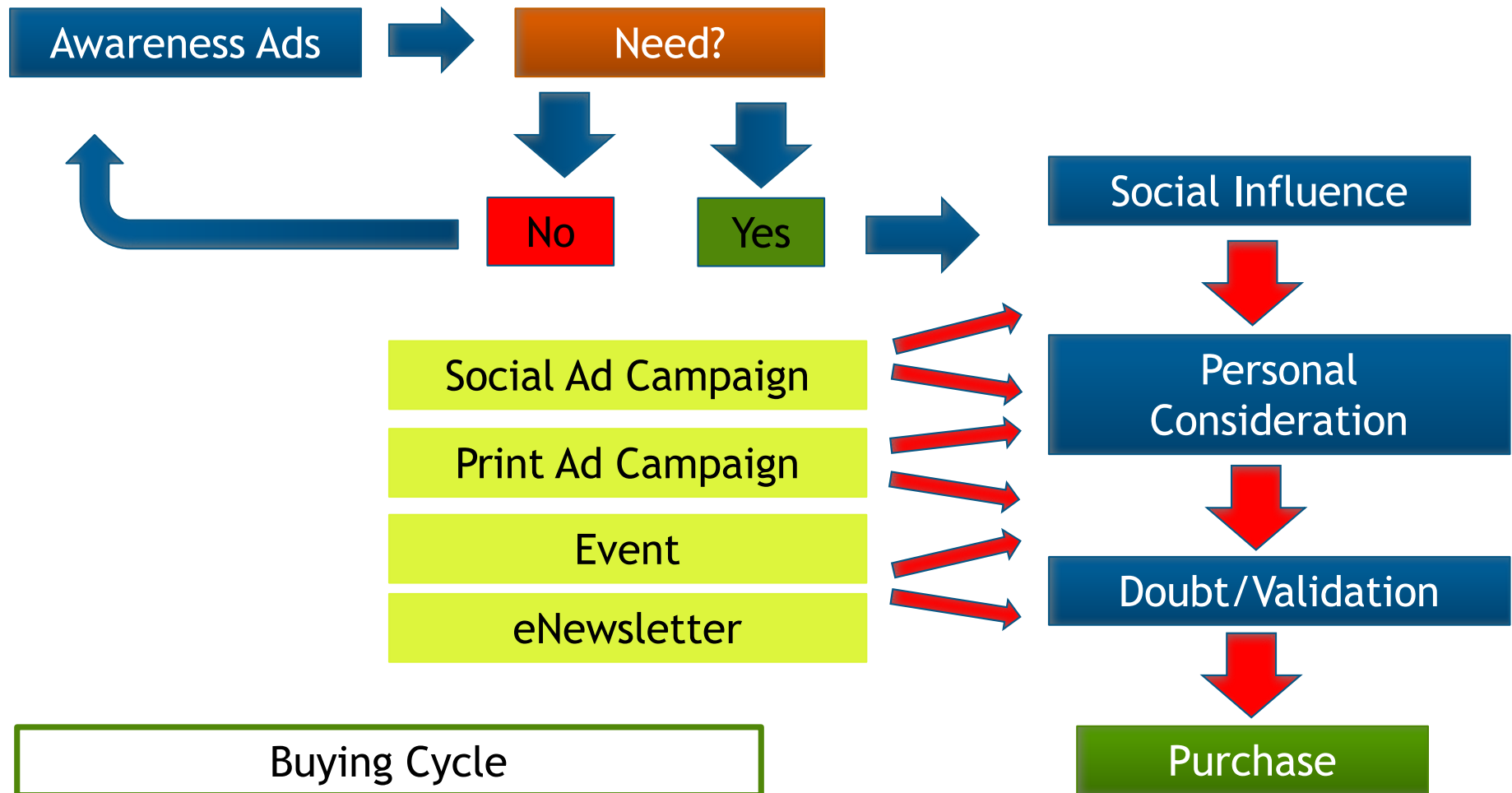
The Familiar Factor

