

New Digital Account Executive



innovate. educate. inspire.



Pete Conti

**Sales & Marketing Director
Local Media Association**

peter.conti@localmedia.org



Stephen Warley

Founder

inboundarts.com

swarley@inboundarts.com



please turn volume up



webinar copy emailed in next 24 hours



submit questions in box on right 



share your feedback

comfort zone habits v. transformative habits



our comfort zone habits



cold calling

our comfort zone habits



selling one product

our comfort zone habits



selling clients

our comfort zone habits

Company:

1. How long have you been in this business?
2. How did you get started?
3. If relatively new, what did you do prior to this?
4. What's most enjoyable about being in this business?
5. What's least enjoyable about being in this business?

Products/Services:

1. Do you consider your products to be average quality? High-end? Low-end?
2. What are your best sellers? Worst sellers?
3. Anything you consider your specialty?
4. Anything you like to feature (maybe because of higher profit margin)?

Customers:

1. Who are your current customers?
 - a. %Male? % Female?
 - b. Average age?
 - c. Average income?
 - d. Typical profession
 - e. Typical level of education
2. Who would you like them to be?
 - a. %Male? % Female?
 - b. Average age?
 - c. Average income?
 - d. Typical profession
 - e. Typical level of education
3. Has your client base changed in the last year?
 - a. If so, why?
 - b. Was this a good change? Why or why not?
4. Do you anticipate any changes in your business that would affect your current customer profile?
5. From how far away do your customers typically come to shop?
 - a. Are you satisfied with this?
6. What is the average amount a typical customer spends each time they shop your store?
7. How much is a customer worth? (Amount they spend + number of referrals)
8. How would a typical customer describe the experience of shopping at your store?
9. What is the single largest misconception non customers have about shopping with you?

marketing needs analysis

The New Digital Account Executive

Competition:

1. Who are your biggest competitors?
For each competitor:
2. Why do people shop there?
3. What are their primary competitive advantages?
4. What do they offer customers that you can't or won't?
5. Why do customers come to you?
6. What do you offer that your competitors can't/won't?
7. What is your single greatest competitive advantage?
8. What is your single greatest competitive disadvantage?
9. Do you anticipate any changes competitively? (New competition/old going out of business/new product lines, etc)

Objectives:

1. Is your business experiencing the kind of growth you need/want? If not, why?
2. Do you have a positioning statement?
3. What do you feel is your unique selling position?
4. What is your primary business image: low price, large inventory, service, etc.?
5. What would you want your overall image to be, if different from above?
6. Do you feel there are any misconceptions about you/your business that you would like to address?
7. Could you describe your single biggest sales and marketing challenge?
8. How are you actively addressing this challenge?
9. How would you like to see your business change over the next 12 months?

Advertising:

1. What media do you currently use?
2. Which do you use most often?

For each medium:

3. How often do you typically use this medium?
4. What do you like best about this medium?
5. What do you like least about this medium?
6. What would you change about this medium?
7. What is your typical average monthly investment in this medium?
 - a. What percent of your monthly advertising budget does this represent?
8. Do you utilize co-op?
9. Are you taking advantage of discretionary vendor support?
10. Dates and names of all major sales events
11. Two strongest sales events and why they are the most successful?

Specific questions about Interactive:

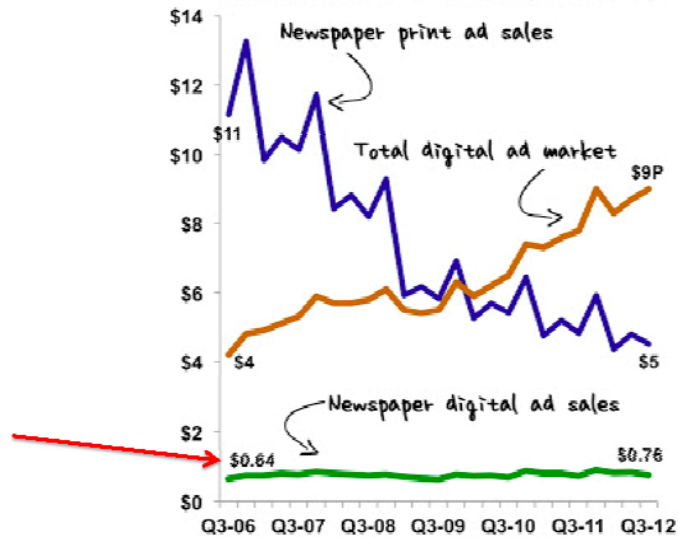
12. Are you advertising on the Internet?
13. What is your goal for your website? Branding? Direct response? Providing information? Building your customer database?
14. How pleased are you with your website's results?
15. Are you selling goods or services through your website?
16. What do you like best about your website?
17. What would you change about your Interactive efforts if you could?
18. What are you doing with your database?
19. How are you promoting your website?
20. Who handles your Internet advertising and other new media advertising?
21. What kinds of results have you found with your Internet advertising?
22. What new media are you using for advertising? E-mail marketing? Search? Mobile marketing?
23. Who serves your Internet ads?
24. Are you using rich media? Audio? Video? Flash? Animation?
25. What size ads do you prefer?
26. What kinds of sites get you the best results?

Wrap-up:

1. Are there any other areas we should discuss before I begin to prepare some detailed analysis and recommendations based on today's meeting?
2. As I am collecting research on your industry over the next few days are there any areas of special interest to you that I should research as well?
3. Are there any other individuals involved in making marketing and advertising decisions?
4. Do you have any advertising agency?
5. I'll have research and recommendations ready for your review on (date). Can we meet at (time) to discuss my findings?

Sobering trend

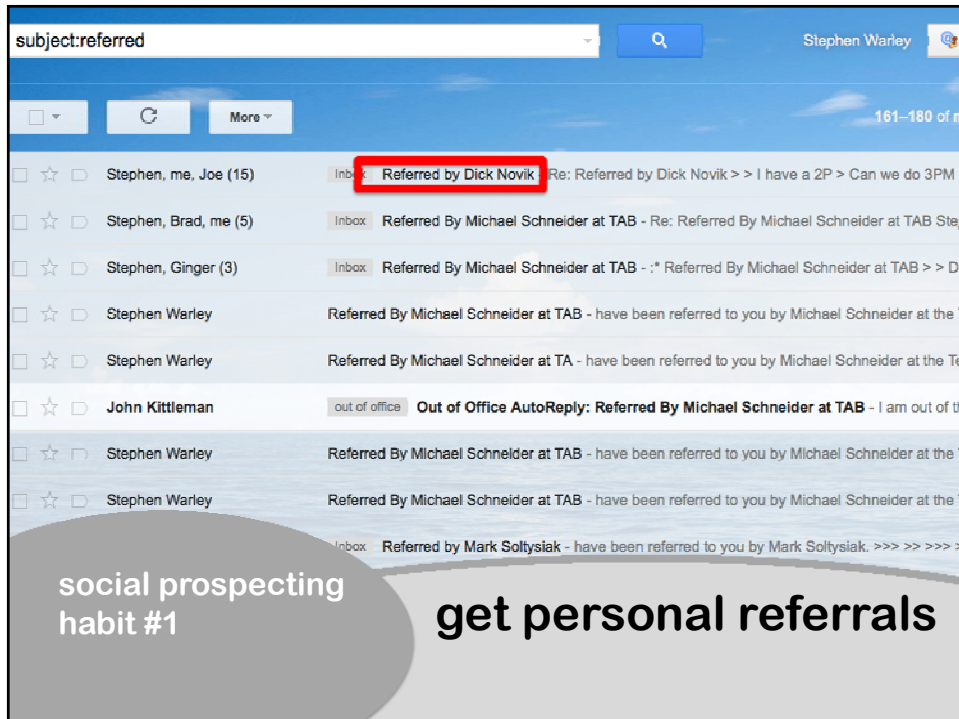
Ad sales Q3-2006 to Q3-2012 (in \$billions)



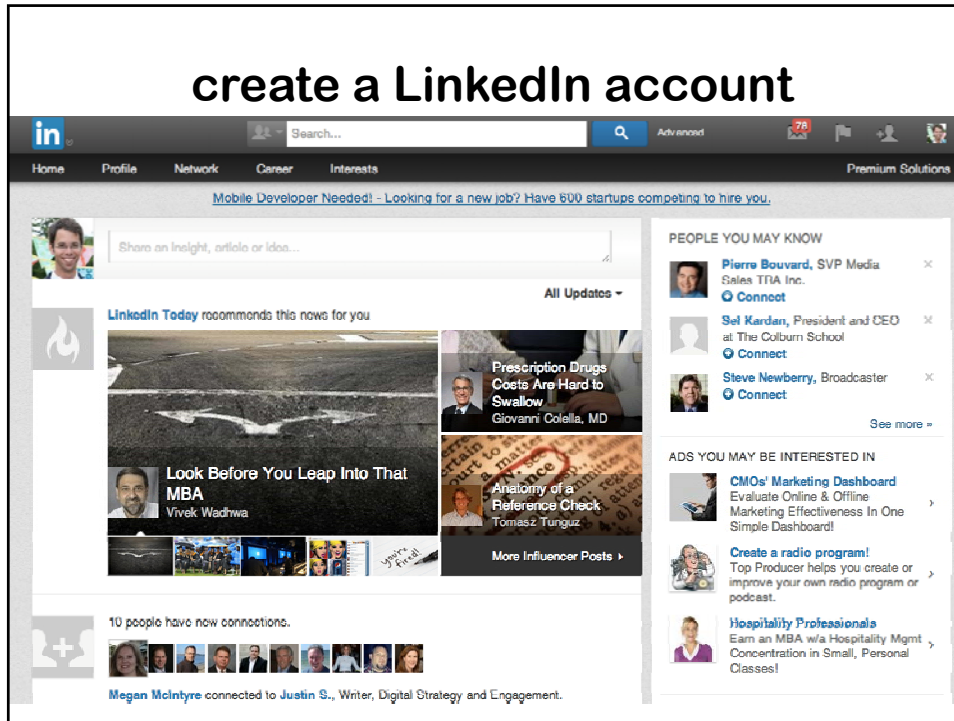
Sources: Newspaper Association of America and Internet Advertising Bureau



