

Media Sales Certification Program



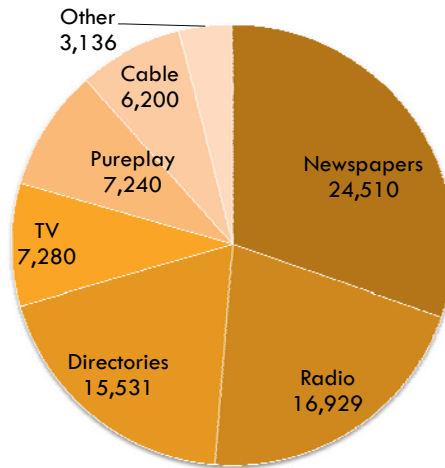
Basic Media Module

All New – Launches in March!





Local Account Executives by Media

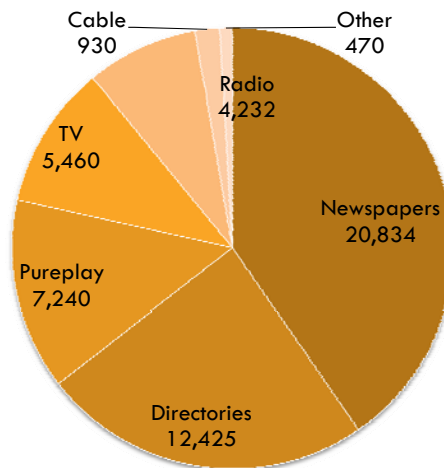


N= 80,826

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



Local AEs Selling Digital Ads

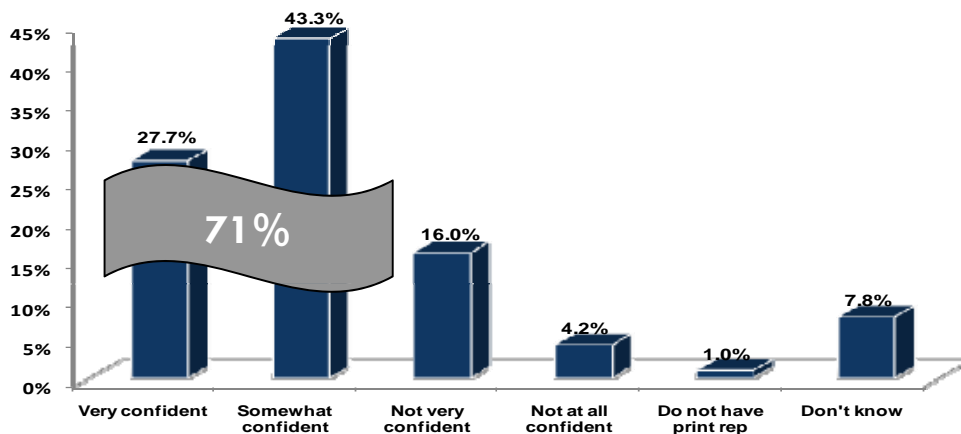


N= 51,591

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



SMBs: Confidence In Advice From AE On Other Ad Opportunities

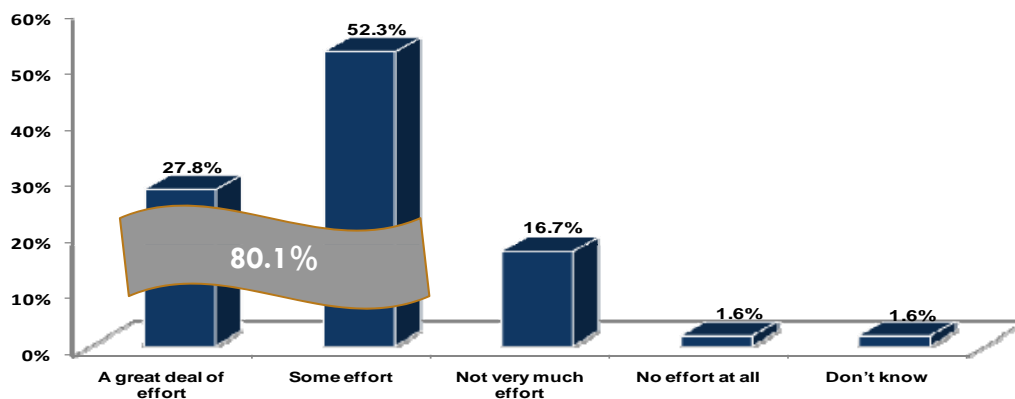


Source: Borrell Associates, Inc. SMB Survey Wave 3

Question # 10



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



Source: Borrell Associates, Inc. SMB Survey Wave 3

Question # 11



