

# Selling More Media To Doubting Buyers.

RYAN DOHRN  
360ADSALES.COM  
RYAN@BRAINSWELLMEDIA.COM  
@RYANDOHRN

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Idea #1:  
Revamp your consultative sales approach to own the total sale.

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What are your goals?  
What are your problems?  
When do you want to fix?  
What is your budget?  
Authority to buy?

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~~What are your goals?  
What are your problems?  
When do you want to fix?  
What is your budget?  
Authority to buy?~~

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89% of buyers said  
they would rather go  
to the dentist than sit  
through a needs  
assessment.

Source: BIA, 2016, Millennial Health Buyer Study

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**Advertisers buy based on an equal dose of emotion, ego and logic.**

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**Asking for a budget means you are matching your media to their idea of what it might mean to market their brand.**

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**Mr. Advertiser, do you want to be....**

**Present, Competitive or Dominant?**

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1. Match their desire to a client you already have running.
2. Tell them a success story.
3. Show them the cost to have desire fulfilled.

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**Citrus** INDUSTRY INVEST IN AN EFFECTIVE AND AFFORDABLE MEDIA PLAN.

Choose Your Plan	Print	Digital Edition	E-news	Web	Social	Radio	
<b>Executive</b> Net Cost: \$252 No ads, 6000 reads							20% off*
<b>Business</b> Net Cost: \$177 No ads, 3000 reads							15% off*
<b>Standard</b> Net Cost: \$125 No ads, 2000 reads							10% off*
<b>Basic</b> Net Cost: \$114 No ads, 1000 reads							No Discount
<small>*4x Discount 5%    6x Discount 10%    8x Discount 15%    12x Discount 20%</small>							

Contact our sales department at [sales@digitmedia.com](mailto:sales@digitmedia.com) or 352-871-1909 for availability, production rates and questions.

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**Idea #2:**  
Always sell using competitive angles and/or intelligence.

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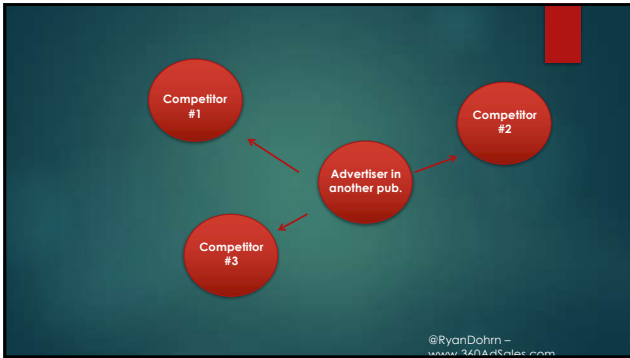
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**Idea #3:**  
Understand and  
explain the  
consumer buying  
cycle.

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All advertisers want to run ONE ad and then get an immediate response.

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Timothy Smith featured this insight in his book *Successful Advertising...*

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The 1st time people look at ad, they don't see it.  
The 2nd time, they don't notice it.  
The 3rd time, they are aware that it is there.  
The 4th time, they have a fleeting sense that they've seen it before.  
The 5th time, they actually read the ad.  
The 6th time, they thumb their nose at it.  
The 7th time, they get a little irritated with it.  
The 8th time, they think, "Here's that confounded ad again."  
The 9th time, they wonder if they're missing out on something.  
The 10th time, they ask their friends or neighbors if they've tried it.  
The 11th time, they wonder how the company is paying for all these ads.  
The 12th time, they start to think that it must be a good product.  
The 13th time, they start to feel the product has value.  
The 14th time, they start to feel like they've wanted a product like this for a long time.  
The 15th time, they start to yearn for it because they can't afford to buy it.  
The 16th time, they accept the fact that they will buy it sometime in the future.  
The 17th time, they make a commitment to buy the product.  
The 18th time, they curse their poverty because they can't buy this terrific product.  
The 19th time, they count their money very carefully.  
The 20th time prospects see the ad, they buy what it is offering.

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Timothy Smith featured  
this insight in his book  
*Successful Advertising* in  
what year?

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Timothy Smith featured  
this insight in his book  
*Successful Advertising* in  
what year?  
**1885**

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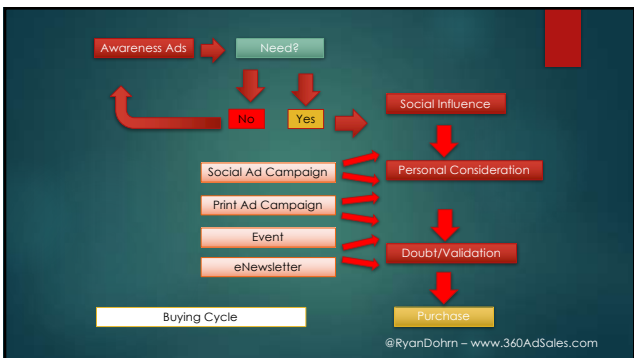
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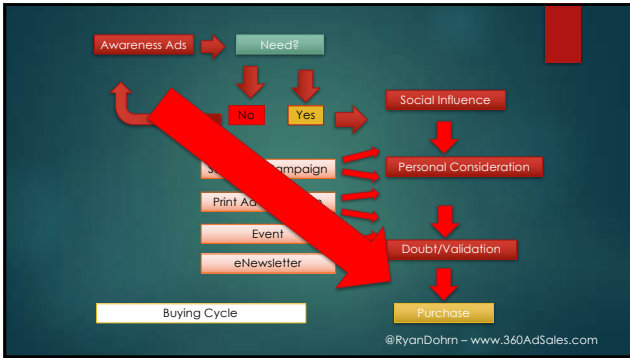
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**Idea #4:**  
Be prepared for  
the five most  
common media  
sales objections.