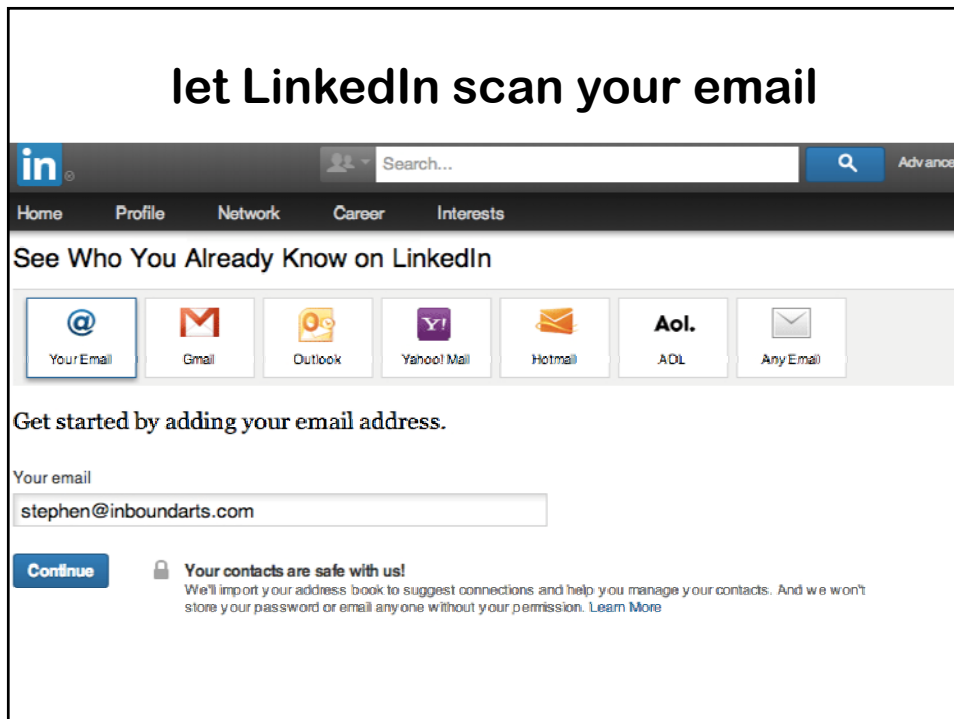




create a LinkedIn account



let LinkedIn scan your email



10 people have new connections.

Matt Coen connected to **Dolores Nolan**, VP/MEMBERSHIP at RADIO ADVERTISING BUREAU.

Connect with Dolores · 24 seconds ago

10 connections were endorsed for their skills and expertise.

Bob Connell was endorsed by **Tom Nowlin** for: Broadcast

Endorse your connections · 3 minutes ago

WHO'S VIEWED YOUR PROFILE

17 Your profile has been viewed by 17 people in the past 7 days.

24 You have shown up in search results 24 times in the past 3 days.

Unlock the full list with LinkedIn Premium

YOUR LINKEDIN NETWORK

1,064 Connections link you to 10,506,495+ professionals

45,431 New people in your Network since April 2


[Add Connections](#)


check who's found you weekly

get quality connections


find personal connections

192 results Sort by: Relevance ▾


 **John Pepper** 2nd
CEO/Co-Founder at **Boloco**
Greater Boston Area · Restaurants
▼ 2 shared connections · Similar





Felix Banuchi
Digital Media Executive




Tori Stuart
Founder & Producer, Evoke Multimedia


 **James Lux** 2nd
Experienced Strategist, Visionary Technologist, Accomplished Leader & Passionate Educator
Greater Boston Area · Food & Beverages
▶ 1 shared connection · Similar

 **Brent Brown** 2nd
Managing Partner, Madison Parker Capital
San Francisco Bay Area · Venture Capital & Private Equity
▶ 2 shared connections · Similar

 **Sara Steele-Rogers** 2nd
Community Manager, Marketer, Event Planner + Organizer, Social Media, Blogger, Online Technology, Eventbrite
Greater Boston Area · Marketing and Advertising
▶ 5 shared connections · Similar




Search...



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Android Developer? - Earn up to \$55 for 1000 app downloads! Get paid p



Peter Conti

Sales & Marketing Director at Local Media Association (formerly SNA)
Richmond, Virginia Area | Online Media



Previous: Borrell Associates Inc., Virginia Commonwealth University, Media General

Education: University of Lund, Sweden

Send a message

1st

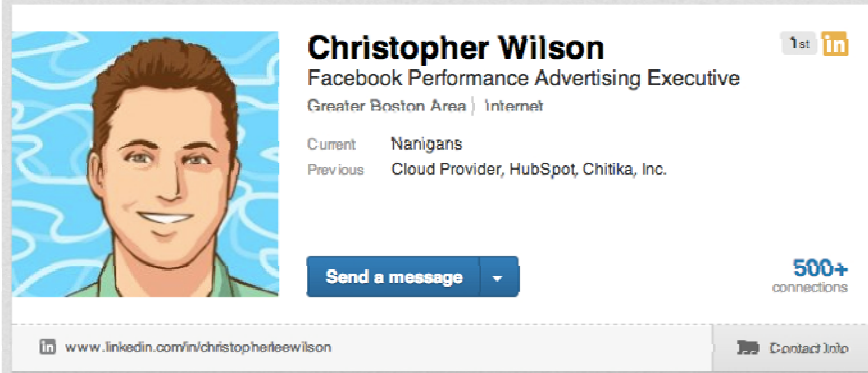
500+
connections


 www.linkedin.com/in/peterconti Contact Info

social prospecting habit #2

build instant rapport

titles are meaningless, brand yourself



Christopher Wilson 1st 
Facebook Performance Advertising Executive
Greater Boston Area | Internet

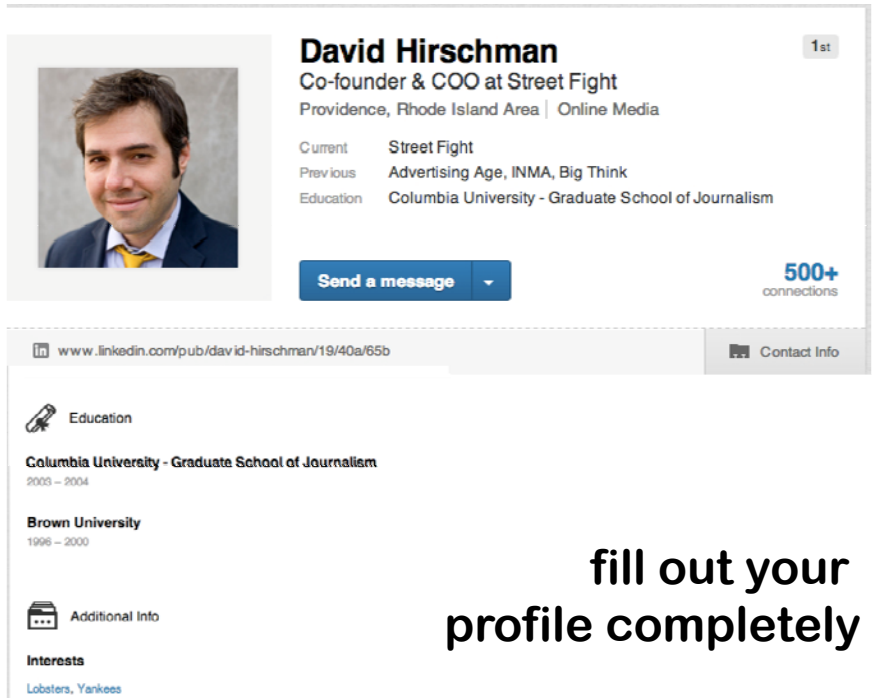
Current: Nanigans
Previous: Cloud Provider, HubSpot, Chitika, Inc.

[Send a message](#)

500+ connections

www.linkedin.com/in/christopherwilson [Contact Info](#)

This is a screenshot of a LinkedIn profile for Christopher Wilson. The profile picture is a stylized illustration of a man with brown hair and a green shirt. The text indicates he is a Facebook Performance Advertising Executive in the Greater Boston Area, currently at Nanigans and previously at Cloud Provider, HubSpot, and Chitika, Inc. He has over 500 connections. The profile URL is www.linkedin.com/in/christopherwilson.