AE Survey: Biggest Obstacle To Selling Digital Ad Products

- A. The pricing of our online products is too high.
- B. Our sales staff isn't adequately compensated for our online sales.
- C. We don't have the online products or features that advertisers want.
- D. Our sales staff isn't adequately trained for online products.
- E. We have our hands full selling traditional advertising.



Survey: Biggest Obstacle To Selling Digital Ad Products

- D. Our staff is not trained adequately for online products and services

Super Sales Person?

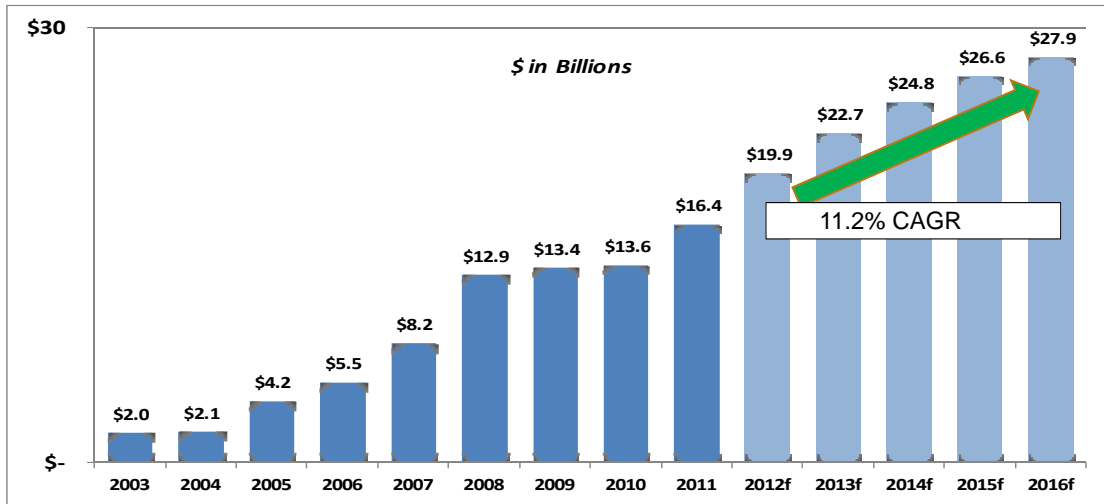


Do you know?

- CPM vs. PPA?
- Integrated Marketing Communications?
- Solution Selling vs. Insight Selling?
- Contextual Targeting vs. Geographic Targeting?