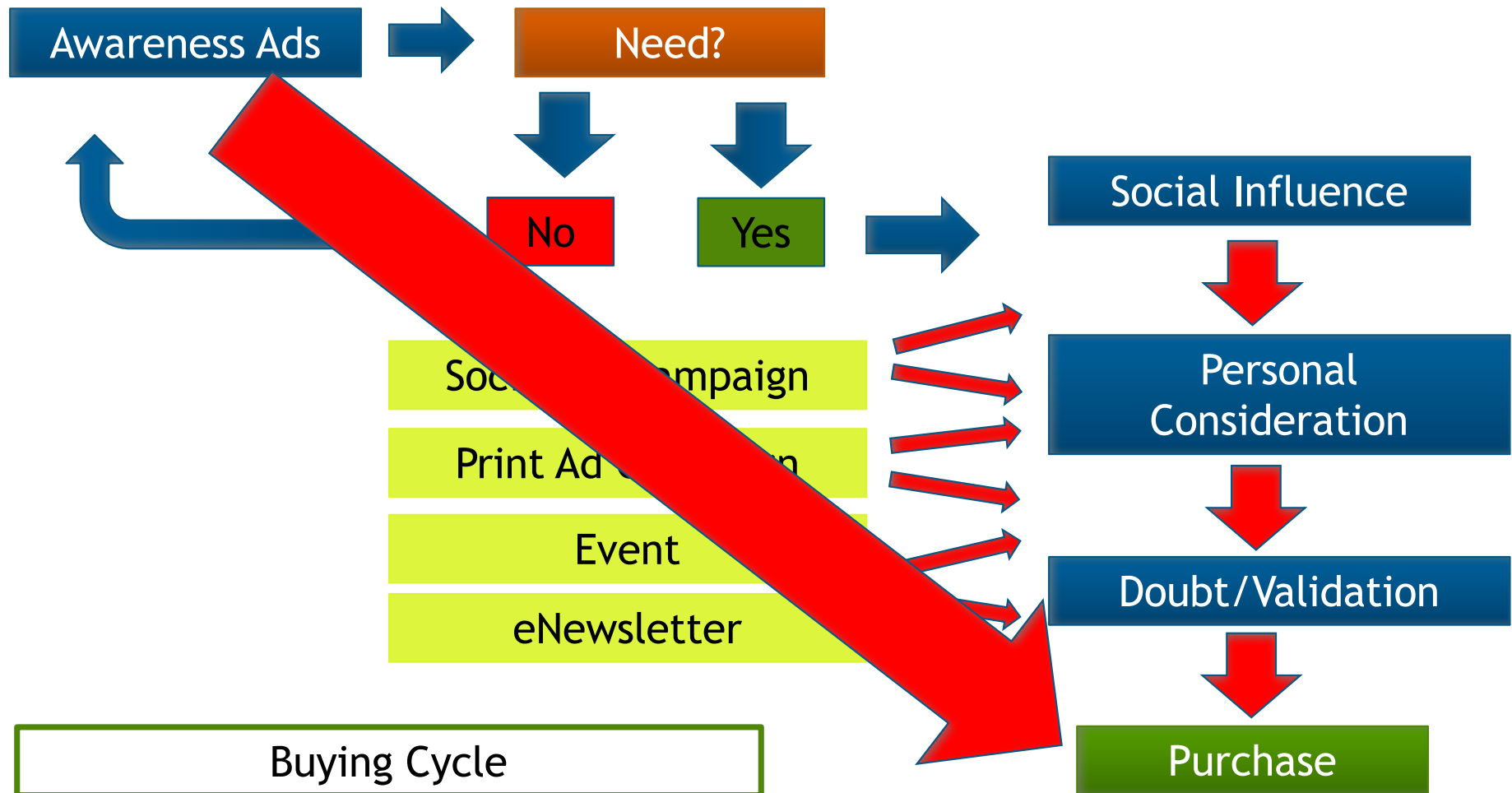
@RyanDohrn



Action Idea #4:

**The consumer
buying cycle
demands multi-
media.**





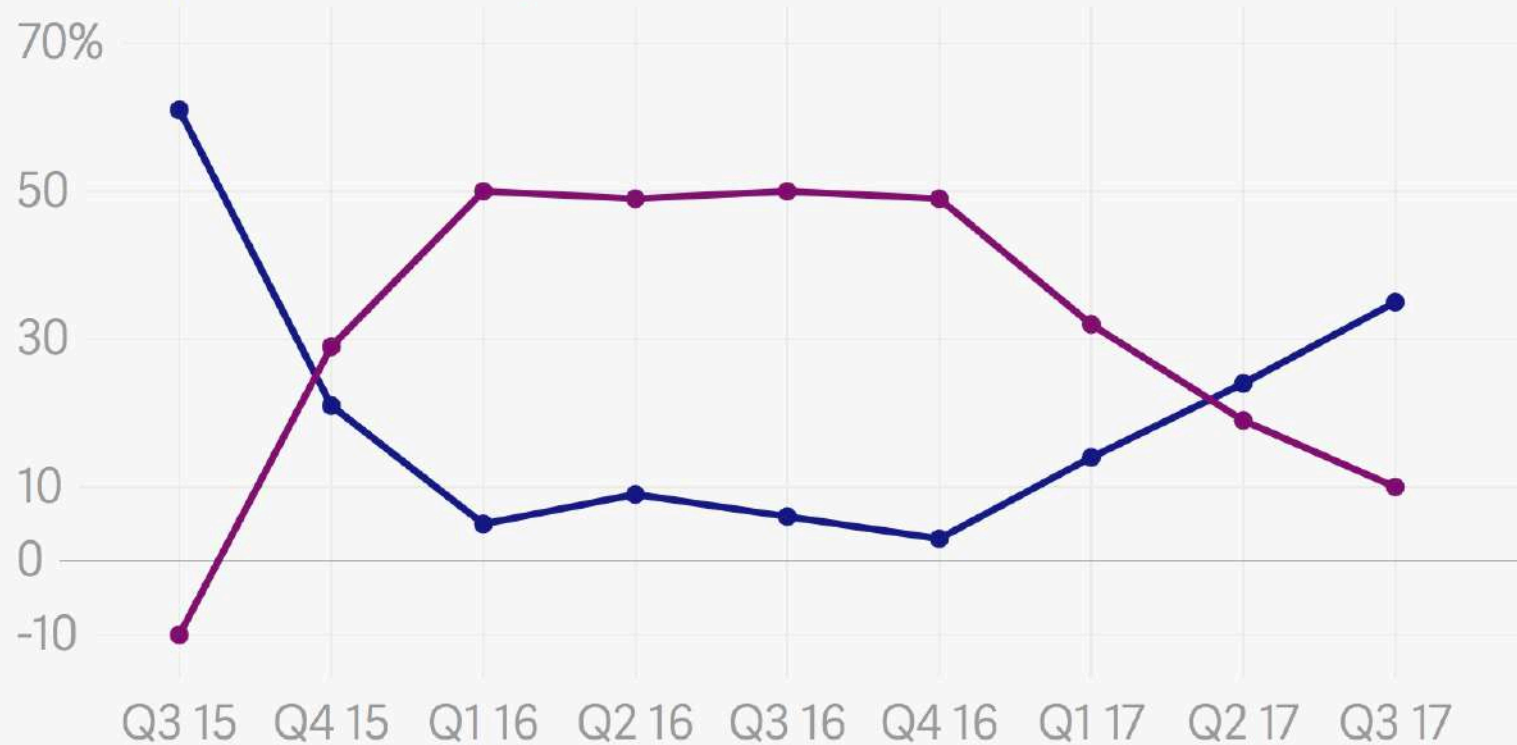


Action Idea #5:

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

Facebook: growth in price per ad and ad impression

■ Price per Ad ■ Ad Impression



△ T L △ S | Data: Facebook, Sentieo

Share

Page Likes

January 17 - February 13

1,324

Page Likes ▼17%



Reach

January 17 - February 13

250,734

People Reached ▼10%



Post Engagements

January 17 - February 13

32,581

Post Engagement ▼28%



Videos

January 17 - February 13

51,849

Total Video Views ▼14%



Page Likes

January 17 - February 13

2,350

Page Likes ▲13%



Reach

January 17 - February 13

576,498

People Reached ▼24%



Post Engagements

January 17 - February 13

642,742

Post Engagement ▼24%



Videos

January 17 - February 13

1,238,844

Total Video Views ▼13%



The Math on an un-boosted post

Bob's Jewelry Store has 2,431 Likes on their Facebook Page....

