Teaching Old Sales Dogs New Tricks!

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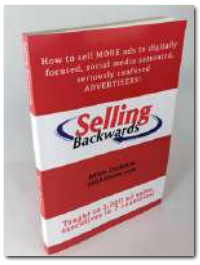
Brain Swell Media

360 Ad Sales Training

Ad Sales Nation



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Action Idea #1:
Digital media drives the ROI of the total media buy.
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3

You have to advertise in multiple ways on multiple days.

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Marketing is not a one and done proposition.

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Pre-Promotion

Actual Promotion

Post Promotion

@RyanDohrn

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

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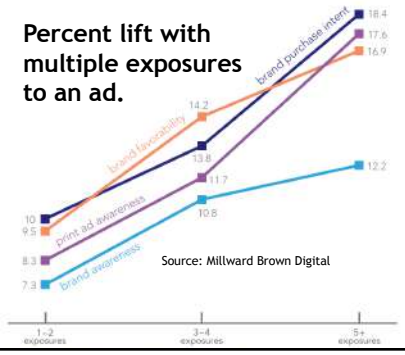
Percent lift with multiple exposures to an ad.



Source: Millward Brown Digital

Action Idea #2:

Print and digital compliment each other to drive ROI.

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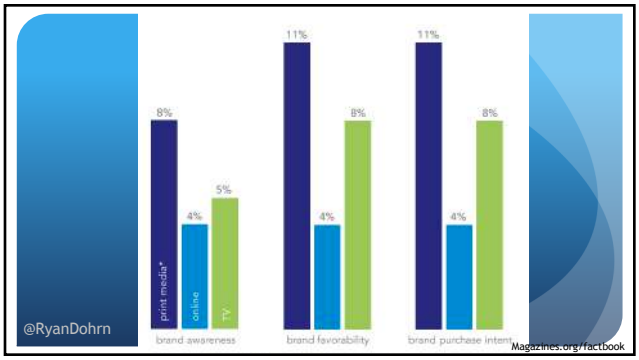

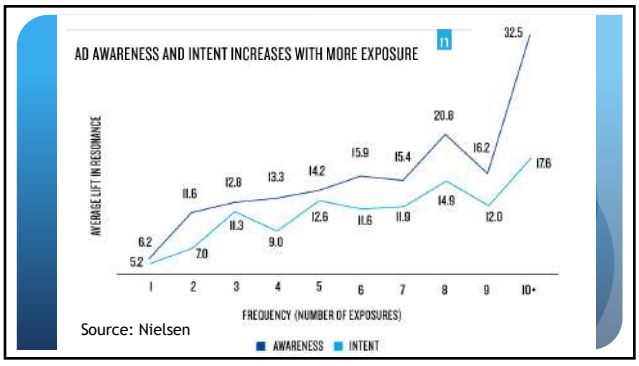

Source: Nielsen

Action Idea #3:

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

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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

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The Familiar Factor

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Action Idea #4:

The consumer buying cycle demands multi-media.

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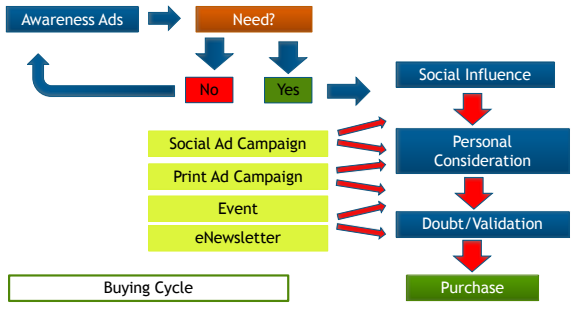

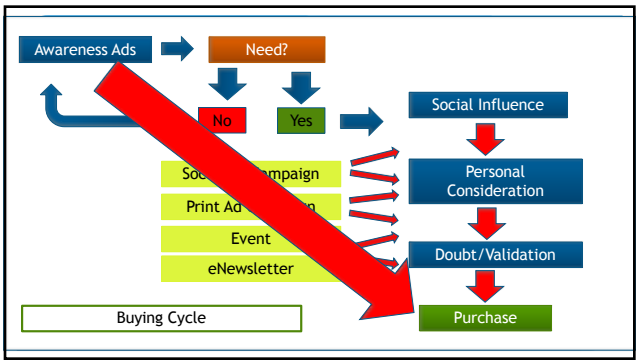
Awareness Ads
Need?
No
Yes
Social Influence
Personal Consideration
Doubt/Validation
Purchase
Event
eNewsletter
Buying Cycle