David Hirschman 1st
Co-founder & COO at Street Fight
Providence, Rhode Island Area | Online Media

Current: Street Fight
Previous: Advertising Age, INMA, Big Think
Education: Columbia University - Graduate School of Journalism

[Send a message](#)

500+ connections

www.linkedin.com/pub/david-hirschman/19/40a/65b [Contact Info](#)

Education

Columbia University - Graduate School of Journalism
2003 – 2004

Brown University
1996 – 2000

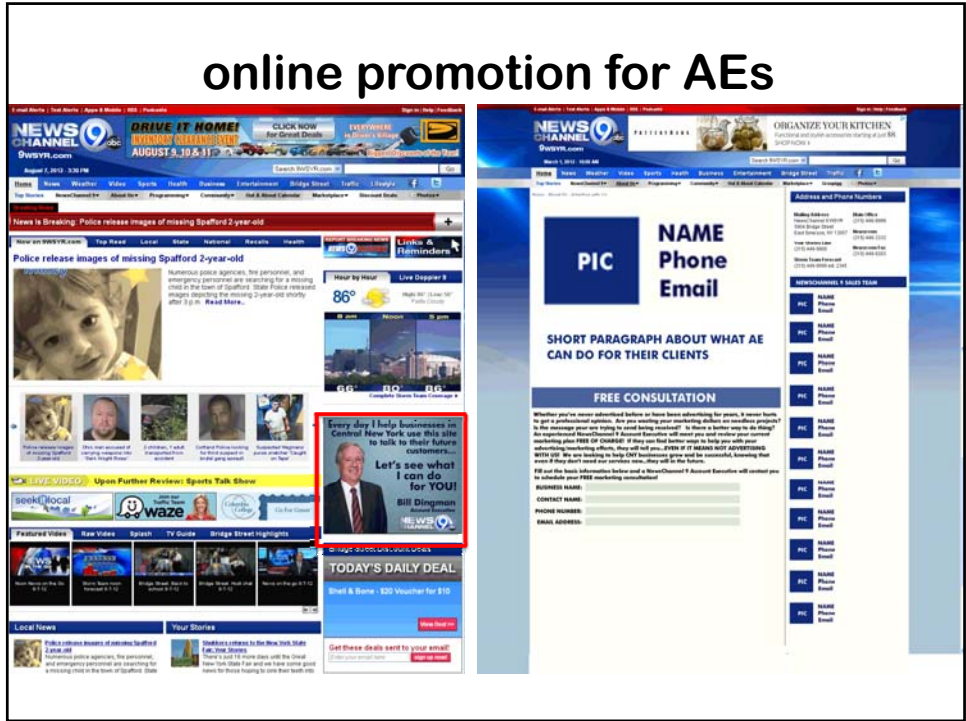
Additional Info

Interests
Lobsters, Yankees

fill out your profile completely

This is a screenshot of a LinkedIn profile for David Hirschman. The profile picture is a photograph of a man with dark hair, wearing a suit and tie. The text indicates he is the Co-founder & COO at Street Fight in the Providence, Rhode Island Area, currently at Street Fight and previously at Advertising Age, INMA, and Big Think. He is also a graduate of Columbia University's Graduate School of Journalism and Brown University. He has over 500 connections. The profile URL is www.linkedin.com/pub/david-hirschman/19/40a/65b. Below the main profile information, there is a section for Education, listing Columbia University - Graduate School of Journalism (2003-2004) and Brown University (1996-2000). There is also a section for Additional Info and a section for Interests, listing Lobsters and Yankees. The text 'fill out your profile completely' is overlaid on the bottom right of the profile.

online promotion for AEs



research smart small talk

A screenshot of a Google search results page for the query "john pepper boloco". The search bar shows the text "john pepper boloco" and a microphone icon. Below the search bar are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The results indicate "About 15,700 results (0.28 seconds)".

The first result is "Images for john pepper boloco" with a "Report images" link. Below this are five small thumbnail images of John Pepper in various settings.

The second result is "Boloco - Wikipedia, the free encyclopedia" with the URL "en.wikipedia.org/wiki/Boloco". The snippet states: "Originally known as The Wrap, Boloco was incorporated in 1996 by co-founders Adam Lieberman, Gregg Harris, John Pepper and Jason Hutchinson as a wrap ...". It includes links for "History", "Currito", "Re-branding", and "Customers".

The third result is "john pepper (bolocoCEO) on Twitter" with the URL "https://twitter.com/bolocoCEO". The snippet says: "The latest from john pepper (@bolocoCEO), founder/ceo of a New England & DC-based globally inspired burrito restaurant chain. check out @boloco for the ...".

The fourth result is "John Pepper of Boloco: Acting On The Customer's Voice | Small ..." with the URL "smallbiztrends.com/.../john-pepper-boloco-interview-customer-voice...". The snippet includes the date "Nov 2, 2012" and a partial sentence: "John Pepper, Boloco is a 20-unit restaurant chain based in Boston. We".

A screenshot of a Google search results page for the query "furniture industry magazine". The search bar shows the text "furniture industry magazine" and a "Search" button. The results indicate "Results 1 - 10 of about 1,650,000 for furniture industry magazine. (0.40 seconds)".

The first result is "Furniture industry news for retailers, manufacturers | Furniture Today" with the URL "www.furnituretoday.com/". The snippet says: "May 3, 2010 ... Complete information source for the furniture industry featuring retailer and manufacturing news, plus product trends and market analysis." It includes links for "Business News", "Classifieds", "Contact Us", and "Bedding".

The second result is "Furniture Industry Market Statistics, Financial Analysis, Business ..." with the URL "www.furnituretoday.com/channel/Business_News.php". The snippet says: "Current furniture financial earnings, industry analysis reports, industry trends and market news on the top publicly held furniture companies."

The third result is "by Furniture World Magazine" with the URL "www.furninfo.com/". The snippet says: "Apr 27, 2010 ... Subscribe/Renew: FURNITURE WORLD MAGAZINE ... HPU Students Get Furniture Industry Experience At Recent High Point Show ..."

The fourth result is "Furniture News Furniture Business News Furniture Industry Event ..." with the URL "www.furnituremanufacturers.net/news/". The snippet says: "Get to know the all the latest news and happenings and current updates of the furniture industry through our furniture news section."

The fifth result is "Furniture Publications, Furniture Magazine, Furniture Publications ..." with the URL "www.furnituremanufacturers.net/publications/". The snippet says: "The global publications related to furniture world will help the buyers to know the latest trends in the furniture industry."

The sixth result is "Kids Today | The News Magazine of the Infant and Juvenile Industries" with the URL "www.kidstodayonline.com/". The snippet says: "Mar 30, 2010 ... The News Magazine for the Infant and Juvenile Industry. ... Source: Furniture Today Date: 4 hours 54 minutes ago; Collaboration trumps ..."

FT Mobile Log In Register **FREE** SIGN UP FOR NEWSLETTERS

FURNITURE Today ADVERTISEMENT **PROTECT-A-BED** Breathable Waterproof Mattress Protectors Click Here For More Information

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TOP STORIES MAY 3, 2010 **BLOGS TALKBACK PHOTOS** **Furniture Today Research**

BKLYN Designs showcases contemporary furnishings
 BROOKLYN, N.Y. — A design-oriented furnishings show that opens here Friday will showcase products from Brooklyn designers of contemporary furnishings and home accessories. [More](#)

Martin Ploy promoted to president of AICO
 PICO RIVERA, Calif. — AICO/Amni Innovation Corp. announced today that Martin Ploy has been promoted to president to replace Larry Rinaldi, who recently retired.

Terri Davis named president of Ultimate Accents
 KERNERSVILLE, N.C. — Industry veteran Terri Davis has been named president of Ultimate Accents, replacing company founder Gail Steele.

Home Express offers twist in Furnish 123 concept
 RADCLIFF, Ky. — The owners of Home Express Sales & Lease stores and Ashley Furniture HomeStores in Kentucky and Indiana have opened a new retail hybrid here with a twist on Ashley's new Furnish 123 format.

Common Sense Leadership
Eric Easter Blog
 April 30, 2010
THE QUEST FOR CERTAINTY
 Yes, it would be nice to be certain—even some of the time. However, finding... [More](#)

The Insomnia Blog
Michael J. Breus, Ph.D.
 April 30, 2010
A Good Night's Sleep for Good Sex
 It's still a taboo topic: sex. Sleep deprivation may be a hot topic lately... [More](#)

Sourcing Strategies by Tom Russell
Tom Russell
 April 30, 2010
Sunset Review may address thorny issues
 If many in the industry could have their

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- Research Store
- Research Blogs
- Survey Invitations
- Economic Indicators

Advertisement

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SCFACT:#01

CANADA IS AN UN-TAPPED FURNITURE MARKET OF 36 MILLION PEOPLE-THE

visit prospect's website

company GIFT CARDS FIND A STORE CUSTOMER SERVICE INSPIRATION BLOG ABOUT US

Login or Create an Account **(0)** search **Go**

Rugs Bedding Furniture Accessories Fabrics Sale

Buy One Pillow, Get One 50% Off!