3% = 72

2% = 48

1% = 24



Esther Penn



Ryan

Home



Esther Penn

@Estherpennfw

Home

Posts

Videos

Photos

Locations

About

Community

Events

Reviews

Create a Page



Send Message

Posts



Esther Penn

February 2 at 2:11pm · 🌐

Who else is dreaming about what patio they are sitting on this weekend?? 🙌🙌🙌🙌🙌



Women's Clothing Store

4.7 ★★★★★

Community

See All



Invite your friends to like this Page



2,738 people like this



2,719 people follow this



Esther Penn

January 23 at 11:28pm · 🌐

No January blues here 😊😊 #newarrivals #fortworth #rodeowear #feelingfresh



👍 Like

💬 Comment

➦ Share



👍 3



Comment on this...



Wo

4.7

Cor



Ab



Eng

· Fra

Priv

Coo

Fac

- Ryan@RyanDohrn.com

Esther Penn, Woman's retailer, Fort Worth, TX

Boost Post

Location:

United States: Fort Worth Texas

Age:

30 - 65+

Gender:

Female

BUDGET AND DURATION

BUDGET AND DURATION

Total budget ⓘ

\$50.00

\$20.00	Estimated Reach 2,000 - 5,400
✓ \$50.00	Estimated Reach 3,800 - 10,000
\$200.00	Estimated Reach 8,100 - 21,000
\$750.00	Estimated Reach 17,000 - 44,000
Choose Your Own	

1 day

7 days

14 days



[Terms & Conditions](#) | [Help Center](#)



@RyanDohrn

Source: Forbes



**Social media
marketing is
useless for B2B
companies.**

**Source: Alex Goldfayn, Author/Social Media
Evangelist**

@RyanDohrn



Action Idea #6:

Our digital is
permission based
marketing!



Facebook ads interrupt.

Instagram ads interrupt.

**Client direct emails are
not trusted.**



**WSJ.com reports that
57% of email
recipients do not trust
emails from vendors
they know well.**



**We are a trusted
source for digital
media. Show success
stories.**

@RyanDohrn



Last year look who took advantage of our digital media to drive their marketing!





Action Idea #7:

Adopt a **Print Plus mentality in your media company.**



**Never send out a
proposal without
multi-media options.**



@RyanDohrn

BUSINESS BUILDER ↓ MULTI-PLATFORM MEDIA PLAN <small>Select the package that fits your budget!</small>		 Inside Columbia Magazine 54,992 Readers	 Prime Magazine 20,389 Readers	 CEO Magazine 29,826 Readers	 Online Package <i>InsideColumbia.net</i> 5,000 Visitors	 E-Newsletters • CoMo Eats • Wine Club • Bridal Update • Inside Scoop • CEO Update	 SIGNING BONUS Visa Gift Card
A Full Page 4 Consecutive Months Package Value \$11,970.00 \$1,495 per month		✓	✓ 2 BONUS ADS	ADD THIS FOR ONLY \$1,650 PER INSERTION	✓ 8 Medium Rectangle Ads	✓ 16 NEWSLETTER ADS	—
B Full Page 12 Consecutive Months Package Value \$39,310.00 \$1,295 per month		✓	✓ 6 BONUS ADS	✓ 4 BONUS ADS	✓ 24 Medium Rectangle Ads	✓ 48 NEWSLETTER ADS	\$1,000 Visa Gift Card
C 1/2 Page (Horiz.) 4 Consecutive Months Package Value \$7,600.00 \$795 per month		✓	✓ 2 BONUS ADS	ADD THIS FOR ONLY \$915 PER INSERTION	✓ 6 Medium Rectangle Ads	✓ 12 NEWSLETTER ADS	—
D 1/2 Page (Horiz.) 12 Consecutive Months Package Value \$22,370.00 \$715 per month		✓	✓ 6 BONUS ADS	✓ 2 BONUS ADS	✓ 18 Medium Rectangle Ads	✓ 36 NEWSLETTER ADS	\$500 Visa Gift Card
E 1/3 Square 4 Consecutive Months Package Value \$4,880.00 \$495 per month		✓	✓ 2 BONUS ADS	ADD THIS FOR ONLY \$570 PER INSERTION	✓ 4 Medium Rectangle Ads	✓ 8 NEWSLETTER ADS	—
F 1/3 Square 12 Consecutive Months Package Value \$13,780.00 \$440 per month		✓	✓ 6 BONUS ADS	✓ 1 BONUS ADS	✓ 12 Medium Rectangle Ads	✓ 24 NEWSLETTER ADS	\$250 Visa Gift Card

Package pricing expires August 31, 2012. Packages are available to new customers only. Packages not available to advertising agencies and media buying firms. All rates are net. Ads must begin in October 2012. There will be a 5% rate increase beginning April 2013.