15 Minute Intermission
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Action Idea #5:

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

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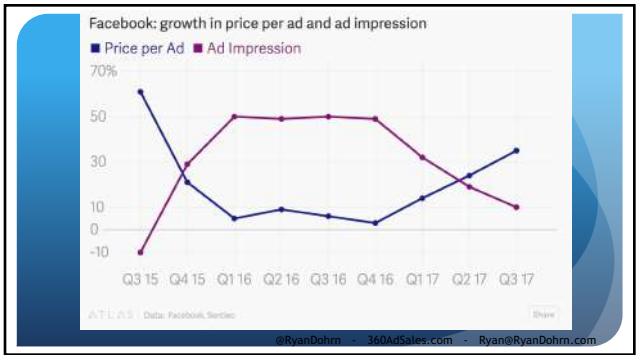

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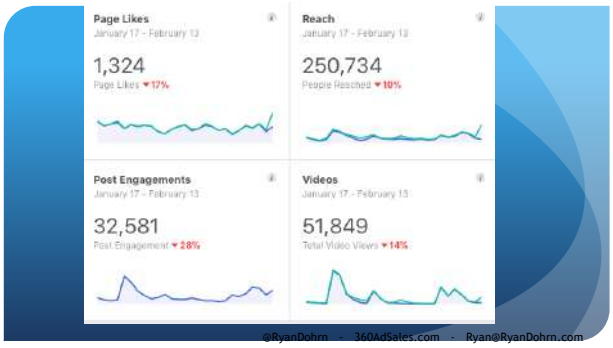

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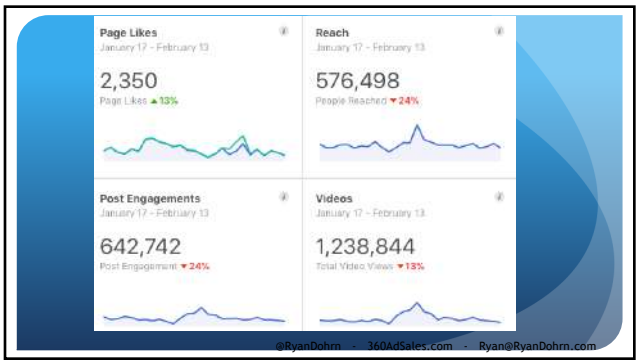

The Math on an un-boosted post

Bob's Jewelry Store has 2,431 Likes on their Facebook Page….
3% = 72
2% = 48
1% = 24

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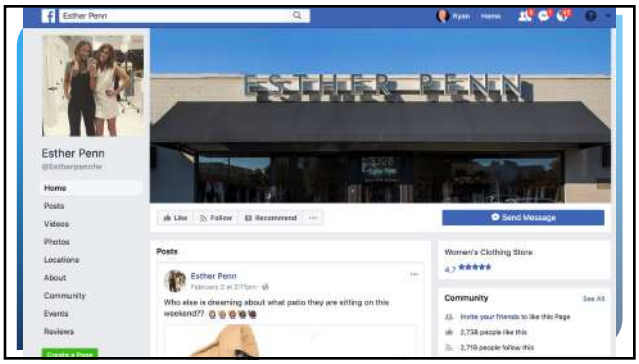
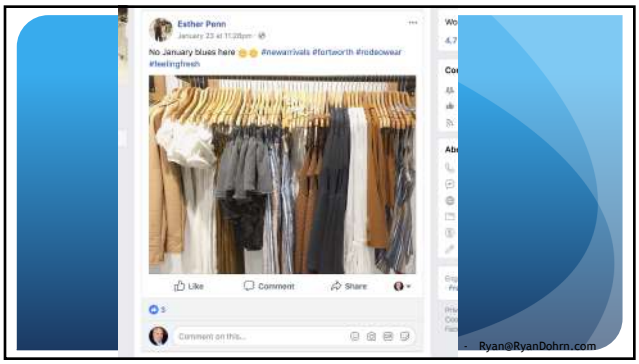
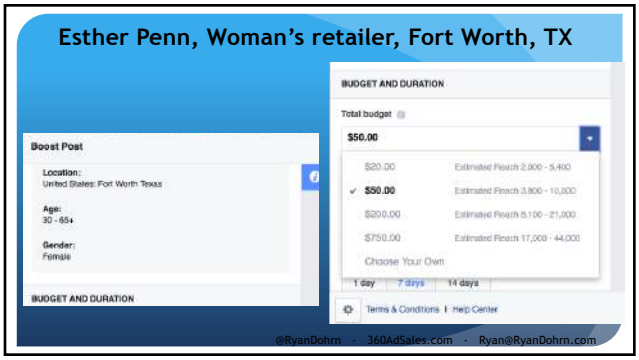



Esther Penn
No January blues here
#newarrivals #fortworth #rodeowear
#feelingfresh
Like
Comment
Share
Comment on this...
Ryan@RyanDohrn.com