A man in a dark suit and red tie stands in front of a chalkboard, pointing upwards with his right hand. The chalkboard has handwritten text: "A always", "B be", and "C closing". To the right, another "A" is written, followed by "ntion".

social prospecting habit #3

always be connecting

connect with new prospects on LinkedIn . . .



after phone calls



after meetings

THE WALL STREET JOURNAL.

SMALL BUSINESS | Updated January 31, 2013, 12:21 p.m. ET

Small Firms Say LinkedIn Works, Twitter Doesn't

Article | Graphics | Stock Quotes | Comments (29)

Email | Print | Save | Facebook | Twitter | Google+ | LinkedIn | A A

By EMILY MALTBY and SHIRA OVIDE

Six out of 10 small-business owners say they believe social-media tools are valuable to their company's growth—but most aren't impressed by Twitter Inc.

Understand real costs the

Professional-networking service [LinkedIn Corp.](#) **LNKD -0.53%** topped the survey, with 41% of respondents singling it out as potentially beneficial to their company. Sixteen percent picked YouTube, the video service owned by [Google Inc.](#), **GOOG -1.91%** and 14% chose social network [Facebook Inc.](#) **FB +1.17%**

The findings illustrate the challenges facing Twitter in demonstrating to small-business owners the benefits of using the short-messaging service to reach customers. Twitter says it is just beginning to court small businesses, which make up the bulk of U.S. companies, and are an important revenue source for many tech giants, including Google.

Twitter hasn't won over small-business owners such as Todd DeMann, founder of Freshology Inc., a Los Angeles company that makes and delivers calorie-controlled meals.


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LEARN MORE


Available to WSJ.com Sub
Money Spigot Opens W


LinkedIn is a daily chamber of commerce meeting



join LinkedIn groups

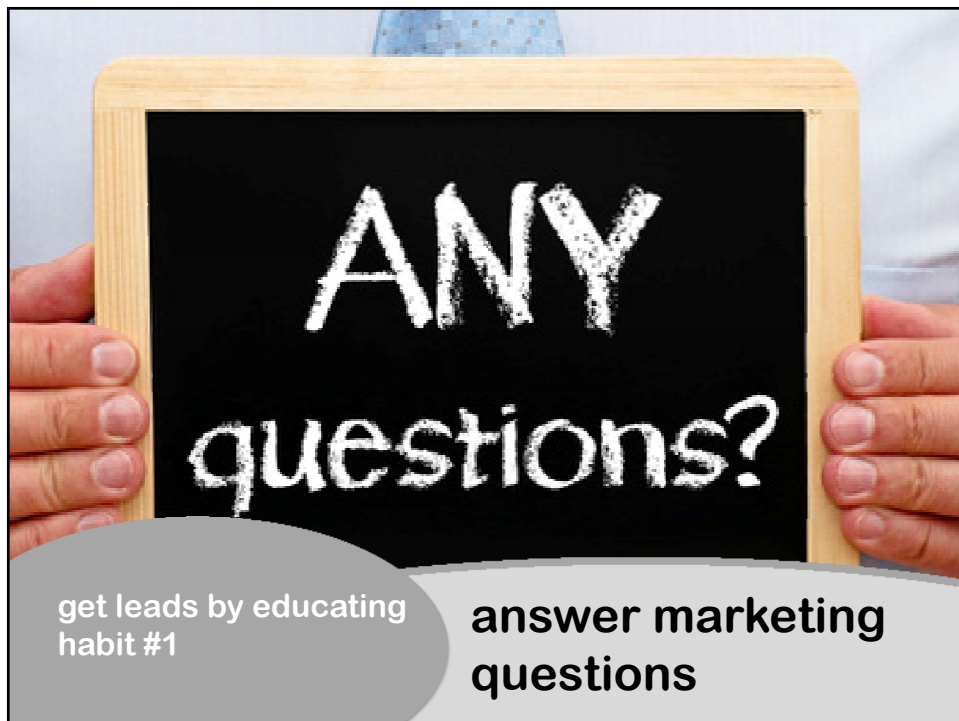
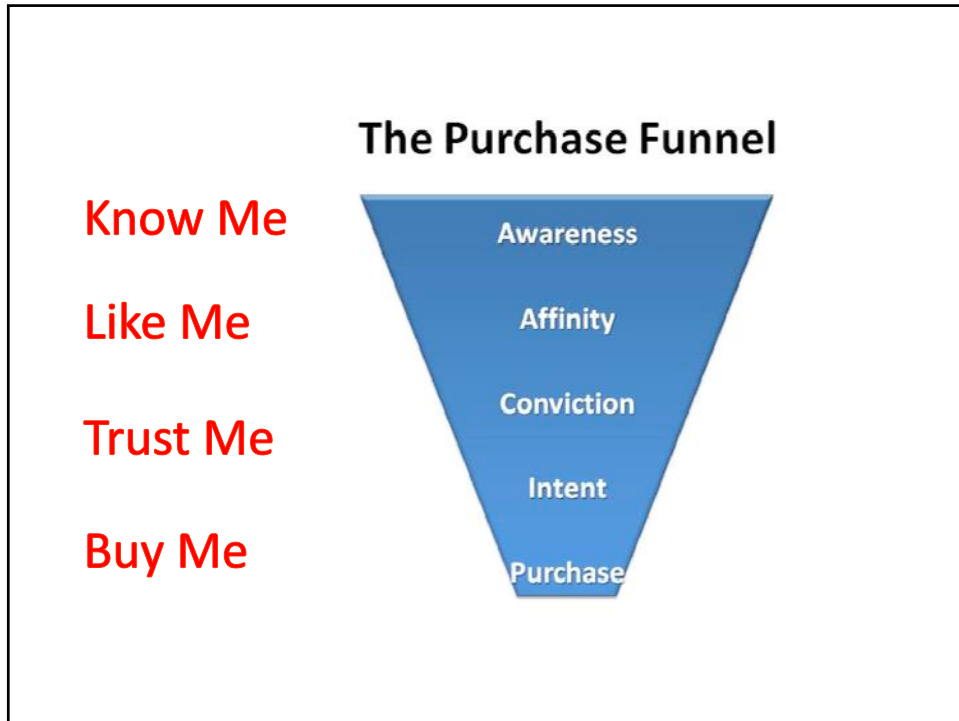
 **Portland Business Alliance - Greater Portland's Chambe...**
As Greater Portland's **Chamber of Commerce**, we are working for you to create a strong regional economy and vibrant Central City so our community...
Active: 33 discussions this month · 2,913 members
▶ 122 in your network

 **Austin Chamber of Commerce -- Official Group**
The **Austin Chamber of Commerce** has been building a stronger economy and a better business community since 1877. The **Chamber** serves Central Texas...
Very Active: 111 discussions this month · 2,810 members
▶ **Patti C. Smith** and 187 in your network

 **Greater Philadelphia Chamber of Commerce**
The **Chamber** is the strongest, most active business advocacy group in the region with 5,000 member companies. The **Chamber's** mission is to...
Very Active: 170 discussions this month · 3,276 members
▶ 249 in your network

[LinkedIn main navigation](#) > [interests / groups](#)





Change “advertise with us” to “marketing help”

ADVERTISE WITH US

How do you get the advertising with Sports Radio WEEI process started? For inquiries regarding Sports Radio WEEI, Boston Red Sox Radio, Boston Celtics Radio and Patriots Monday and Friday, please contact a member of the sales management team:

- **IAN CARRERA**, General Sales Manager, 617-779-3505, icarrera@entercom.com
- **DANA PANEPINTO**, Director of Sports Sales, 617-779-3514, dpanepinto@entercom.com

[Click here](#) for other WEEI Contact information including address and phone numbers.

WEEI Sports Radio Network Affiliate Advertising:

- [Click here](#) for contact info on WVEI-FM Providence, Advertising.
- [Click here](#) for contact info on WVEI-AM Worcester, MA Advertising.
- [Click here](#) for contact info on WWFI-FM Springfield, MA Advertising.

WHY advertise with Sports Radio WEEI?

Sports Radio WEEI is one of the most successful radio brands in America and one of the most successful media brands in New England WEEI delivers a high quality male and adult audience that actively responds to advertisements. Our campaigns are designed to create sales and marketing results for your business.

1. **"CONTENT IS KING, LOCAL CONTENT IS KING KONG"**
2. **"REGIONAL NETWORK, NATIONAL PROMINENCE"**
3. **"DYNAMIC MEDIA BRAND, 15 YEARS IN THE MAKING"**
4. **"THE RIGHT AUDIENCE, RIGHT NOW"**
5. **"CHAMPION of the COMMUNITY"**

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Contact the following rep:
Callin Boucher at cboucher@entercom.com

turn most common questions into blog posts



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Chicagoland Newspapers

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Frequently Asked Questions

Do consumers still read newspapers? More than 104 million adults read a print newspaper every day, more than 115 million on Sundays. That's more people than watch the Super Bowl (94 million), American Idol (23 million) or that typically watch the late local news (65 million).

