



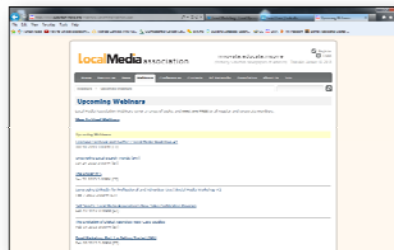
“The Evolution of Digital Agencies: New Case Studies”



Presented by Bob Kellagher
Burgundy Digital



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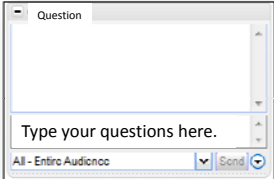


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Have a question? Use the Question box.



Question

Type your questions here.

All - Entire Audience



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Survey



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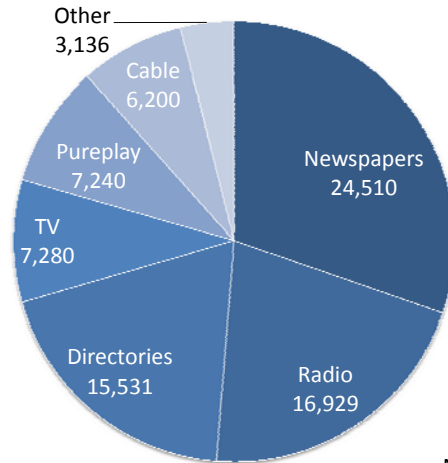
The Evolution of Digital Agencies

SMB Survey & AE Survey Results



Peter Conti
Sales and Marketing Director

Local Account Executives by Media

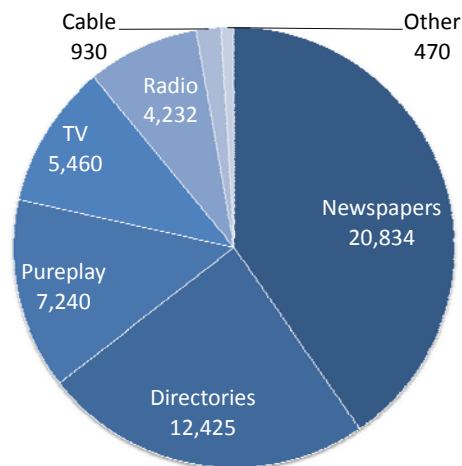


N= 80,826

Source: U.S. Bureau of Labor Statistics, Borrell Associates Inc., January 2012

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Local AEs Selling Digital Ads



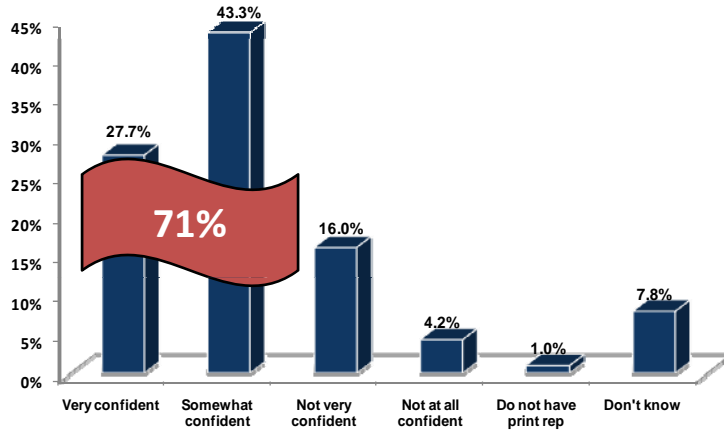
64%
Of
Traditional

N= 51,591

Source: U.S. Bureau of Labor Statistics, Borrell Associates Inc., January 2012

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SMBs: Confidence In Advice From AE On Other Ad Opportunities

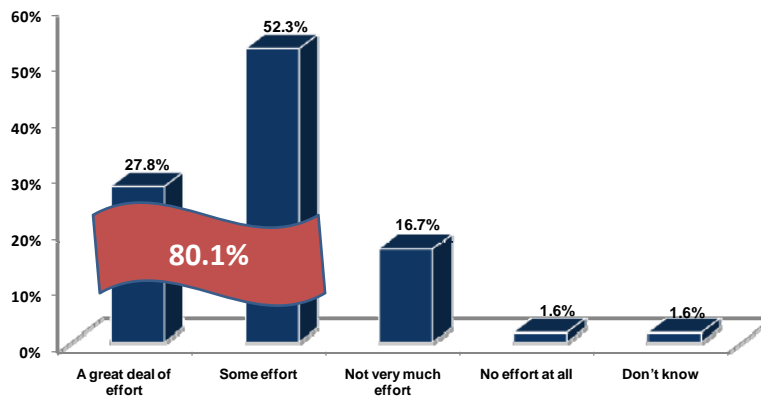


Source: Borrell Associates, Inc. SMB Survey Wave 3

Question # 10

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SMBs: Effort These AEs Put Into Listening & Understanding Your Needs