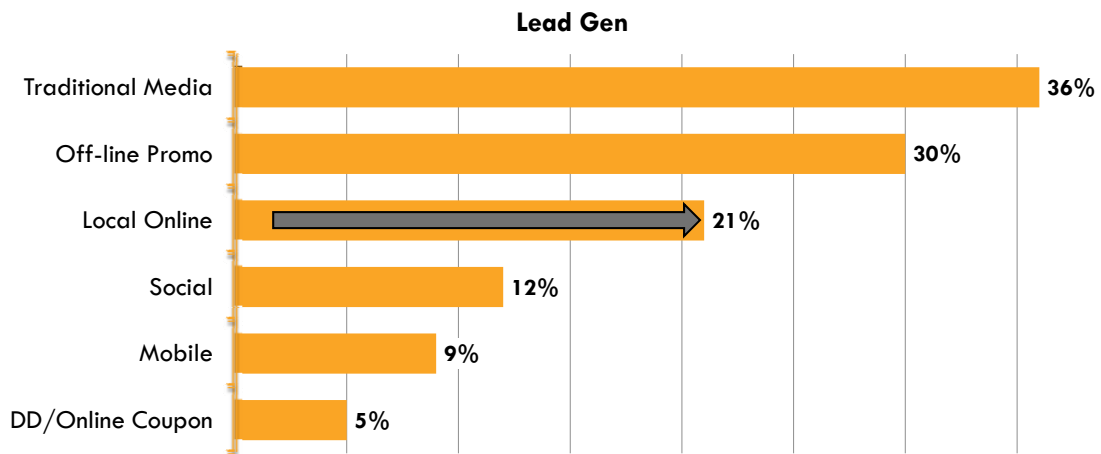
Strong Growth Ahead for Local Online



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SMBs: What generates customer leads?





The image shows a woman in a black blazer sitting at a desk with her hands on her head, looking frustrated. A thought bubble above her head contains the text "WTH". Surrounding her are several marketing acronyms: PPF (top left), CPM (top center), CPL (top left-center), CPS (top right), CPA (middle left), eCPM (middle center), CPC (middle right), CPV (bottom left), CPO (bottom right), and PPA (bottom left-center). A small "CPM" is also visible at the bottom right.

A Good Sales Process Involves:

- Building relationships and trust
- Uncovering customer needs
- Matching products and services to those needs
- Communicating the benefits of your products and services
- Persuading your customer to purchase

Basic Media Module: 9 Sessions

1. Digital Marketing
2. Buying Cycle
3. Finding the Right Prospect
4. Communication Skills
5. Needs Analysis/
Insight Selling
6. Integrated Marketing
Communications
7. Product Knowledge/
Presentation
8. Overcoming Objections
9. Closing Skills/Follow Up






Testing & Certification



Top Local Digital Ad Shift in City X

 Business Category	2012 - Business Locations	2012 - Estimated Employees	2017 - Estimated Employees	2012 - Digital Adv Total (\$ in M)	2017 - Digital Adv Total (\$ in M)	Digital Adv - % Change 2012-17
Sports Clubs	145	616	701	\$0.053	\$0.478	801.9%
Financial Services	1,399	5,718	6,511	\$2.464	\$19.091	674.8%
Insurance Services	3,705	31,646	33,230	\$0.574	\$3.957	589.4%
Other Utilities	808	6,270	7,536	\$0.074	\$0.502	578.4%
Beer and Ale Distributors	62	894	976	\$0.018	\$0.120	566.7%
Home Health Care Services	1,434	18,243	20,837	\$0.138	\$0.920	566.7%
Equipment Rental Services	1,274	6,069	6,997	\$0.011	\$0.068	518.2%
Building Maintenance Services	2,471	12,737	15,453	\$0.006	\$0.034	466.7%
Food Stores-Retail	4,101	46,611	50,327	\$11.609	\$64.496	455.6%
Credit and Mortgage Services	1,438	9,842	10,384	\$8.069	\$44.729	454.3%
Bonding/Surety	32	258	245	\$0.002	\$0.010	400.0%
Contractors-Building	12,990	35,589	52,179	\$1.241	\$5.970	381.1%
DotCom Businesses	251	1,169	1,313	\$2.014	\$9.427	368.1%
Amusement Parks	779	1,832	1,946	\$0.216	\$1.010	367.6%
Retail Home Improvement	2,986	25,218	29,586	\$8.682	\$39.523	355.2%
Government	3,856	137,333	149,386	\$6.357	\$26.171	311.7%
Colleges and Universities	385	15,013	16,550	\$0.280	\$1.135	305.4%