Do young people read newspapers? 61 percent of 18-24 year olds and 25-34 year olds read a newspaper in an average week and 65 percent of them read a newspaper or visited a newspaper website in the past week.

Does newspaper advertising work? Google's own research shows that 56 percent of consumers researched or purchased products they saw in a newspaper. Google also says that newspaper advertising reinforces online ads: 52 percent are more likely to buy products if they see it in the paper.

Read the article from the Newspaper Association of America.

THE BUGLE
Bolingbrook
Des Plaines
Downers Grove
Joliet
Lisle
Morton Grove
Niles
Park Ridge
Roseville
Westmont
Woodridge

THE ENTERPRISE
Plainfield

Do Newspapers Still Send Consumers To The Store? According to early data from MORI Research, announced by the Newspaper Association of America, 59% of adults identify newspapers as the medium they use for planning, shopping and purchase decisions, making

Google AdWords

Home Tools ▾

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> cost of newspaper advertising ▾	Medium	6,600	2,400

Save all Keyword ideas (7) 1 7 of 7

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> cost of advertising in newspaper ▾	Medium	6,800	2,400
<input type="checkbox"/> cost of advertising in local newspaper ▾	Low	690	260
<input type="checkbox"/> average cost of newspaper advertising ▾	Low	210	170
<input type="checkbox"/> cost of local newspaper advertising ▾	Low	590	260
<input type="checkbox"/> cost of advertising in a newspaper ▾	Medium	6,800	2,400
<input type="checkbox"/> cost of advertising on newspaper ▾	Medium	6,600	2,400
<input type="checkbox"/> cost of advertising in metro newspaper ▾	Medium	91	< 10

7900 searches/month

proactively answer questions online

in Search...

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Knoxville Chamber

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Let the world know what you think. You can already comment and like these discussions. Why not become a member of this open group so you can start your own? [Join Group](#)

Manager's Choice: Knoxville Chamber is now an open group. Lon Fuller. See all

Choose Your View ▾

Latest Discussions

Social Slam Tomorrow - April 5, Knoxville - Who's going?
 Home soslam.com
 For the third year in a row, some of the brightest minds in social media are coming to Knoxville, TN for Social Slam...and this year it's going to be better than ever!
 Follow Christen posted 1 day ago [See more >](#)

Europe is huge consumer market
 Join Us at Our Next Breakfast Briefing ellinkclickdimensions.com
 Is it time to He-Examine Your International Strategy? In this session, we'll provide an in-depth look at the global marketplace. We'll look at what's happening today politically and economically in key international markets...
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Latest Updates

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Robbie Moon started a discussion: Now Jobs ENTRY LEVEL MANAGEMENT: Event Promotions, Marketing...
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Jim Simon started a discussion: Jobs Apply Now ENTRY LEVEL MANAGEMENT: Event Promotions, Marketing...
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Business / Advertising

The New Stuff

- How Sharethrough Is Redefining Ads on the Web (657 SHARES / Mar 13, 2013)
- Twitter Loads Ad Center With More Data (836 SHARES / Mar 13, 2013)
- Amazon Fashion Debuts First TV Commercial (468 SHARES / Mar 04, 2013)

The Next Big Thing

50+ Events in Las Vegas, New York, Chicago and More (770 SHARES)

What's Hot

Watch Facebook's First Ad for Home, which Facebook has dropped its first ad for Home, which is the 60-second video.

get leads by educating habit #2

share information

CORPORATE SUBSCRIPTIONS ARTICLES NEWSLETTER WHO WE ARE

eMarketer Email Password CLIENT LOGIN

"MARKETERS HATE BIG DATA"

NEWSLETTER SIGNUP

LATEST ARTICLES

FRIDAY, APRIL 05, 2013

Just How Popular Is YouTube?
Because of the ubiquity of YouTube across Google properties, Google sites dominate in the US in terms of unique video viewers, videos consumed and the average time per viewer. Facebook is the No. 2 online video property but far behind Google.

For Mobile Search Strategy, Consider Ecommerce and Store Lift
Jason Hartley, 360i's group media director and search marketing practice lead, spoke with eMarketer about the expected growth of investment in mobile across organic, paid search and display this year and the agency's mobile search strategy.

Internet Use in the Middle East, North Africa Still Lags Far Behind

Corporate Subscriptions
Enjoying these articles? Businesses with eMarketer corporate subscriptions have access to all of eMarketer's coverage. Find out more.

And he's feeling pretty SOL.

The screenshot shows the homepage of Street Fight magazine. At the top left is the logo "STREET FIGHT" in large green letters, with the tagline "INSIDE THE BUSINESS OF HYPERLOCAL" below it. To the right of the logo is a promotional text: "Early Bird prices for Street Fight Summit West expire Monday! Join us in San Francisco on June 4th for key insights and networking. Register now and save \$300!". Below the logo and text is a navigation menu with links: HOME, NEWS, TRENDS, CASE STUDIES, COMMENTARY, VIDEO/PODCASTS, WEBINARS/WHITE PAPERS, ABOUT. To the right of the menu are social media icons for Facebook, Twitter, RSS, and a share icon. The main content area features a "COMMENTARY" section with a dark green square image and the headline "Why the Commoditization of Local Information Is an Opportunity for Journalism". Below the headline, it says "0 Comments" and "05 APRIL 2013 BY MATT SOKOLOFF". A short paragraph of text follows, and a "Continue Reading" link is at the bottom. To the right of the main article is a "STREET FIGHT SUMMIT WEST" banner with a repeating pattern of the event name and the location "SAN FRANCISCO". Below the banner is text: "Join top execs from Square, Coca-Cola, Veeva, Qualcomm, Esri, Clear Channel and more on June 4th. Register now!". At the bottom right of the main content area is a "NEWSLETTER" sign-up box. The URL "streetfightmag.com" is displayed at the bottom center of the screenshot.

The screenshot shows the Google Alerts setup page. At the top left is the Google logo, and at the top right is the user's email address "stephen@". Below the logo is the heading "Alerts". The main content area contains a form for setting up an alert. The form includes a "Search query:" input field, a "Result type:" dropdown menu set to "Everything", a "How often:" dropdown menu set to "Once a day", a "How many:" dropdown menu set to "Only the best results", and a "Deliver to:" dropdown menu set to "stephen@founderlab.com". Below the form are two buttons: "CREATE ALERT" and "Manage your alerts". To the right of the form is a section titled "Monitor the Web for Interesting new content" with a brief description of Google Alerts and a list of use cases: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. The URL "google.com/alert" is displayed at the bottom right of the screenshot.

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Category	Score
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Middle of the Funnel ✓ Top 3 Action Items	25%
Analytics ✓ Nothing left to do here (see report)	100%

marketing.grader.com

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Biyoshi Salon
1302 Beacon St
Brookline, MA 02446
(617)738-1184

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Search for (e.g. taco, cheap dinner, Max's) Near (Address, City, State or Zip) **Binghamton, NY** Search

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Browsing Binghamton Businesses 1 to 10 of 4783 - Results per page: **10**

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- Pets
- Professional Services
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Show Filters

1. Grande's Italian Restaurant ★★★★☆ 12 reviews

Categories: Italian, Pizza

1250 Front St
Binghamton, NY 13901
(607) 723-9011

simply the best pizza in binghamton, possibly the state. Yea, the service is dreadful. the italian music is too loud, and the hostess's have a room temp IQ. The Pizza is awesome.

2. Cyber Cafe West ★★★★☆ 43 reviews

Categories: Bars, American (Traditional), Music Venues

176 Main St
Binghamton, NY 13905

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Reviews (20) About This Business

20 reviews for Forte Search Reviews

Sort by: **Yelp Sort** | Date | Rating | Elites* | Facebook Friends*

20 reviews in English

★★★★★ 1/3/2012

Charlotte N.
Owings Mills, MD

There has not been a single disappointing experience at Forte. From their variety of southern tier beers on tap, lounge \$12 steak & beer dinner special, sophisticated spin on macaroni & cheese, to delicious hand rolled sushi, there is something for everyone!

Was this review ...? Useful Funny Cool

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★★★★☆ 4/18/2012

Ed C.
Jamestown, NY

I think Forte is a wonderful thing for Jamestown and certainly brings something cool and trendy to the downtown scene. Not to mention much needed diversification in the mostly abysmal dining options available in Jamestown. A+ for that.

My experience with the food and service were good. I do have to agree with other reviewers about the sushi. If you are a major fan of sushi and have experienced really good sushi, you will want to order something else.