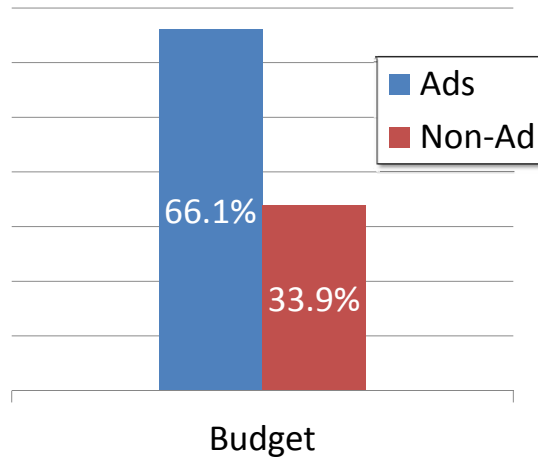


Source: Borrell Associates, Inc. SMB Survey Wave 3

Question # 11

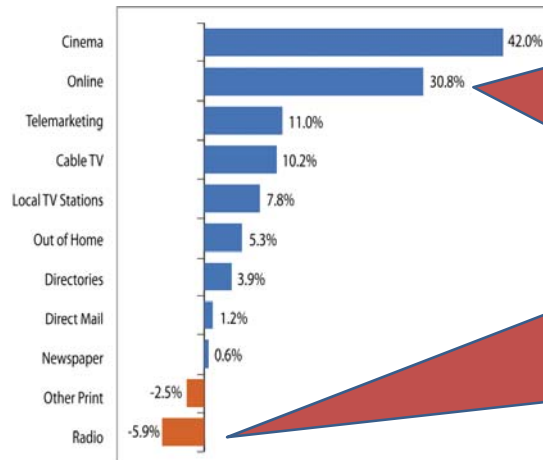
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SMBs Marketing Expenditure



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SMBs: Forecast Change In Local Ad Expenditures