Esther Penn, Woman's retailer, Fort Worth, TX
Boost Post
Location:
United States: Fort Worth Texas
Age:
30 - 65+
Gender:
Female
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BUDGET AND DURATION
Total budget
$50.00
$20.00
$50.00
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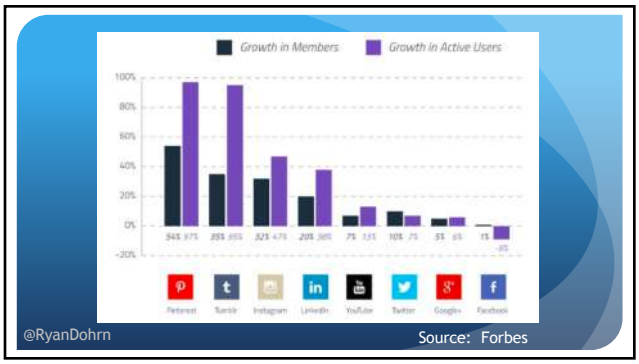
Growth in Members
Growth in Active Users
100%
80%
60%
40%
20%
0%
-20%
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Source: Forbes

Social media marketing is useless for B2B companies.

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

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Action Idea #6:

Our digital is permission based marketing!

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Facebook ads interrupt.

Instagram ads interrupt.

Client direct emails are not trusted.

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

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

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

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Action Idea #7:

Adopt a Print Plus mentality in your media company.

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Never send out a proposal without multi-media options.

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Option #1: DOMINANT EXPOSURE PLAN.
- ¾ 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.
- ½ 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.
- ½ 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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Bonus Idea #8:

Re-think retargeting.

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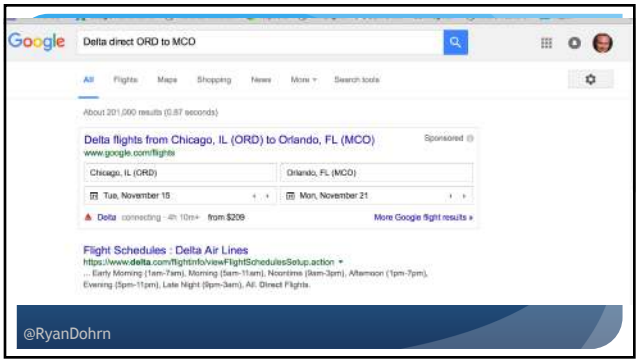