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Basic Media Module

#1 – Digital Marketing Basics



Digital Marketing Basics

1. First Steps
2. Ad Unit Basics
3. Ad Format Terminology
4. Branding vs. Lead Generation
5. Targeting



4. Branding vs. Lead Generation

Many advertisers group all Interactive ad formats into one big “lead generation” ball



Lead Generation vs. Branding



Lead Generation



Lead Generation is popular with businesses because they can :

- Determine pricing on a per lead basis
- Highlight the product/service offered to prospects
- Select the geographical area to target
- Control the number of leads a business wishes to receive per month (this assists with budgeting)
- Pay only for the leads that are received

Branding

“the process of creating a relationship or a connection between a company's product and emotional perception of the customer for the purpose of generation segregation among competition and building loyalty among customers.”

“Creative is about 70% to 80% of the effectiveness of advertising.”

Jon Gibs, VP Media Analytics, Nielsen

WE'LL TAKE YOUR LIFE SAVINGS
and invest them in your future.
Not ours.

SWITCH TO FROST

Frost BANKING INVESTMENTS INSURANCE
MEMBER FDIC

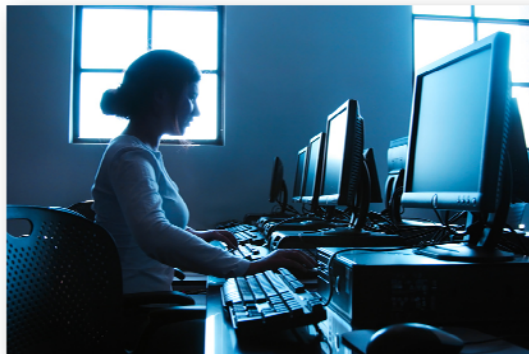
WE WANT ALL YOUR MONEY
to stay safe. Grow over time.
And be managed with prudence.

SWITCH TO FROST

Frost BANKING INVESTMENTS INSURANCE
MEMBER FDIC

Dwell score

- Total Dwell = Dwell Rate X Dwell Time



Branding rules

- Should be planned and executed distinctly different from direct response
- Focus on creativity
- Use rich media
- Use dwell scores instead of click-throughs to measure



Video Branding

The screenshot shows a business listing on Blount Marketplace for Nadim J Jubran Dds. The listing includes a profile picture of a man in a suit, a map showing the location at 2020 Chickaree Medical Park, Maryville, TN 37004, and a table of business hours. The business hours are as follows:

Day	Hours
Sunday	Closed
Monday	8:00am - 5:00pm
Tuesday	8:00am - 5:00pm
Wednesday	8:00am - 5:00pm
Thursday	8:00am - 5:00pm
Friday	8:00am - 1:00pm
Saturday	Closed

Below the hours, there is a description: "We strive to provide the best and most aesthetic care with total regard to the health and well being of our patients both young and young at heart. Nadim J. Jubran D.D.S. and team." The phone number is 865-982-7602. The listing also features social media sharing options for Email, Facebook, and Twitter, and a "Sign in to favorite this" button.



What About Display-Ad Branding?



Good Brand Advertising...

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Cements user loyalty

Branding Stats

- People are 14% more likely to search for a brand they have seen
- People are 3.75 times more likely to visit the site
- Brand favorability more than doubled for people exposed to branding

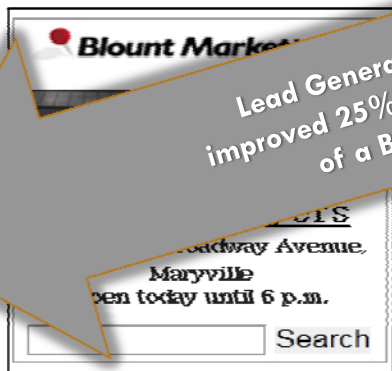
Branding and Lead Generation

Branding

- Video
- Targeted Display Ads

Lead Generation

- Search
- Directories
- Contests



Lead Generation campaign can be improved 25% to 30% with the addition of a Branding campaign.