Was this review ...? Useful Funny Cool

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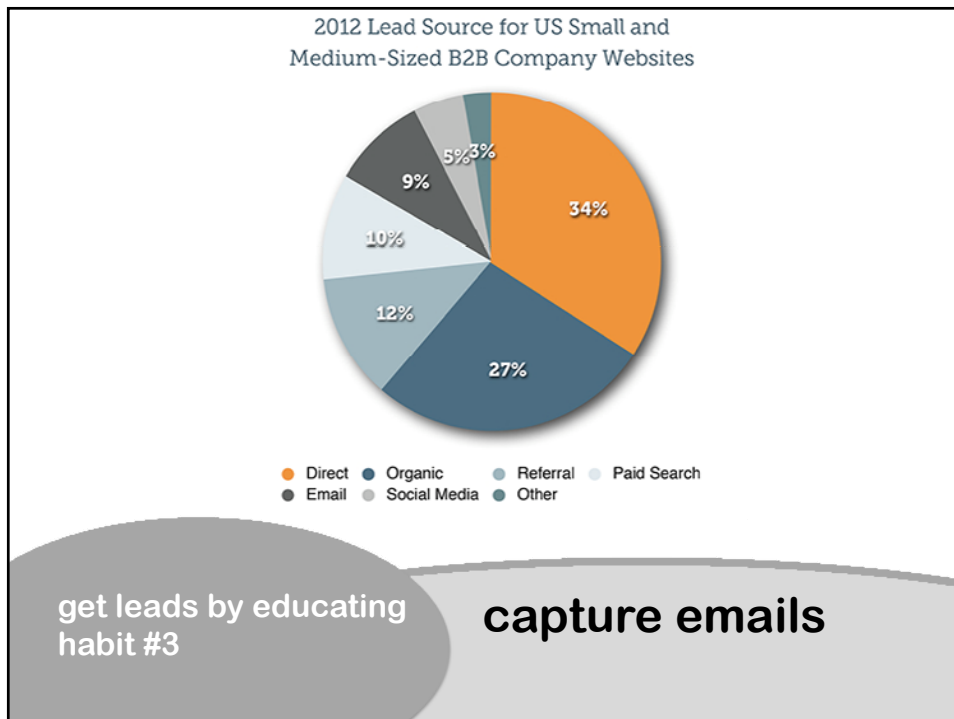
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Becky Holman @BeckyHolman1

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Category: Webinar

Start Date/Time: Tuesday, April 09, 2013 3:00 PM (UTC -05:00) Eastern Time (US & Canada)

The New Digital Account Executive

The Innovative Account Executive: Stop Selling, Start Educating

Details: How do you get the attention of busy local advertisers today? Cold call them and ask them about their marketing needs? Show them a presentation describing every single advertising opportunity your publication has to offer? Sell the latest marketing tool?


That's the old local advertising sales process and it's broken. Local advertisers are busier than ever before and are overwhelmed by all the different marketing opportunities now available to them. They don't have time to be sold on advertising. They want answers to their marketing questions, they want to know how to track the success of their marketing and most important of all, they want a trusted marketing advisor.

In this webinar, sales managers and account executives will learn the innovative teaching-oriented sales conversation approach.

Key topics covered in this webinar:

1. Stop Cold Calling
2. Get Leads by Educating
3. Sharing Success Stories

Speaker: Stephen Warley the founder of inboundarts.com, a training firm dedicated to generating qualified sales leads for local media publishers will present this webinar. Click here to learn more about him. Have a question or a suggestion for Stephen? Please email him at stephen@inboundarts.com or tweet him @inboundarts or click here.



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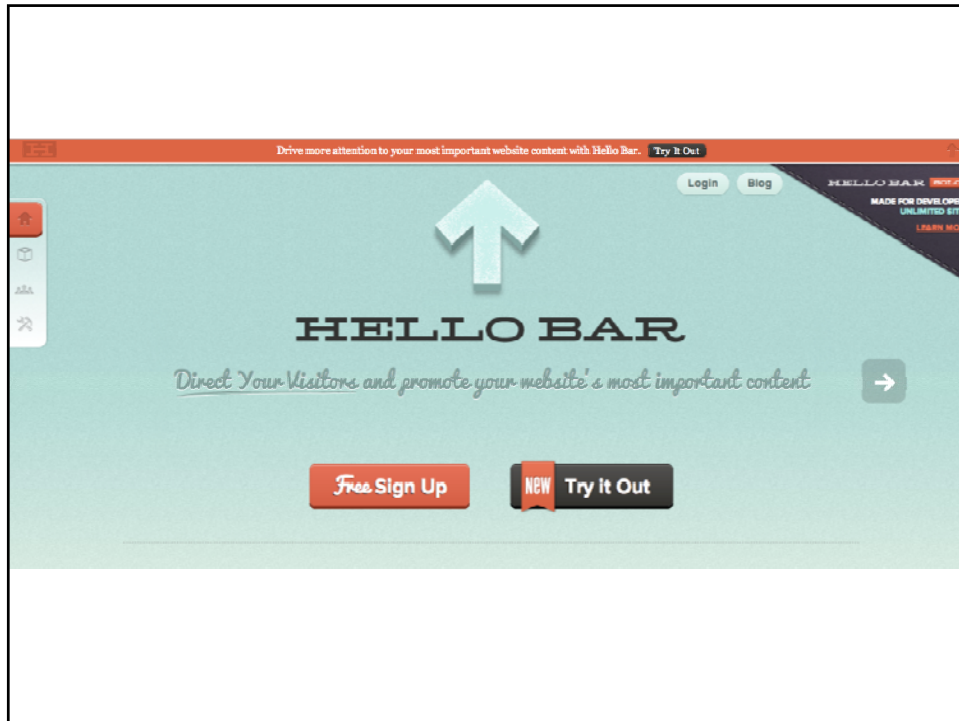
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Furniture Portland ☆ ■

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	A	B	C	D	E	F	G
1	Store	Location	website	hubspot	getlistad	facebook	Google Place
2	Company C	04101	companyc.com		84	78	4121 yes
3	Young's Furniture Showrooms	04106	youngsfurniture.com		77	55	933 no
4	Aarons Sales & Lease Ownership	04102	aarons.com		67	37	34264 no
5	Cherished Possessions	04106	cherishedpossessions.com		80	77	79 yes
6	Thomasville Furniture Store	04106	thomasville.com		60	36	866 yes
7	Cabot House Furniture	04106	cabothouse.com		56	48	593 no
8	Chilton Furniture Foreside	04074	chiltons.com		53	74	16 yes
9	Consignment Gallery	04105	falmouthantique.com		51	40	48 yes
10	Angela Adams	04101	http://www.angelaad.com		50	62	4707 yes
11	Mill Store	04074	millstores.com		49	70	1152 yes
12	Simply Scandinavian	04101	http://www.simplysc.com		48	71	190 yes
13	DeLise Decor	04101	delisedecor.com		45	29	76 yes
14	Upocalo Consignment Furniture	04103	upscalegroup.com		44	70	482 no
15	Endicott Home Furnishings	04074	condofurniture.com		44	38	338 yes
16	Homo Accents Bedderrest	04074	mainhomoaccents.com		42	59	711 no
17	Mattresses and Furniture	04106	boddorrest.com		41	47	460 yes



part 3
share
success stories

Case Studies



UK: Ford

In Ford's integrated and multi-platform campaign, newspapers delivered the biggest effects on brand measures for the lowest cost.

> More



UK: ghd

Newspapers' style and celebrity sections kept ghd at the cutting edge of fashion in this integrated campaign.

> More



UK: Kettle Chips

Newspapers delivered sales, strengthened brand loyalty & buying intention for Kettle Chips.

