

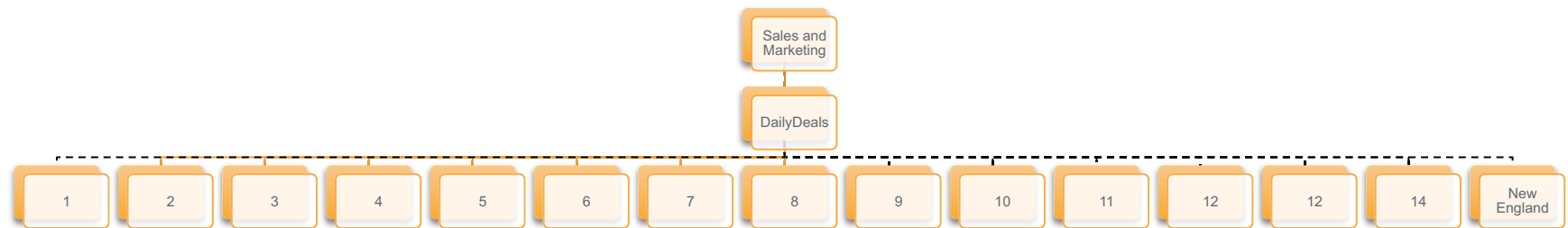


( SNA/LMA  
January 17, 2012 )

## Agenda

- Sales structure
- In market sales event
- Company-wide themed promotions
- Borrowing great ideas from friends – Big Deal
- Reassessing print promotional commitments
- Reporting and checklists
- Referrals
- Extending the life of each deal and leveraging defaults
- Fulfillment
- Training
- Syndication

## Strategic revamping



# Strategies – Sales Champion

## Job Description

### DailyDeals Sales Champion

#### Description:

[Name of newspaper] is seeking a local sales executive in [City, State] to drive sales of our Daily Deals program. This position reports to the local Advertising Director and to the DailyDeals Product Manager. The candidate will be expected to exceed DailyDeals revenue quota by identifying, pursuing and delivering deals from the most desirable businesses in the market. The right candidate will know the daily deal space well and will be effective at building relationships with businesses in the area.

#### Responsibilities:

- Communicate the value proposition to merchants and generate compelling deals from qualified prospects
- Coordinate launch of each deal, including securing key client information and documentation
- Keep a full pipeline of deals; no days without deals or with deals that don't sell
- Ensure delivery of monthly, quarterly and annual sales goals and manage a weekly report
- Follow up with client after each transaction to ensure expectations were met and to provide consultation concerning post-deal business management and customer retention
- Share best practices with product manager and with other sites to improve sales process and training
- Identify new and creative businesses and activities to be featured, expanding the range of deals for our subscribers

#### Skills and Specifications:

- 2+ years sales experience preferred
- Excellent written, verbal, interpersonal and presentations skills
- Comfortable cold calling and closing business from self-generated leads
- Track record of setting and achieving goals


We're looking for a dynamic sales professional that has the ability to grow our DailyDeals business. If you match this description, let's talk!

## Strategies – Sales Champion KPIs and compensation



Effective merchant sales	Goal
Achieve target # deals (no dark days and no deals without a sale)	20
Achieve current target monthly gross revenue	\$10,000
Deals revenue as a % of total monthly advertising revenue	.1%

Example – TBD per market

## Interview Guide

 GateHouse Media

SALES & MARKETING DIVISION

 RadarFrog |  
**DailyDeals** 

**DAILY DEAL CHAMPION INTERVIEW GUIDE**

Describe what you think makes a great deal. A bad deal.

---

Have you used a deals site in the last three months to buy something?

---

If so, what was one thing about the site or experience of using a deal that you liked? Disliked?

---

What are three reasons a merchant would want to use deals as a marketing tool?

---

Where would you look first for a new deals prospect?

---

What types of businesses do you think are best for deals?

---

How would you distinguish us in the eyes of the merchant from a national deal site? A local deal site?

---

What are three local businesses that would be good for running a deal with us?