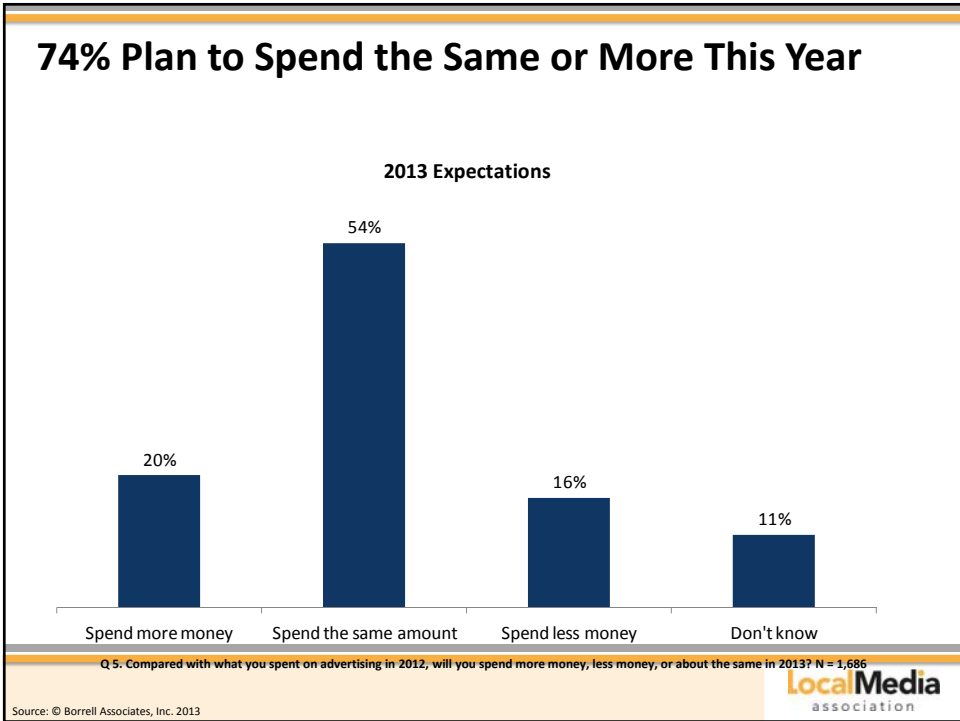
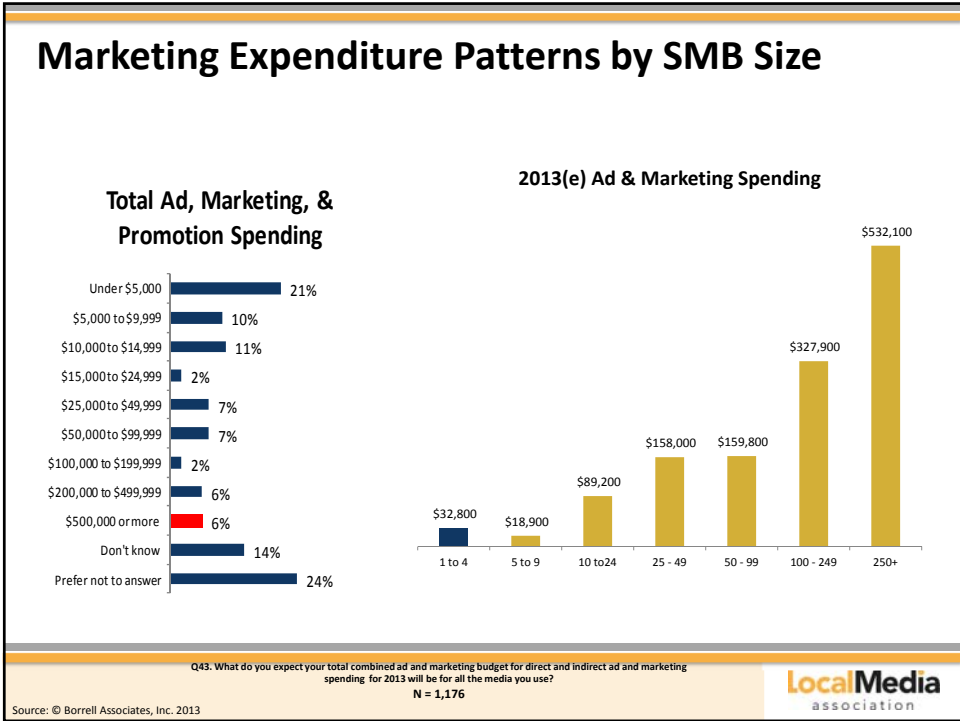