Media Sales Certification Program



Basic Media Module

#2 – *The Buying Cycle*



The Buying Cycle

1. Your Personal Sales Plan
2. The 5-Steps of Buying Decisions



“A sale is a drama with the action moving towards
a predetermined conclusion.”

Your Personal Sales Plan



Start With a Plan



Start With a Plan



Start With a Plan

- Recognizing needs
- Evaluation of options

Start With a Plan



- Six months
- Measurable Goals
- Dates
- Committed Activity



“ Many people believe that we are in the age of the Internet. Actually, it's more accurate to say that we're living in the age of the customer. ”

Anne Busquet
Global Interactive Services
American Express



The Five Steps of Buying Decisions

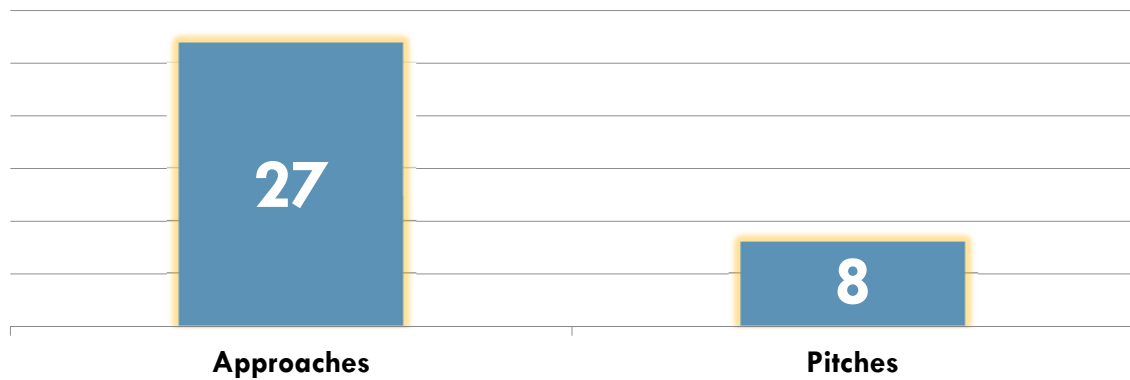


Five Buying Decisions



SMB Ad Opportunity Frequency

One Month



Source: Borrell Associates, Inc., SMB Survey

The Five Steps of Buying Decisions



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Basic Media Module

#4 – “Communication Skills”



Agenda

1. Sales Skills
2. Solution Selling vs. Insightful Selling
3. Preparation
4. Meeting Skills
5. Provocative-Selling Statements
6. Questions
7. Positioning

Communication Skills

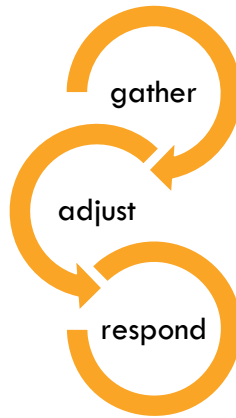


Sales Skills

- confidence
- listening skills
- relationship-building skills
- persuasion
- challenging
- product knowledge



Adaptive Selling



Adaptive Styles

- Solution Selling
- Insight Selling

Sales Process

“I am glad you called, why did you want to meet with me?”

“Thank you for calling, why were you interested in talking to me?”

Control the Sale



First Contact

- Bring insights to the business
- Increase the value proposition



New Ways to Sell





Questions



Questions





Super Sales Powered by LMA!



Pricing

- \$295 Limited time rate for LMA members
- \$395 for State Association only partners
- Volume Discounts Available



(Results may vary by organization.)



Media Sales Certification Program



*We invite you to respond to
the survey when you log off.*

Email: peter.conti@localmedia.org

Phone: 804-360-9434