---

## Strategic revamping

- Better alignment with current sales initiatives
- Deals champions' compensation will be tied very tightly, if not exclusively to DailyDeals
- Dual reporting offers deals accountability, with local support
- May continue to have multiple sales models in place - exclusive deals rep(s), hybrid with existing reps passing on leads to exclusive rep(s) and existing reps all participating - but incentives will be standardized for each



## In market sales event

- Opportunity to pad your pipeline, as a reward for building your database
- Merchant session on demystifying DailyDeals with an opportunity to get on the deals calendar at the end
- Two day event - 300 merchants invited to one of ten sessions – goal of signing up 40 merchants for multiple deal engagements
- First session in Canton in early February
- Roll out to markets with largest databases from there



## Company-wide themed promotions

### **Holiday Shopping Spree Sweepstakes**

7k entrants

4.2k opt ins!

Monthly sweepstakes

### **Cyber Monday Store**

3 days, 9 sites, 39 papers,  
150+ deals, 261% increase over  
average weekly revenue



### **Holiday Store**

Learnings – resources  
maxed with Cyber  
Monday, will do  
more stores

# Cyber Monday



- Sign up now for a special Cyber Monday DailyDeals offer.
  - Participation is limited within categories
- Plus you'll be part of our premier promotional campaign!
  - Full page ad in print
  - Page peel on the home page of our website
  - Email to our entire database
  - TMC/Sunday Select

**Total Value = \$X,000**

Deals must be submitted by Monday, November 21st.

[www.yournewspaperurl.com](http://www.yournewspaperurl.com)



## Did You Know!

- eCommerce jumped 36% to \$53.2 billion during the 2010 holiday season\*
- Social media continues to be the key driver of sales - word of mouth
- More people buying via mobile phones
- Cyber Monday is the biggest online shopping day - over \$1 billion spent in 2010\*\*

\* The US Department of Commerce \*\*comScore

21 Participating Merchants			
Merchant	Deal	Restrictions	Category
1			High end restaurant
2			High end restaurant
3			High end restaurant
4			Local retail/boutique
5			Local retail/boutique
6			Local retail/boutique
7			Spa - Massage
8			Spa - Facial or manicure/pedicure
9			Holiday entertainment
10			Holiday entertainment
11			Annual pass to museum or other attraction
12			Annual pass to museum or other attraction
13			Gift basket/wine of the month
14			Gift basket/wine of the month
15			Holiday light hanging service
16			Wrapping paper store
17			Holiday photography
18			Pre-holiday cleaning services
19			Holiday cookies, candy, Edible Arrangements,
20			Honey Baked Ham
21			Christmas tree farm
			Local mall

## Additional Contests and Deal Store Calendar 2012

- Mother's Day
- Dads & Grads
- Weddings
- PGA Golf
- Pets
- Summer Vacation/Back to School
- Halloween
- Cyber Monday

Adding simple sweepstakes to months without an official contest/store.



**Kane County CHRONICLE**

it's a **BIG DEAL**

**WASCO NURSERY**  
GARDEN CENTER

"Wasco Nursery is one of the oldest businesses in the Fox Valley area, over the last 86 years we have grown and planted nearly 75,000 trees as well as countless shrubs. In addition to beautifying the community, we have supported hundreds of schools, churches, youth sports teams, charity fundraising events and other local organizations."  
- Matt Terby, Owner, Wasco Nursery

PlanIt Kane is a part of the Kane County Chronicle's family of websites. As the leading local daily newspaper, serving the Fox Valley for 130 years, the Kane County Chronicle stands behind every deal. You have my word on it!  
- J. Tom Shaw, Publisher, Kane County Chronicle

**\$30 towards anything with roots for only \$15!**  
Hurry! This offer is for a limited time only!

**www.PlanItKane.com**

**MOBILE QUICK LINK:** To get this great local deal and more on your smartphone, just scan this tag using an app like the free i-Nigma QR code reader in the iTunes app store, or the free Barcode Scanner from the Android market.

## The REALLY Big Deal Approach: Shaw Media

- Focus on quality over quantity: 1-2 per week
- Strong brand promise
- Enhanced promotion – pull out all of the stops!
- Supplement revenue with ongoing “mall” environment

**deadline deals**  
#2ndstdeals





# Top Recreation Deal of 2011

Hey, what's the **BIG B!G DEAL?** Plan It

Chris Plesch Duke McFarland J. Tom Shaw

**This Week's Big Deal**  
**Purchase a \$200 voucher to Key Lime Cove for Only \$99.95!**

Overnight Stay + 4 Waterpark Passes to use from check-in through day of 7 pm. Hurry, deal ends Wednesday, September 21 at 7 pm!