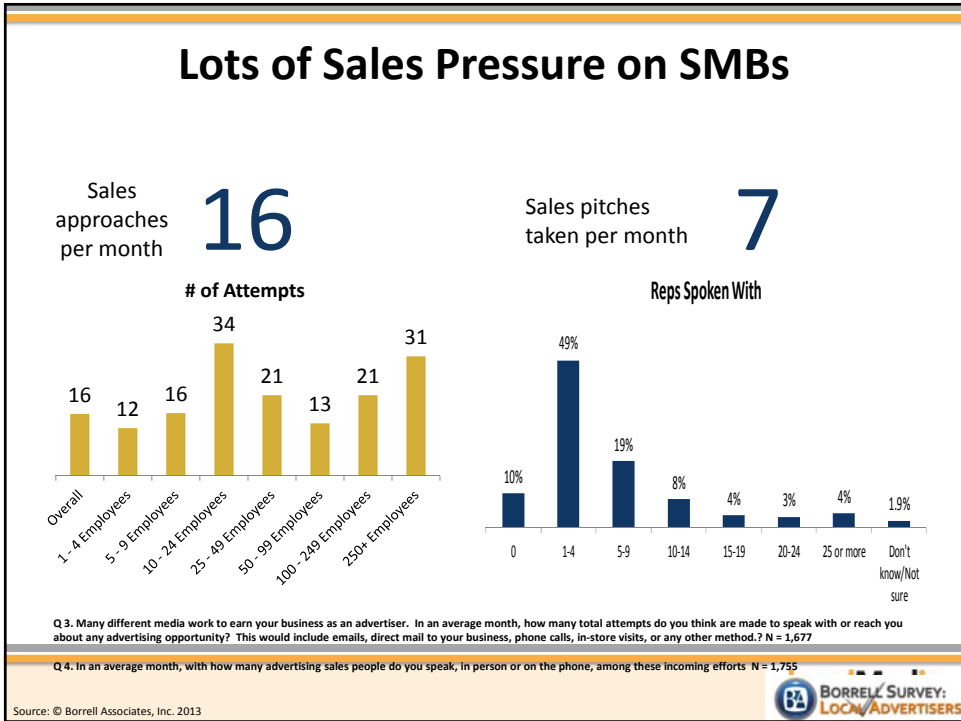
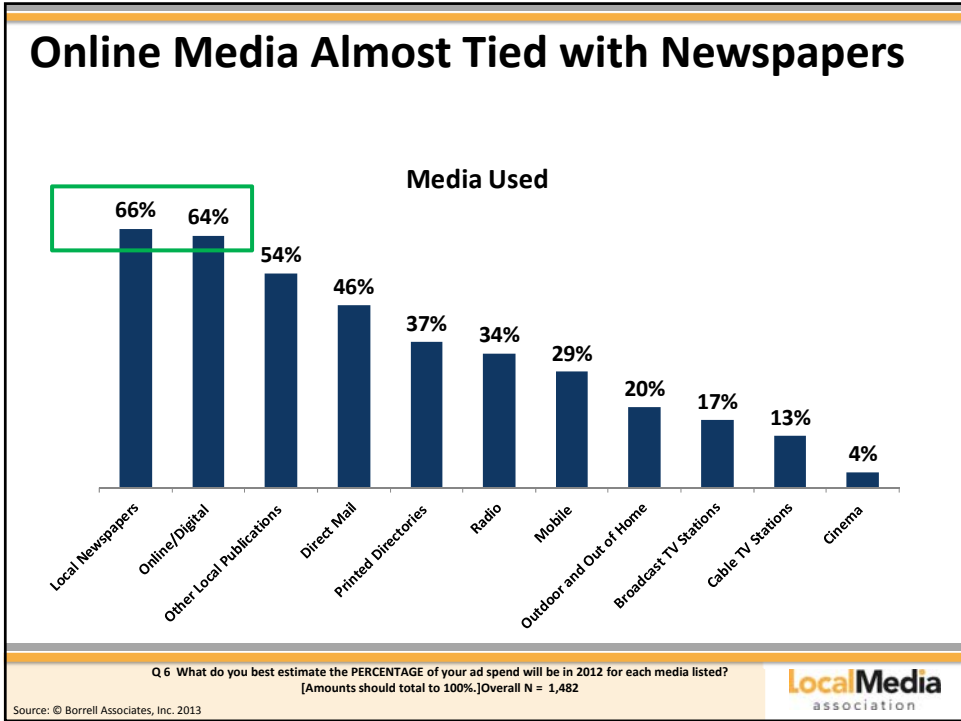
Reasons:

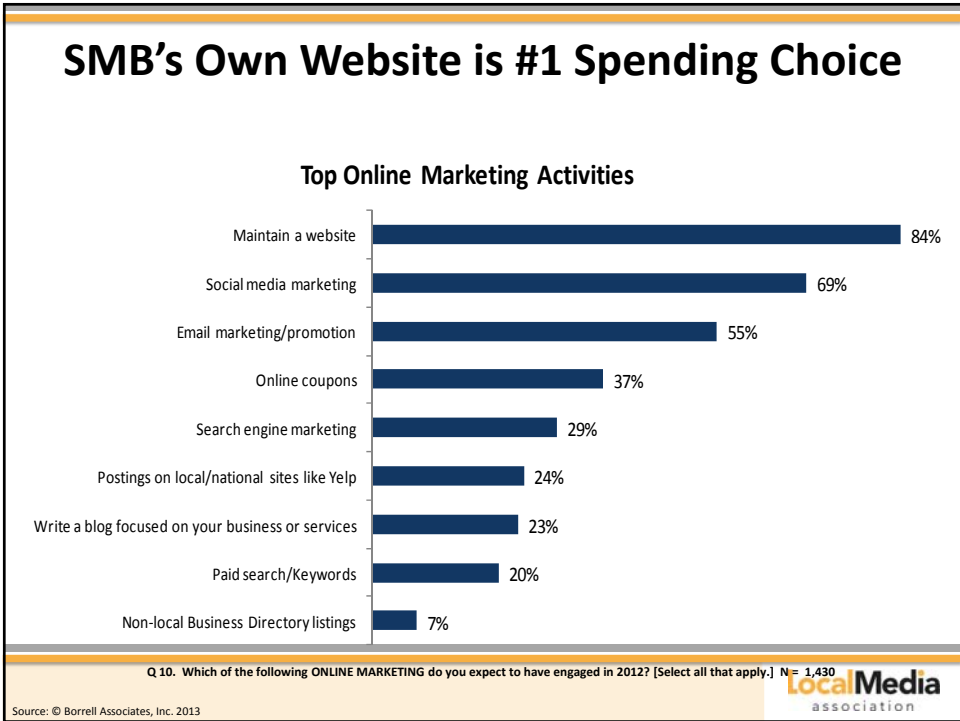
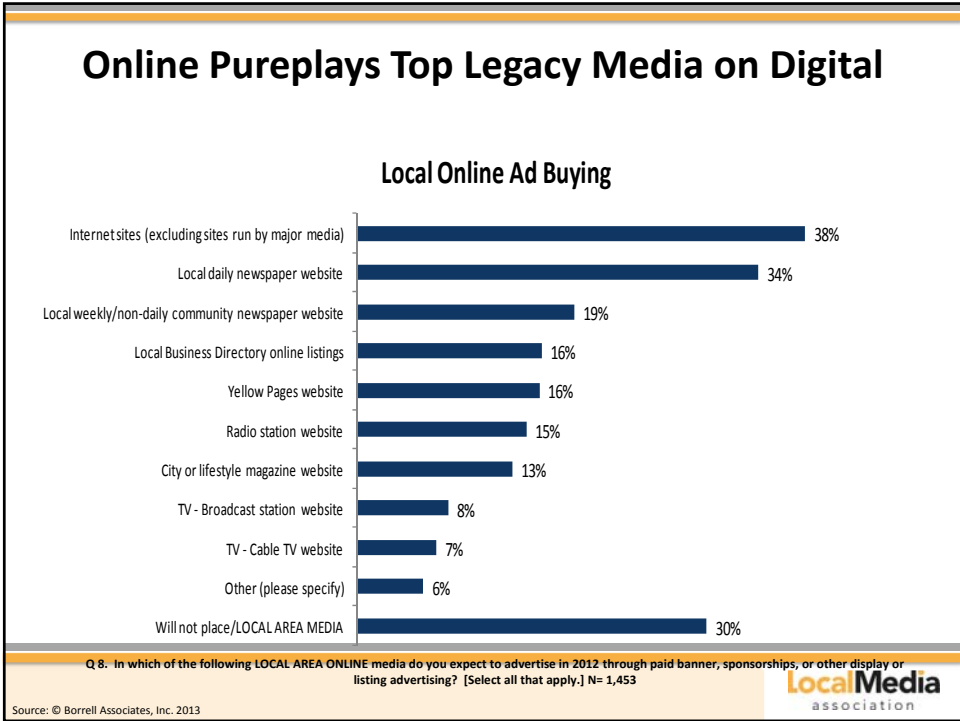
- Mobile excitement
- Other budgets tapped
- Huge digital hype
- Comes with "proof"
- Relatively low price