Option #1: DOMINANT 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 / month*

Option #2: COMPETITIVE EXPOSURE 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 / month*

Option #3: PRESENT 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 = - \$200**
- Actual Cost, \$1600 / month*

***IMPORTANT:** These highly discounted prices are offered to partners running for three consecutive months. Please call me ASAP to get locked in! (222)-555-1212.
Ryan Dohrn



Bonus Idea #8:

**Re-think
retargeting.**



Delta direct ORD to MCO



All

Flights

Maps

Shopping

News

More ▾

Search tools



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)

31 Tue, November 15

31 Mon, November 21

Delta connecting · 4h 10m+ from \$209

[More Google flight results »](#)

Flight Schedules : Delta Air Lines

<https://www.delta.com/flightinfo/viewFlightSchedulesSetup.action> ▾

... Early Morning (1am-7am), Morning (5am-11am), Noontime (9am-3pm), Afternoon (1pm-7pm), Evening (5pm-11pm), Late Night (9pm-3am), All. **Direct** Flights.

@RyanDohrn



Hotels in NYC



All

Maps

Apps

Shopping

Images

More ▾

Search tools



About 81,800,000 results (0.88 seconds)

Hotels In NYC - Top 10 Hotels in New York City - tripadvisor.com

Ad www.tripadvisor.com/NewYorkCity/TopHotels ▾

Save money & book directly with TripAdvisor, the world's largest travel website.

Types: Hotels, Things to Do, Restaurants

Winner, 2015 People's Voice Award for Travel – Webby Awards

Hotels in New York, NY - Lowest Price Guarantee - booking.com

Ad www.booking.com/New-York/Hotels ▾

4.5 ★★★★★ rating for booking.com

Book your **Hotel in New York** NY online. No reservation costs. Great rates.

Best Price Guarantee · Read Real Guest Reviews · We speak your language · Free Cancellation

Ratings: Selection 10/10 - Website 9/10 - Travel info 9/10 - Service 9/10 - Prices 9/10

[Book for Tonight](#) · [Book Now](#) · [Book for Tomorrow](#) · [No Booking Fees](#) · [Secure Booking](#)

Hotels in New York, NY - Find and Book Your Hotel Now - hotels.com

Ad www.hotels.com/New-York-NY/Hotels ▾

Book your **Hotel in New York**, NY. Fast, Secure, & No Cancellation Fees!

Ratings: Selection 10/10 - Service 9/10 - Fees 9/10 - Website 8.5/10 - Travel info 8.5/10

[Manhattan Hotels](#) · [LaGuardia Airport Hotels](#) · [Madison Sq.Garden Hotels](#) · [Central Park Hotels](#)

@RyanDohrn



POLITICS

Super PAC Mega-Donors Expand Election Influence With Record \$1 Billion In Contributions

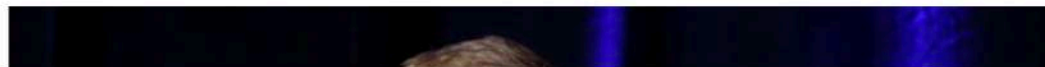
Just 90 billionaires have an outsized impact on presidential politics.

11/01/2016 05:02 am ET



Paul Blumenthal

Money in Politics Reporter, The Huffington Post



Super PAC Mega-Donors Expand Election Influence With Record \$1 Billion In Contributions

Just 90 billionaires have an outsized impact on presidential politics.