Now's the perfect time for a family getaway at our 404-room hotel and 65,000-square-foot indoor waterpark. It's like a tropical vacation close to home. Regardless of what the weather report says, Key Lime Cove serves up summer delights all year long. Families can spend the day using all our Lost Paradise Waterpark. Kids will love our huge arcade and the dabble fun-fun of Jumper! Lizards. Everyone will enjoy our signature restaurants, shops, spa and spacious rooms. Don't delay... We invite you to take advantage of this tremendous limited time offer. Come join the fun!

Chris Plesch, Director of Sales and Marketing and Duke McFarland, General Manager, Key Lime Cove Indoor Waterpark Resort

**Go to PlanItKane.com!**

Also available at KCHRONICLE

**BIG B!G deal!** **Key Lime Cove**  
INDOOR WATERPARK RESORT  
Purchase a \$201.90 voucher for \$99.95!  
**CLICK HERE**

**BIG B!G deal!**  
Purchase a voucher to **Key Lime Cove**  
INDOOR WATERPARK RESORT  
and **SAVE 50%!**  
Overnight Stay + 4 Passes - Save \$200 (Savings!)  
**CLICK AND PURCHASE**

**Big B!G Deal on Now thru Sept. 21 @ 7am!**

**deadline deals**  
#2ndstdeals

## Big Deal

### Big Deal

- **Selling**
  - 80/20 – focus on 20%
  - Premium merchants only
- **Promotions**
  - Create tiered promotions packages
    - Big Deals = Biggest Promotions
    - Leverage package to get better deals from merchant

#### **What NOT to do:**

- Run same old deals less frequently
- Same marketing schedule but less

## Print promotion commitments

Greater Springfield | RadarFrog  
**DailyDeals**

**SIGN UP, SAVE BIG**

Advertise today with  
[dailydeals.sj-r.com](http://dailydeals.sj-r.com)

**The Value of DailyDeals:**

Print:

- SJ-R Front Page Skybox
- SJ-R Page 3 Position
- The Advertiser

Online:

Front Page Ads That Include A:

- Button
- Carousel
- Widget

Email:

- Email Message to all Daily Deals opt-ins

**Almost \$10,000 in Advertising Value!**

Hop on this deal with **FREE** registration!

THE STATE Journal Register

Win an Apple iPad

The Hawk's Hot List

Surprised owner says plans to city council deal

Twitter Facebook



## Print promotion commitments

# Check out this week's Deal

You can **ONLY** purchase these awesome online deals at  
**www.heartlanddailydeals.com**

**\$25 VOUCHER FOR \$12.50**



Creatively designed edible custom cookie arrangements



317 Main Street  
Peoria, Illinois  
309-673-2606

save  
**50% off**  
\$30.00

**\$139.80 INDIVIDUAL MEMBERSHIP FOR \$69.90**



Join Snap Fitness and we'll help you get the workouts, and results, that you want.



1325 S. Oakwood Ave.  
Geneseo, Illinois  
309-944-4335

save  
**50% off**  
\$69.90

**\$10 VOUCHER FOR \$5**



Eat. Drink. Be Yourself.™



7610 N. Grand Prairie  
Peoria, Illinois  
309-691-1885

save  
**50% off**  
\$5.00

**\$26 VOUCHER FOR ONE MONTH AQUA PASS**



AQUA-PASS IS GOOD

- \*The newest and hottest "pool party" workout, Aqua-Zumba.
- \*All aqua-fit classes
- \*Lane/Open Swim



1033 S. Lake Storey Rd  
Galesburg, Illinois  
309-345-3683

Heartland | RadarFrog  
**Daily Deals**

**How to sign up for Daily Deals**

1. Scan this QR Code.
2. Visit heartlanddailydeals.com.
3. Visit pjstar.com.



INSIDE TODAY  
2012 Jan 2, 10:00 AM (Sat)  
Peoria, Illinois

Comics.....C7 Opinion.....A4  
Crossword.....C6, C9 People.....C8  
Local/State.....C1 Sports.....C1  
Lottery.....C1 Television.....C9  
Classified.....D1 Obituaries.....B4 Today.....B6

OUTSIDE TODAY  
22  
11  
Your complete forecast  
Page B6

## BLAZE LEVELS PERU'S WESTCLOX

Two teens charged with starting fire that destroys former clock factory. PAGE A6



## A New Year's SURPRISE



Nici of Peoria holds her new baby girl, Virenda, on Sunday afternoon. Virenda was born at 12:30 a.m. Sunday, making her the first baby born in 2012 in Peoria.