Source: © Borrell Associates, Inc. 2013

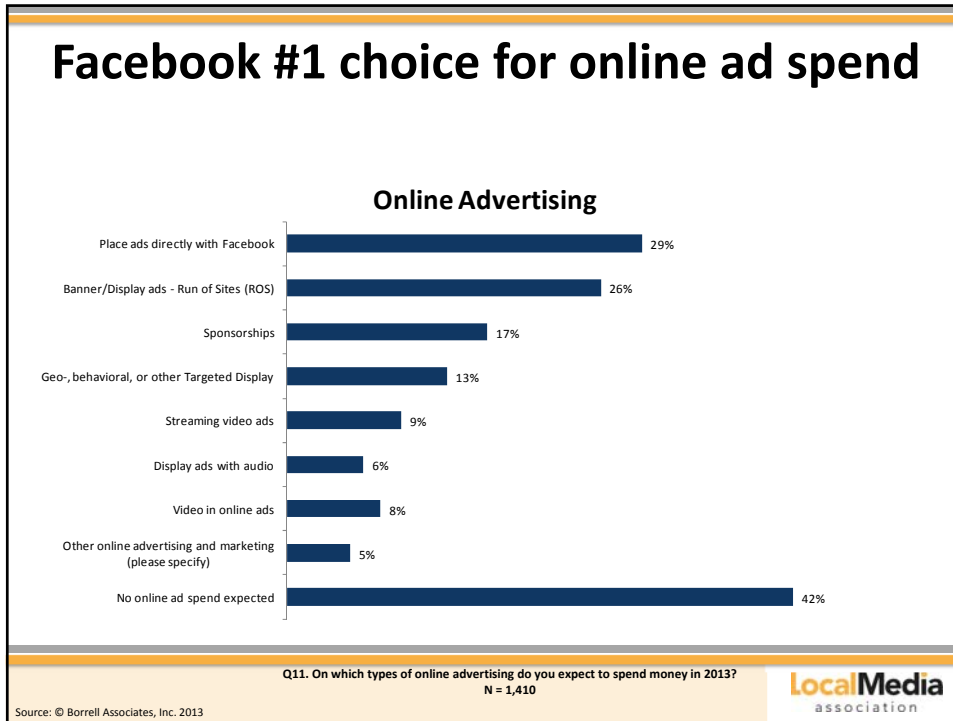
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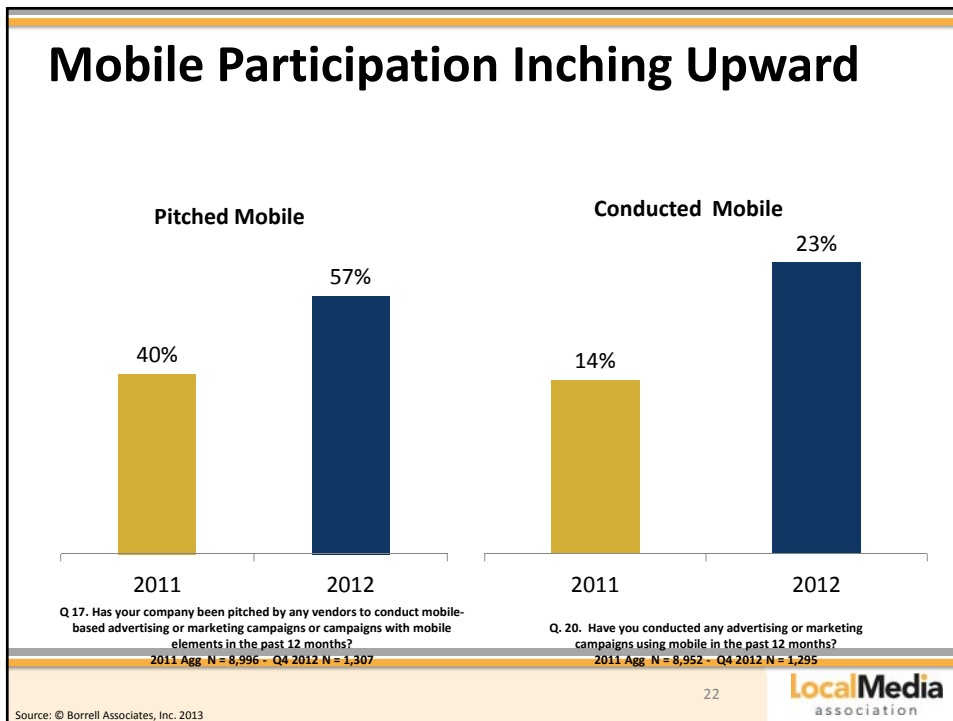