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**Objection #1:**  
Word of mouth is my  
best marketing vehicle.

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Ryan's Reply...  
The problem with  
W.O.M. is that you  
lose control of your  
marketing message.

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Objection #2:  
I am moving my ad  
dollars to social  
media.

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Ryan's Reply #1...  
Interesting. I do not  
hear that much from  
my clients any more.

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**Ryan's Reply #2...**  
**How much time per week do you plan to spend managing your social media?**

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**Inc.com reports that successful marketers spend 15-20 hours per week on social.**

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**Ryan's Reply #3...**  
**Social media marketing used to be cheap.**

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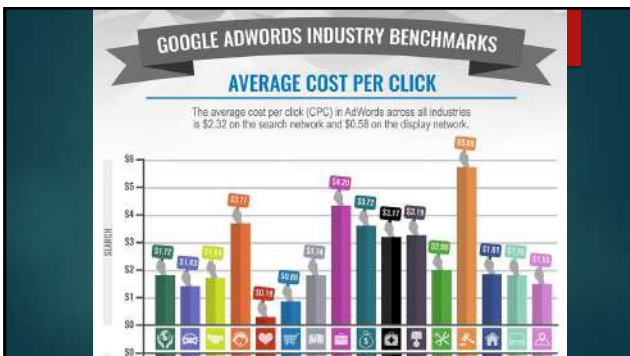
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**Objection #3:**  
**I have no ad budget.**  
**Or... My budget is**  
**spent for the year.**

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Ryan's Reply #1...  
If I could bring you one new customer what would that be worth to you?

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Objection #4: Can you write an article about us or report on us for free?

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Ryan's Reply...  
What do you offer for free to your customers?

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### Ryan's Reply...

I am thrilled to hear that you still believe in us. Awesome. We have several sponsored thought leadership programs you will love.

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Objection #5: I tried you guys before and it did not work.

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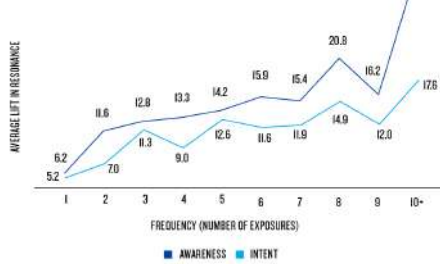
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AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE



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**Idea #5:  
Truly and deeply  
understand your  
competition.**

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**If you know the enemy  
and know yourself, you  
need not fear the result  
of a hundred battles.**

**- Sun Tzu**

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**Audience  
Profiles  
Cyber vs. Fiber  
Rates  
Good vs. Bad**

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**Idea #6:  
Branding via  
print drives  
digital response  
rates.**

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**Sixty percent of global  
consumers with  
Internet access prefer  
to buy new products  
from a familiar brand.**

Source: Nielsen

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Source: Nielsen

	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%

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Preach the  
“Familiar Factor”.

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Idea #7:  
Going direct to  
consumers is  
intrusive.

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Less than 57% of  
consumers trust  
email that they  
signed up for.

Source: Nielsen Brand Trust Study

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**You grow your reputation in life and in marketing based on your affiliations.**

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**For more than 50 years we have invested millions of dollars to create an audience that is willing to accept your ad as a part of the total story.**

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**Idea #8:  
Choose the proper proposal for the client.**



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**CITRUS** INSPIRE MAGAZINE

Invest in an effective and affordable media plan.

Choose Your Plan	Print	Digital Edition	E-news	Web	Social	Radio
<b>Executive</b> Total value: \$3000 We pay \$2400 (20% off)*						
<b>Business</b> Total value: \$2075 We pay \$1660 (15% off)*						
<b>Standard</b> Total value: \$1225 We pay \$1000 (10% off)*						
<b>BASIC</b> Total value: \$1100 We pay \$1100 (No discount)						
<b>4x Discount 5%</b>	<b>6x Discount 10%</b>	<b>8x Discount 15%</b>	<b>12x Discount 20%</b>			

Contact our sales department at [sales@agnetmedia.com](mailto:sales@agnetmedia.com) or 352-671-1909 for availability, production quotes and questions.

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**CITRUS** INSPIRE MAGAZINE

Package Plan Features

Radio	E-News	Print	Digital	Social
 132 ad runs in our daily eNews radio program. Our network covers more than 175,000 cars, providing extra exposure.	 Place your 300x250 ad in our e-news. Over 100 publications, 15-20 ad spots each with 175k of 55%+ readership.	 Your choice of ad size in the industry. Our circulation of over 6,000 monthly color printings and digital editions makes the right way to grow your business.	 Place your 300x250 ad on our website. 130,000 unique visitors with over 14,000 registered and mobile.	 Weekly targeted social mentions, shared on our Twitter and Facebook. Over 1000 total followers with more than 12,000 monthly impressions.

Contact our sales department at [sales@agnetmedia.com](mailto:sales@agnetmedia.com) or 352-671-1909 for availability, production quotes and questions.

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**Option #1: MAXIMUM EXPOSURE PLAN.**

- 1/8 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: SMART BUSINESS PLAN.**

- 1/8 page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (520x250) 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, \$2100
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700 / month\*

**Option #3: BASIC MARKETING PLAN.**

- 1/8 page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (520x250) 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 resulting for three consecutive months. Please call me ASAP to get locked in! (322) 555-1212.  
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