**6-pound, 15-ounce Virenda first baby in Peoria area born in 2012**

The first baby of the New Year for the Peoria area is Virenda — born at 12:30 a.m. Sunday at Methodist Medical Center. "She's a really fine, so far, so good," said Virenda's mom, 28-year-old Nici of Peoria. "I did not expect to have the first baby of 2012. I did not. Her due date was Jan. 2."

Virenda's older brother, Deshaun, 9, and sister, Nikia, 7, are excited. "I think it's very exciting helping my mom take care of Virenda and being responsible for the things that I do for her — helping out and doing stuff," Deshaun said. Although Nici already had been through pregnancy and delivery, she was a little nervous this time. But as it turned out, everything was fine. "The more nervous I felt super apprehensive and scared for her, contractions at 7:30 p.m. She had a bigger one at 7:30 p.m.," Nici said. "I didn't know if I was being paranoid or what."

Virenda was one of five deliveries at Methodist as of 2:30 p.m. Monday, according to Melissa Benedict, clinical charge nurse. And three were getting ready to deliver. "We've had three boys and two girls so far," Benedict said. "For a weekend and a holiday, especially New Year's, that's pretty high."

One of those boys was Deshaun Anderson, born at 5:27 a.m. Sunday to Peorian Shantier-cyan Anderson, 36. Little Deshaun weighed 6 pounds, 14 ounces and was 20 1/2 inches at birth. Anderson was in labor for about 12 hours, starting at 5 p.m. Saturday. From the beginning, Rashad was very alert. "He knows when somebody's talking about him," Anderson said. "He looks around a lot. He's more advanced than most babies."

See Peoria on the way at 10:11:12 at [journalstar.com](http://journalstar.com).

STORY BY GARY PANETTA • PHOTOGRAPHS BY EVE EDELHEIT • OF THE JOURNAL STAR

## LIFENET provides heart lifeline

System allows area hospitals, agencies quicker reaction in treating heart attacks

**BY PAUL ADAMS**  
The critical time element was sometimes hampered by slow technology, particularly in transmitting patient information from rural ambulance systems to hospitals. But a new system designed to seven area hospitals and all emergency medical services agencies by GSF Healthcare System last month should streamline patient care and reduce the chances of dying from a heart attack in central Illinois.

"This is the icing on the cake," says Dr. Robert Adams, president of GSF Healthcare System.

When it comes to serious heart attacks, paramedics say "time is tissue."

In other words, the longer it takes for a victim to get appropriate treatment at a hospital, the more heart tissue that's damaged and the higher the patient's chances of serious disability or death.

Not too long ago, the critical time element was sometimes hampered by slow technology, particularly in transmitting patient information from rural ambulance systems to hospitals. But a new system designed to seven area hospitals and all emergency medical services agencies by GSF Healthcare System last month should streamline patient care and reduce the chances of dying from a heart attack in central Illinois.

"This is the icing on the cake," says Dr. Robert Adams, president of GSF Healthcare System.

## LIFENET

Area hospitals and emergency medical service agencies that received the LIFENET system through donations from GSF Healthcare System include:

- **Hospitals:** Peoria Hospital; St. Margaret's Hospital; Spring Valley; Illinois Valley Community Hospital; Peoria Hospital; Carle Foundation Hospital.
- **EMS agencies:** IVE Ambulance; Elmwood; East Peoria Fire Department; LaSalle County Fire Protection District; Morton Emergency Medical Services; Peoria Area EMS System; Peoria Heights Emergency Medical Services; Washington Fire Department; West Peoria Fire Department; Mendota Fire Department; Peoria-Warrior Ambulance Service; 10/23 Ambulance Service; Spring Valley; and Ulico Fire Protection District.