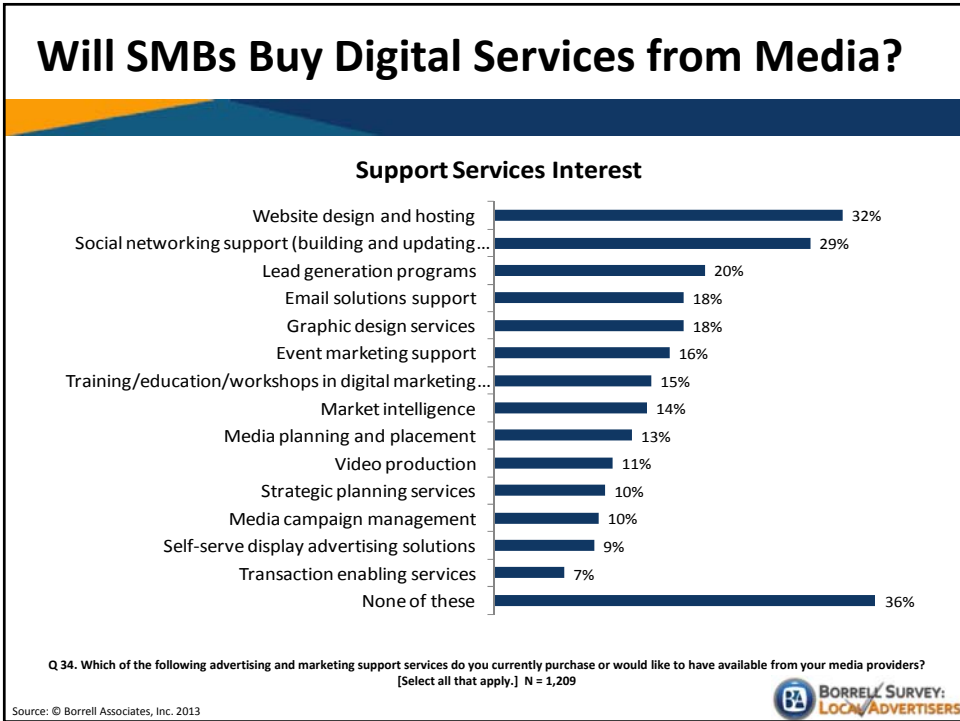
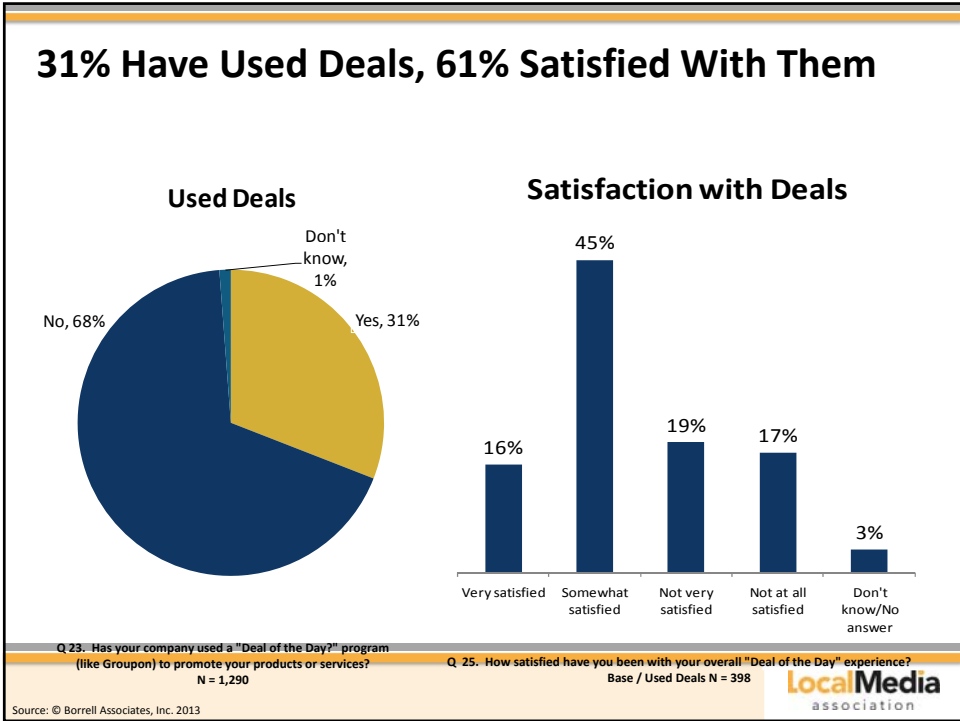


Facebook #1 choice for online ad spend



Mobile Participation Inching Upward





Survey Question

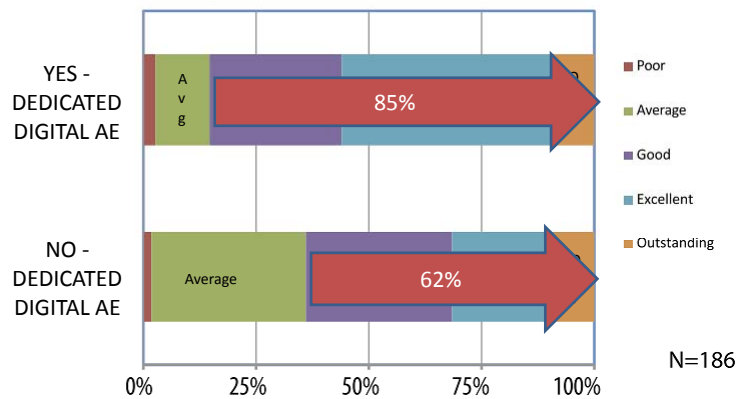
Do You Have at Least One Dedicated Digital Account Executive?