> More

share success stories
habit #1

gather case studies

Siber Seafood Restaurant		POULTRY		TOFU (BEAN CURD)		FRIED RICE		SEAFOOD		NOODLES	
Dine-In • Carry Out		135. SESAME CRISPY CHICKEN (MILD/HOT).....	\$9.95	166. SPINACH WITH GARLIC SAUCE.....	\$8.25	172. B.B.Q. PORK FRIED RICE.....	\$6.95	181. SEAFOOD MIXED IN BASKET (NEST).....	\$12.95	215. MIXED SEAFOOD CHOW MEIN OR CHOW FOON.....	\$10.95
Banquet • Catering		136. ORANGE CHICKEN (HOT).....	\$11.25	167. VEGETABLE WITH GARLIC SAUCE.....	\$8.25	173. CHICKEN FRIED RICE.....	\$6.95	182. SHRIMP & SCALLOPS IN BASKET (NEST).....	\$12.95	216. SHRIMP CHOW MEIN OR CHOW FOON.....	\$10.95
APPETIZERS		137. GENERAL TSO'S CHICKEN (HOT).....	\$11.25	168. BEAN CURD HOME.....	\$7.95	174. BEEF FRIED RICE.....	\$6.95	183. PEKING SHRIMP IN HOT SAUCE.....	\$18.95	217. FILLET OF SOLE CHOW MEIN OR CHOW FOON.....	\$8.95
101. EGG ROLL.....	\$3.00	138. LEMON CHICKEN.....	\$9.95	169. CURRY TOFU (HOT).....	\$7.95	175. VEGETABLE FRIED RICE.....	\$6.95	184. CHEESE SHRIMP.....	\$18.95	218. BEEF CHOW MEIN OR CHOW FOON.....	\$8.95
102. POT STICKERS (SEAFOOD) (6).....	\$4.95	139. SWEET AND SOUR CHICKEN.....	\$9.50	170. CANTONESE TOFU DELIGHT.....	\$7.95	176. SHRIMP FRIED RICE.....	\$7.95	185. SHRIMP W/CASHEW NUTS IN BASKET (NEST).....	\$12.95	219. VEGETABLE CHOW MEIN OR CHOW FOON.....	\$7.95
103. SATAY CHICKEN (4).....	\$4.50	140. EMPRESS CHICKEN (HOT).....	\$9.50	171. SPICY TOFU WITH GROUND PORK.....	\$7.95	177. HAM FRIED RICE.....	\$6.95	186. SHRIMP WITH VEGETABLES.....	\$12.95	220. SHREDDED PORK CHOW MEIN OR CHOW FOON.....	\$8.95
104. SATAY BEEF (4).....	\$4.50	141. MONGOLIAN CHICKEN.....	\$9.50	172. COMBINATION FRIED RICE.....	\$7.95	178. PINEAPPLE WITH SEAFOOD COMBINATION FRIED RICE.....	\$8.95	187. SHRIMP WITH LOBSTER SAUCE.....	\$12.95	221. SHREDDED CHICKEN CHOW MEIN OR CHOW FOON.....	\$8.95
105. CRAB RANGOONS (6).....	\$3.95	142. DOUBLE FLAVORS CHICKEN.....	\$11.25	173. CHECKEN FRIED RICE.....	\$6.95	179. TAI CHI FRIED RICE.....	\$12.95	188. SEAFOOD SUPREME.....	\$13.95	222. (BEEF) CHOW NAU HOR.....	\$6.95
106. CHICKEN WINGS (4).....	\$4.25	143. PEKING DUCK.....	\$28.00	174. BEEF FRIED RICE.....	\$6.95	180. PINEAPPLE WITH SEAFOOD COMBINATION FRIED RICE.....	\$8.95	189. GINGER SHRIMP (HOT).....	\$13.95	223. SINGAPORE NOODLES.....	\$8.95
107. FIVE SPICES BEEF.....	\$3.95	144. KING PAO CHICKEN.....	\$9.50	175. VEGETABLE FRIED RICE.....	\$6.95	181. SEAFOOD MIXED IN BASKET (NEST).....	\$12.95	190. SESAME CRISPY SHRIMP.....	\$14.95	224. TAIWAN SHINING NOODLES.....	\$8.95
108. FOUR COLOR COLD MEAT PLATTER.....	\$18.00	145. CRISPY CHICKEN (HALF - 9.50).....	\$18.00	176. SHRIMP FRIED RICE.....	\$7.95	182. SHRIMP & SCALLOPS IN BASKET (NEST).....	\$12.95	191. STEAMED CRAB.....	MARKET PRICE	225. LONG LIFE NOODLE.....	\$10.95
109. HOT AND SOUR CUCUMBERS.....	\$2.95	146. GINGER ONION CHICKEN (HALF - 9.50).....	\$18.00	177. HAM FRIED RICE.....	\$6.95	183. PEKING SHRIMP IN HOT SAUCE.....	\$18.95	192. CRAB WITH GINGER AND ONION.....	MARKET PRICE		
112. SWEET WALNUTS.....	\$2.00	147. CANTON STYLE CHICKEN (HALF - 9.50).....	\$18.00	178. COMBINATION FRIED RICE.....	\$7.95	184. CHEESE SHRIMP.....	\$18.95	193. SALT AND SPICE.....	MARKET PRICE		
SOUP		148. STEAMED CHICKEN W/MUSHROOM & CHINESE SAUSAGE.....	\$7.95	179. TAI CHI FRIED RICE.....	\$12.95	185. SHRIMP W/CASHEW NUTS IN BASKET (NEST).....	\$12.95	194. STEAMED LOBSTER.....	MARKET PRICE		
113. SHARK'S FIN SOUP WITH CRAB MEAT.....	\$68.00	149. BONELESS GOLDEN CHICKEN.....	\$20.95	180. PINEAPPLE WITH SEAFOOD COMBINATION FRIED RICE.....	\$8.95	186. SHRIMP WITH VEGETABLES.....	\$12.95	195. LOBSTER WITH GINGER & ONION.....	MARKET PRICE		
114. VEGETABLE SOUP.....	\$2.00	150. CHICKEN WITH GINGER AND PINEAPPLE.....	\$7.95	181. SEAFOOD MIXED IN BASKET (NEST).....	\$12.95	187. SHRIMP WITH LOBSTER SAUCE.....	\$12.95	196. SALT AND SPICE.....	MARKET PRICE		
115. SEAFOOD CORN SOUP.....	\$3.50	PORK		182. SHRIMP & SCALLOPS IN BASKET (NEST).....	\$12.95	188. SEAFOOD SUPREME.....	\$13.95	197. STEAMED RED SNAPPER.....	MARKET PRICE		
116. SEAFOOD HOT & SOUR SOUP.....	\$3.50	151. TWICE COOKED PORK (HOT).....	\$8.95	183. PEKING SHRIMP IN HOT SAUCE.....	\$18.95	189. GINGER SHRIMP (HOT).....	\$13.95				
117. BEEF WITH TOMATOES SOUP.....	\$2.50	152. HUNAN PORK HOME STYLE.....	\$8.95	184. CHEESE SHRIMP.....	\$18.95	190. SESAME CRISPY SHRIMP.....	\$14.95				
118. SEAWEED WITH TOFU SOUP.....	\$2.50	153. MONGOLIAN PORK.....	\$8.95	185. SHRIMP W/CASHEW NUTS IN BASKET (NEST).....	\$12.95	191. STEAMED CRAB.....	MARKET PRICE				
119. EGG DROP SOUP.....	\$1.95	154. PORK STRING BEAN IN GARLIC SAUCE (HOT).....	\$8.95	186. SHRIMP WITH VEGETABLES.....	\$12.95	192. CRAB WITH GINGER AND ONION.....	MARKET PRICE				
120. SPECIAL DUCK SOUP.....	M \$9.95 L \$18.95	155. SWEET AND SOUR PORK.....	\$8.95	187. SHRIMP WITH LOBSTER SAUCE.....	\$12.95	193. SALT AND SPICE.....	MARKET PRICE				
121. CHICKEN WITH SWEET CORN SOUP.....	M \$5.95 L \$10.95	156. MOO SHOO PORK.....	\$8.95	188. SEAFOOD SUPREME.....	\$13.95	194. STEAMED LOBSTER.....	MARKET PRICE				
122. WATERCRESS WITH PORK SOUP.....	M \$5.95 L \$10.95	157. SWEET AND SOUR PORK MANDARIN STYLE.....	\$8.95	189. GINGER SHRIMP (HOT).....	\$13.95	195. LOBSTER WITH GINGER & ONION.....	MARKET PRICE				
123. HOT AND SOUR SEAFOOD SOUP.....	M \$7.95 L \$14.95	158. PORK STEAMED WITH BLACK BEAN SAUCE.....	\$8.95	190. SESAME CRISPY SHRIMP.....	\$14.95	196. SALT AND SPICE.....	MARKET PRICE				
BEEF		VEGETABLES		191. STEAMED CRAB.....	MARKET PRICE	197. STEAMED RED SNAPPER.....	MARKET PRICE				
124. STEAK IN Szechwan SAUCE.....	\$14.95	159. VEGETABLES COMBINATION.....	\$8.25	192. CRAB WITH GINGER AND ONION.....	MARKET PRICE						
125. HONG KONG STEAK.....	\$14.95	160. BROCCOLI WITH OYSTER SAUCE.....	\$8.25	193. SALT AND SPICE.....	MARKET PRICE						
126. MONGOLIAN BEEF.....	\$9.95	161. VEGETARIAN TRIPLE DELIGHT.....	\$8.95	194. STEAMED LOBSTER.....	MARKET PRICE						
127. CRISPY BEEF.....	\$10.95	162. BUDDHIST DELIGHT.....	\$8.95	195. LOBSTER WITH GINGER & ONION.....	MARKET PRICE						
128. KUNGPAO BEEF.....	\$9.95	163. Szechwan STRING BEANS (HOT).....	\$8.25	196. SALT AND SPICE.....	MARKET PRICE						
129. BEEF WITH SCALLOPS.....	\$12.95	164. EGGPLANT WITH GARLIC SAUCE (HOT).....	\$8.25	197. STEAMED RED SNAPPER.....	MARKET PRICE						
130. ORANGE BEEF.....	\$10.95	165. BITTER MELON PREPARED IN ANY MEAT (BEEF, CHICKEN, PORK).....	\$8.95								
131. BEEF WITH STRING BEANS.....	\$9.95										
132. BEEF WITH CHINESE BROCCOLI.....	\$9.95										
133. BEEF WITH MUSHROOM AND BAMBOO SHOOTS.....	\$9.95										
134. BEEF SHARE BBQS IN BLACK PEPPER SAUCE.....	\$9.95										

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case study archive

- ✓ media
- ✓ ad format
- ✓ ad category
- ✓ budget size
- ✓ marketing goal

exposure / branding




results / call to action















case studies elements



Reader Rewards

Name and city and state of marketer:

Columbus Dispatch, Columbus OH

Name and city and state of agency or marketing service firm:

Zebra Mobile, Cincinnati, OH

Campaign/program name:

Columbus Dispatch Mobile



Objective:

The goal was to convert readers and users of The Columbus Dispatch, Dispatch.com and mobile.dispatch.com to members of Dispatch Mobile Rewards. We aimed to build database of member data including phone, email and name.