11/01/2016 05:02 am ET



Paul Blumenthal

Money in Politics Reporter, The Huffington Post



AdChoices

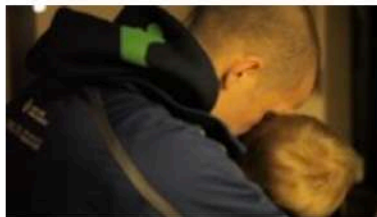
ELECTION2016

how to cook a goose

PARENTS

10/31/16

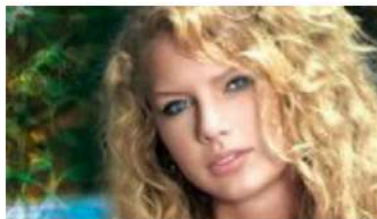
NYC: The One That Got Away



ENTERTAINMENT

10/29/16

10 Ways Taylor Swift Has Changed On The 10th Anniversary Of Her First Album



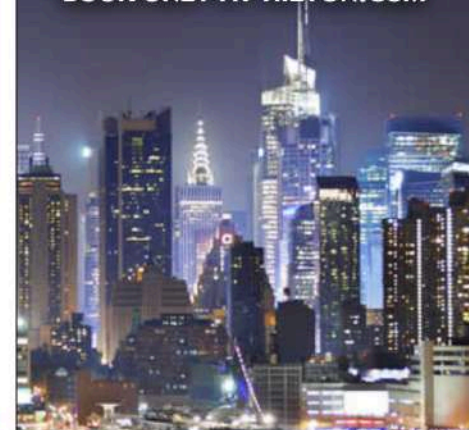
POLITICS

10/27/16

NEW YORK

FROM \$149

PAY LESS & GET MORE
BOOK ONLY AT HILTON.COM



murder

CRIME

10/31/16

**Many People Already See Prisoners As Monsters.
Do 'Haunted Prisons' Make It Worse?**



ARTS

10/31/16

Brisk Staging And Charming Performers Fill A Buoyant 'Holiday Inn'

LATINO VOICES

AdChoices

TODAY'S FEATURED DEAL

RATES STARTING AT \$246

PLUS FREE WI-FI FOR REWARDS MEMBERS

RATES FROM \$246

JW MARRIOTT SCOTTSDALE
CAMELBACK INN RESORT & SPA

SCOTTSDALE, AZ

BOOK DIRECT

AdChoices

Braintree



the world's worst website



All

Shopping

Videos

News

Images

More ▾

Search tools

About 11,000,000 results (0.34 seconds)

World's Worst Website - Angelfire

www.angelfire.com/super/badwebs/ ▾

Welcome to **the World's Worst Website!** This web was designed to graphically demonstrate the most common mistakes made by new Web Page designers.

The World's Worst Website Ever!

www.theworldsworstwebsiteever.com/ ▾

Jan 13, 2014 - TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. Click here for an incomplete list of errors ...

Top 10 worst websites you'll wish you hadn't seen | Branded3

<https://www.branded3.com/blog/top-10-worst-websites/> ▾

Jul 30, 2014 - These are surely the **worst websites** on the internet. ... **the world** over already know about Mrbottles.com, the online hub for everything you need ...

The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

SELF
SERVE

Traffic Stats

	9	9	9	$\frac{9}{10}$	
THIS WEEK	9	9	9	$\frac{9}{10}$	
LAST WEEK	9	9	9	$\frac{9}{10}$	
DAILY RECORD	1	4	0	5	8

>>>>> *You've found*

>>>>> You've found  The World's
Worst Website  Ever!

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable.
[Click here](#) for an incomplete list of errors found on this site.



WATCH OUT! This site is under construction! =)



<-- send us email!

**EARN 70,000 BONUS MILES
& 10,000 MQMs.**

HURRY, OFFER ENDS 11/9/16.

 DELTA

Terms & Conditions Apply.

LEARN MORE >

MAIN MENU



NEW TO THE SITE



YAHOO NEWS



WEATHER

GOOGLE MAPS GREAT WEB DESIGN

ABOUT TWWWE

VISIT KENTUCKY LAKE!

SHOCKING PICTURES!

AMAZING COLOURS

SMOKY MOUNTAINS!

BREAKING NEWS: 3 out of 4 people say this is a terrible website!

OHHH BOY!

●v 2.0

of TWWWE coming SHORTLY!



**89% of web users
report that they find
retargeting ads
“creepy”**

eMarketer.com

@RyanDohrn

If an online ad is viewed...



Source:
InSkin
Media



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



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



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

where to bury a body



Web

Image

All results

businesses

jobs

About 237 results (0.16 seconds)

Sort by: **Relevance**

Ads by Google

[Bury A Body Siri](#)

www.wow.com/Bury+A+Body+Siri

Search for **Bury A Body Siri**. Look Up Quick Results Now!