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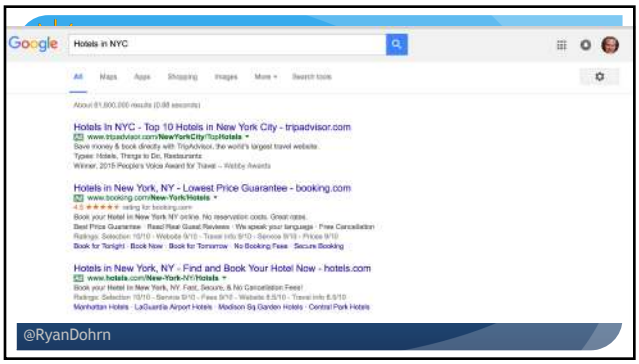
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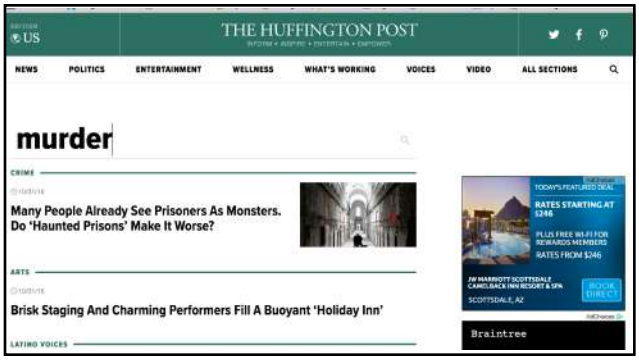
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CRIME
Many People Already See Prisoners As Monsters. Do 'Haunted Prisons' Make It Worse?
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Brisk Staging And Charming Performers Fill A Buoyant 'Holiday Inn'
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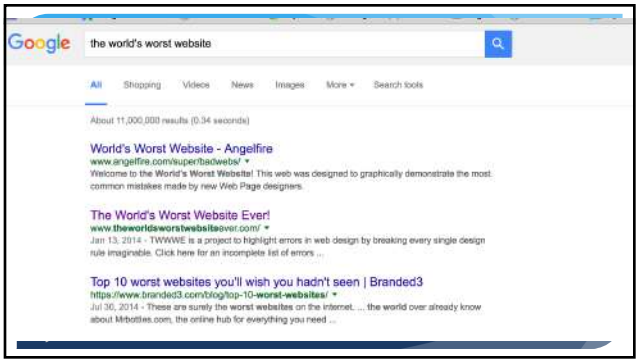
PLUS FREE WI-FI FOR REWARDS MEMBERS
RATES FROM $246
JW MARRIOTT SCOTTSDALE CAMELBACK INN RESORT & SPA
SCOTTSDALE, AZ
BOOK DIRECT
Braintree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the world's worst website
All
Shopping
Videos
News
Images
More
Search tools
About 11,000,000 results (0.34 seconds)
World's Worst Website - Angelfire
www.angelfire.com/superbadwebs/
Welcome to the World's Worst Website! This web was designed to graphically demonstrate the most common mistakes made by new Web Page designers.
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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
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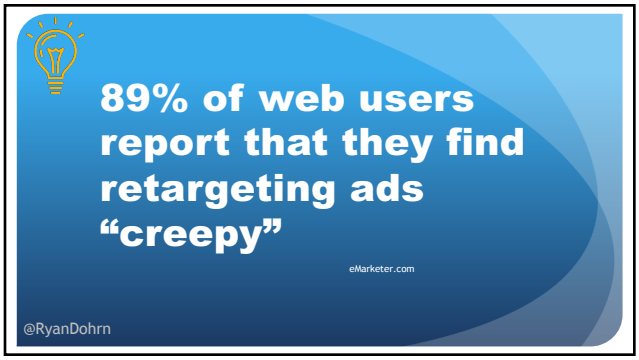
89% of web users report that they find retargeting ads "creepy"
eMarketer.com
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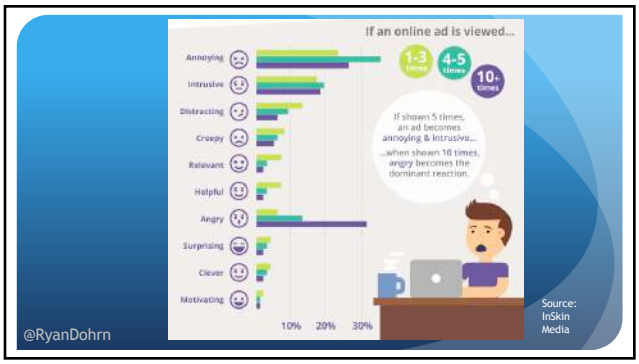

Source: InSkin Media
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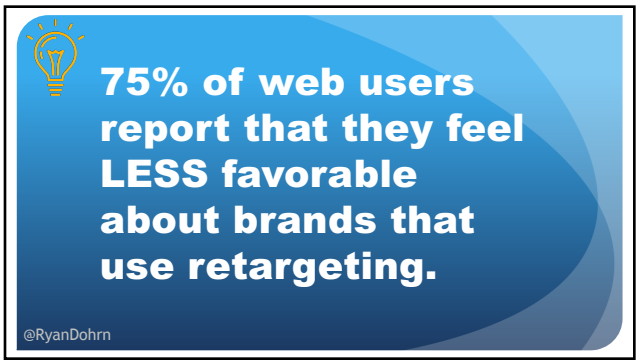
75% of web users report that they feel LESS favorable about brands that use retargeting.
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Retargeting can create concerns over privacy. How do you want your brand perceived?
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Retargeting most often occurs on web sites where you often have no control over the content.
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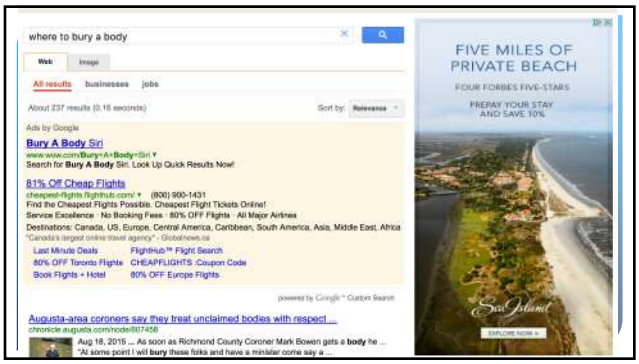
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Image
All results
businesses
jobs
About 237 results (0.16 seconds)
Sort by: Relevance
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80% OFF Toronto Flights
CHEAPFLIGHTS :Coupon Code
Book Flights + Hotel
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Augusta-area coroners say they treat unclaimed bodies with respect ...
chronicle.augusta.com/node/807458
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 ...
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FOUR FORBES FIVE-STARS
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If you are judged by the company you keep.... How do you want your brand perceived?
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Re-think Re-targeting
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Challenge
Where do you grow from here?
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Challenge
1. Focus on one idea from the class and make it happen.
2. Embrace those that challenge you.
3. Fail forward.
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