Target audience:

The target audience was The Columbus Dispatch, Dispatch.com and mobile.dispatch.com readers.

1. marketing goal

case studies elements

Strategy:

The strategy was to utilize the Dispatch.com traffic with a high interest in Columbus Blue Jackets hockey coverage to gain members.

Call to action:

Register to win Columbus Blue Jackets tickets

Tactics:

To offer great call-to-action such as winning free Blue Jacket tickets via Dispatch.com ads run via remnant space. Entries were asked to join Columbus Dispatch Mobile Rewards club via SMS and email.

Duration:

Original Campaign: Four weeks
Mobile Rewards: Ongoing – started Fall 2009

Common short code and keywords used:

Consumers were asked to text the keyword CBJ to the short code INFOOH (463664) and the keyword UDF to the short code INFOOH (463664).

2. execution

case studies elements

Results:

1,110 entries via SMS with email address and full name submitted correctly

What is next:

We have sent several messages out asking for an action with good results. Including Blue Jackets, Columbus Zoo, United Dairy Farmer's Convenient Stores, Columbus Pet Expo, McDonalds, Columbus Crew and Shadowbox.

Lessons learned:

I may have gathered partners to have offers scheduled to run directly after, but it was just a little more legwork.

Surprise finding:

It's pretty simple to gain members. The question is what is the value?

Bottom line...

"The Columbus Dispatch has developed a mobile strategy utilizing SMS keywords to enhance interactions with our readers," said Jessica Chalfant, circulation marketing manager at Columbus Dispatch, Columbus, OH. "We've used mobile to leverage existing retail relationships, to expand our retail presence and supplement our existing loyalty program to support audience development initiatives."

3. results

"As a small business owner, I need to be choosy about the way I spend my money on advertising. **The City Paper seemed to be a no-brainer to me, and made it on my "must do" list.** Of course, as a small business owner, I have several "must do" lists happening at the same time, so when one of the reps from the CP physically came to my salon and gave me a friendly and tidy breakdown of my advertising options, the "must do/no brainer" quickly became a reality. CP made it easy and fun, and now I am a proud addition to Philadelphia's premier newspaper."

—ERIN ANDERSON, FRINGE SALON

"Great folks at City Paper. **Quick. Creative. Smart. Great impact.** And they understand the business."

—PATRICK NESTOR, PLOUGH AND THE STARS

"We started advertising with the City Paper five years ago, and **we get as many calls from our City Paper ads as we do from the rest of our other advertising combined.**"

—MARCO PANELLA, BEAUTIFUL WORLD RECORDS

"Our company consistently advertises with the City Paper & we are very pleased with the results. This past year we ran advertisements with them for our New Year's Eve events & every time the new issue came out, ticket sales rose substantially. Many customers have called or emailed me about an event or a special that we advertised for in the City Paper. I have even heard customers commenting that the reason they first came to one of our establishments was because they kept seeing our ads in the City Paper. This is an **effective and affordable way to reach new customers and educate returning ones about new specials & upcoming events.**"

...ERS MANAGEMENT


share success stories
habit #2

create testimonials

Radio Helps Maine Landscaping Company Grow 45% in One Year
 Posted by [Larry Julius](#) on Sat, Mar 30, 2013 @ 00:59 PM

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April is National Lawn Care Month...and landscape companies have a lot to celebrate. Last year, according to The National Gardening Association, 24 million households in the U.S. spent almost \$30 billion dollars on lawn and landscaping services. [M.J. Storey Landscape Construction](#), a small business in Southern Maine, nurtured its growth in this blooming industry by effectively adding radio to the company's marketing mix. According to Michael Storey, the company's owner, "Radio has been incredibly successful for us. We experienced a 45% growth in one year once we went on the radio."




Radio has been incredibly successful for us.
Michael Storey

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Effective Small Business Advertising: Consistency is Critical
 Posted by [Larry Julius](#) on Mon, Feb 11, 2013 @ 01:41 PM

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Dunbar Water sells water treatment filtration and purification systems in the Portland, Maine area. The company has been using radio advertising consistently for the past five years despite lackluster results during its first couple of months on the air. Dunbar decided to stick with radio because company President Kevin Kaserman understood he was making an investment in long-term results. Kaserman explains his decision in the video below.



"Don't be alarmed if you don't see immediate results."
Kevin Kaserman

When considering radio advertising or any other form of marketing for that matter, remember it is an investment. Like all good investments, they take time and patience to produce consistent results over the long term.

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Radio In The Mix: Maine Entrepreneur Makes Dollars From Doughnuts
 Posted by [Larry Julius](#) on Sun, Mar 10, 2013 @ 05:10 PM

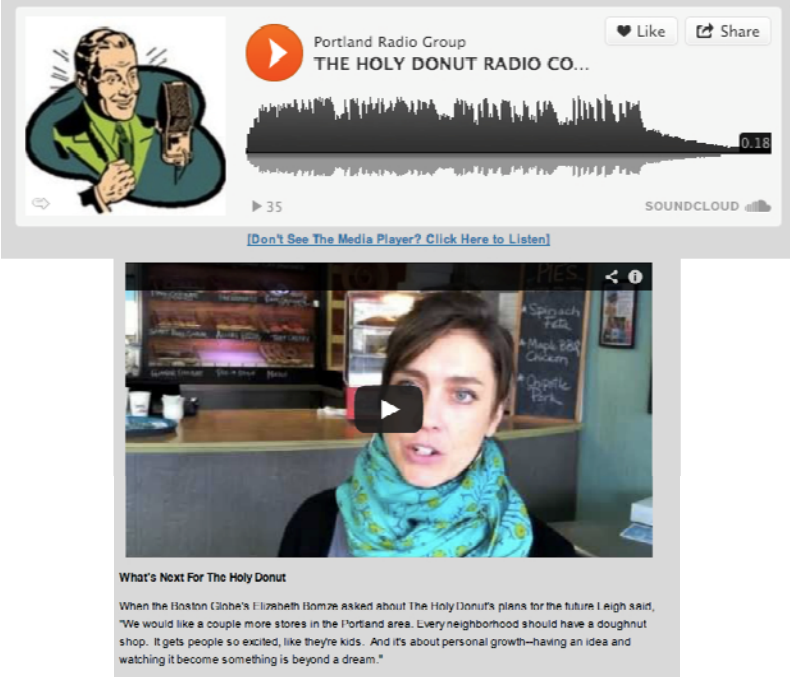
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Leigh Kellis used to work for tips as a bartender in Portland, Maine. She now raises dough in a different way. In 2012, Leigh opened [The Holy Donut](#), a bakery specializing in uniquely flavored doughnuts made from Maine potatoes. Did I say potatoes? Yes. Every Holy Donut is made with all natural flavors, colors, no preservatives, and mashed potatoes. Leigh, who admitted to CNN that she can be neurotic about food, will "only use ingredients that I would be willing to feed my 8-year-old daughter." The results: Not only are the doughnuts delicious (I am a fan) sales have been, dare I say, sweet!



Hearing myself on the radio is exciting every single time
 Leigh Kellis, Owner
 The Holy Donut

In addition to a great recipe, Leigh would need great marketing to compete in the \$700 million doughnut industry. She faced competition in Maine from Dunkin' Donuts (owned by deep-pocketed Bain Capital) on just about every corner. And on the corners without Dunkin', there is a Tim Horton's (owned by Canada's largest fast-food operator). Also, every gas station, convenience store, and grocery store sells pre-packaged doughnuts from Little Debbie, Entenmann's, and the ubiquitous Donette. To compete, Leigh turned on the radio.



Portland Radio Group
THE HOLY DONUT RADIO CO...


▶ 35 SOUNDCLOUD

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What's Next For The Holy Donut


When the Boston Globe's Elizabeth Rome asked about The Holy Donut's plans for the future Leigh said, "We would like a couple more stores in the Portland area. Every neighborhood should have a doughnut shop. It gets people so excited, like they're kids. And it's about personal growth—having an idea and watching it become something is beyond a dream."

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Domenick Cecconi
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Account Executive

January 2009 – October 2010 (1 year 10 months)


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The New Digital Account Executive

The Innovative Account Executive: Stop Selling, Start Educating

Details: How do you get the attention of busy local advertisers today? Cold call them and ask them about their marketing needs? Show them a presentation describing every single advertising opportunity your publication has to offer? Sell the latest marketing tool?

That's the old local advertising sales process and it's broken. Local advertisers are busier than ever before and marketing opportunities now available to them. They don't have time to be sold on advertising. They want to know how to track the success of their marketing and most important of all, they want a training program.

In this webinar, sales managers and account executives will learn the innovative teaching techniques that will help them succeed.

Key topics covered in this webinar:

1. Stop Cold Calling
2. Get Leads by Educating
3. Sharing Success Stories

Speaker: Stephen Warley the founder of inboundarts.com, a training firm for local media publishers will present this webinar. Click here to learn more about Stephen Warley. Please email him at stephen@inboundarts.com or tweet him @inboundarts.

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