[81% Off Cheap Flights](#)

cheapest-flights.flighthub.com/ (800) 900-1431

Find the Cheapest Flights Possible. Cheapest Flight Tickets Online!

Service Excellence · No Booking Fees · 80% OFF Flights · All Major Airlines

Destinations: Canada, US, Europe, Central America, Caribbean, South America, Asia, Middle East, Africa

"Canada's largest online travel agency" - Globalnews.ca

[Last Minute Deals](#)

[FlightHub™ Flight Search](#)

[80% OFF Toronto Flights](#)

[CHEAPFLIGHTS :Coupon Code](#)

[Book Flights + Hotel](#)

[80% OFF Europe Flights](#)

powered by Google™ Custom Search

[Augusta-area coroners say they treat unclaimed bodies with respect ...](#)

chronicle.augusta.com/node/607458

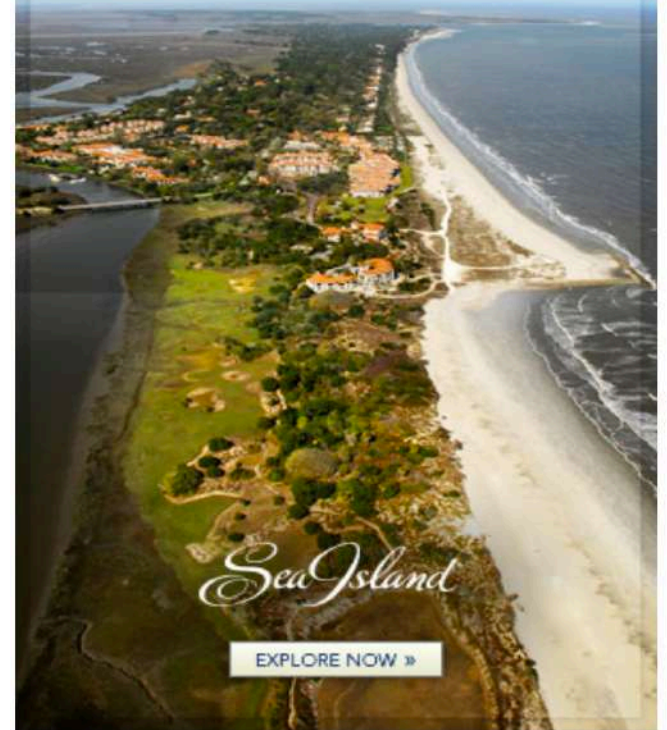


Aug 18, 2015 ... As soon as Richmond County Coroner Mark Bowen gets a **body** he ...
"At some point I will **bury** these folks and have a minister come say a ...

FIVE MILES OF PRIVATE BEACH

FOUR FORBES FIVE-STARs

PREPAY YOUR STAY
AND SAVE 10%





**If you are judged by
the company you
keep.... How do you
want your brand
perceived?**



Re-think Re-targeting

@RyanDohrn



**Where do
you grow
from here?**



1. Focus on one idea from the class and make it happen.

2. Embrace those that challenge you.

3. Fail forward.



www.360AdSales.com

HOME

AD SALES TRAINING OPTIONS ▾

WEBINARS

ABOUT

AD SALES BLOG

PODCAST

CONTACT

Ad Sales Training Advice Blog

- 10 Ways To Boost Your Fall Sales Numbers
- 10 Sales Email Subject Lines To Get An Open, Read and Reply
- Welcome to Salesland, Evolve or Else.
- Get Fired Up! 6 Ways To Re-Ignite Your Sales Life
- Print Ads ARE Trackable!
- Sales Management Masters Class



Sign Up for
Our Free Monthly
E-Newsletter



Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales pros trained to date!
Magazines, Newspapers, Web, TV, Radio or
Digital only!

"Rvan, I have to sav it was the most inspiring

7+ Hours of Ad Sales Training

7 Ways To Sell Web and Digital Like a **BOSS!**



Presented by Ryan Dohrn, Founder
Brain Swell Media, LLC
Ryan@BrainSwellMedia.com



© Brain Swell Media, LLC
No part of this material,
live/video or presentation may be
reproduced, re-taught or
distributed without the expressed
written permission of Brain Swell
Media, LLC .