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Consultative Sales Approach

How well sales reps perform with "consultative approach" to fit our products and services to the needs of advertisers

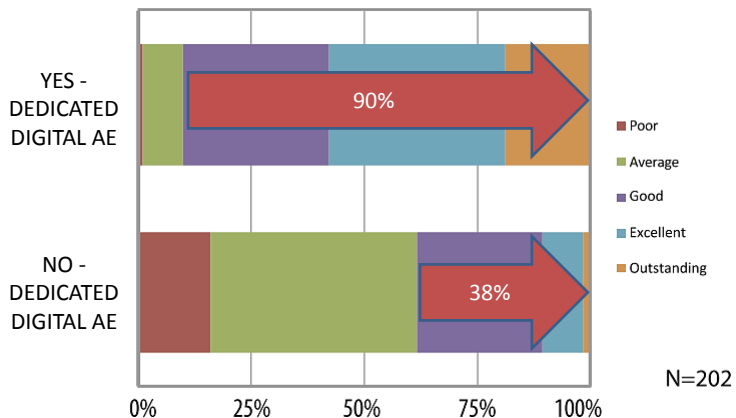


Source: Borrell Associates Inc. Digital Sales AE Survey, Nov. 2011-Jan. 2012

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Understanding Digital Products

How well sales reps understand how our digital products can serve an advertiser's needs

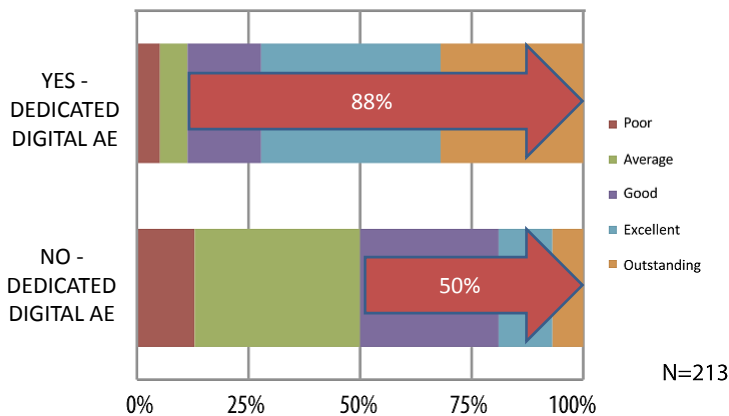


Source: Borrell Associates Inc. Digital Sales AE Survey, Nov. 2011-Jan. 2012

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Motivation to Sell Digital Products

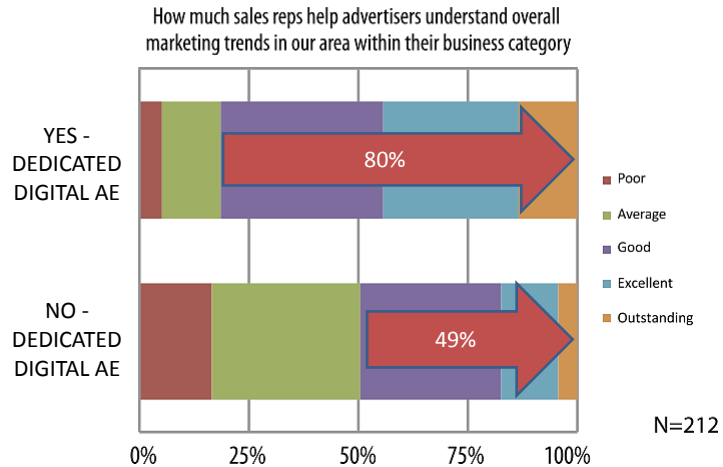
How much sales reps are motivated to present our digital advertising solutions to advertisers



Source: Borrell Associates Inc. Digital Sales AE Survey, Nov. 2011-Jan. 2012

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Understanding of Marketing Trends

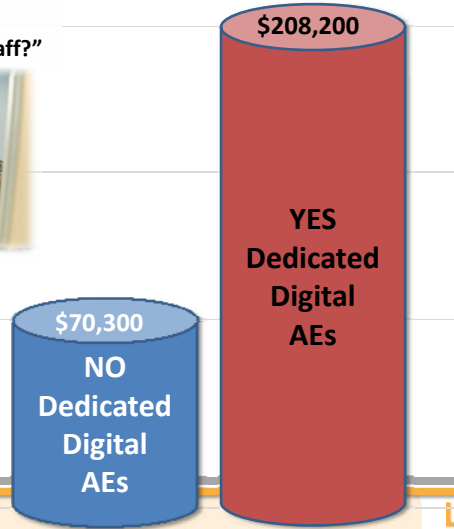


Source: Borrell Associates Inc. Digital Sales AE Survey, Nov. 2011-Jan. 2012

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Annual Online Revenue Per Each AE

“Do You Have at Least One Dedicated-Digital AE on Staff?”



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