Galesburg | Macomb | Peoria | Pekin | Monmouth | Canton | Aledo | Geneseo | Kewanee



## Reporting and Checklists


## Referrals

Scenario	Consumer Price	Deal Value	Volume Sold	Gross Revenue	Merchant Share	Vendor Fee	Net Revenue	% Participation	# of Participants	Incremental Sold (aka Incremental Emails in the Database)	New Gross Revenue	New Merchant Share	New Vendor Fee	Incentive Fees	New Net Revenue	Net Revenue Increase	Net Revenue Uplift
Veteran site average price and volume	\$8	\$17	129	\$1,082	\$541	\$140	\$401	1%	1	4	\$1,115	\$557	\$144	\$11	\$402	\$1	0%
	\$8	\$17	129	\$1,082	\$541	\$140	\$401	50%	65	194	\$2,706	\$1,353	\$351	\$541	\$461	\$60	15%
	\$8	\$17	129	\$1,082	\$541	\$140	\$401	100%	129	387	\$4,329	\$2,165	\$561	\$1,082	\$521	\$120	30%
New site average price and volume	\$13	\$26	35	\$455	\$228	\$32	\$196	2%	1	2	\$482	\$241	\$34	\$9	\$198	\$3	1%
	\$13	\$26	35	\$455	\$228	\$32	\$196	50%	18	53	\$1,138	\$569	\$80	\$228	\$262	\$66	34%
	\$13	\$26	35	\$455	\$228	\$32	\$196	100%	35	105	\$1,820	\$910	\$127	\$455	\$328	\$132	67%
Low price, low volume	\$5	\$10	10	\$50	\$25	\$9	\$17	10%	1	3	\$65	\$33	\$11	\$5	\$16	\$0	0%
	\$5	\$10	10	\$50	\$25	\$9	\$17	50%	5	15	\$125	\$63	\$21	\$25	\$16	\$0	-2%
	\$5	\$10	10	\$50	\$25	\$9	\$17	100%	10	30	\$200	\$100	\$34	\$50	\$16	-\$1	-3%
Low price, high volume	\$5	\$10	1,000	\$5,000	\$2,500	\$850	\$1,650	1%	10	30	\$5,150	\$2,575	\$876	\$50	\$1,650	-\$1	0%
	\$5	\$10	1,000	\$5,000	\$2,500	\$850	\$1,650	50%	500	1,500	\$12,500	\$6,250	\$2,125	\$2,500	\$1,625	-\$25	-2%
	\$5	\$10	1,000	\$5,000	\$2,500	\$850	\$1,650	100%	1,000	3,000	\$20,000	\$10,000	\$3,400	\$5,000	\$1,600	-\$50	-3%
High price, low volume	\$100	\$200	10	\$1,000	\$500	\$70	\$430	10%	1	3	\$1,300	\$650	\$91	\$100	\$459	\$29	7%
	\$100	\$200	10	\$1,000	\$500	\$70	\$430	50%	5	15	\$2,500	\$1,250	\$175	\$500	\$575	\$145	34%
	\$100	\$200	10	\$1,000	\$500	\$70	\$430	100%	10	30	\$4,000	\$2,000	\$280	\$1,000	\$720	\$290	67%
High price, high volume	\$100	\$200	100	\$10,000	\$5,000	\$700	\$4,300	1%	1	3	\$10,300	\$5,150	\$721	\$100	\$4,329	\$29	1%
	\$100	\$200	100	\$10,000	\$5,000	\$700	\$4,300	50%	50	150	\$25,000	\$12,500	\$1,750	\$5,000	\$5,750	\$1,450	34%
	\$100	\$200	100	\$10,000	\$5,000	\$700	\$4,300	100%	100	300	\$40,000	\$20,000	\$2,800	\$10,000	\$7,200	\$2,900	67%
1. Not tabulated but worth noting - folks that refer a deal to their friends, resulting in 1 or 2 friends making a purchase incurs no incentive fee.																	
2. Not tabulated but worth noting - folks that refer a deal to their friends, hitting the trigger of 3 friends making a purchase will incur an incentive fee. However purchases by the 4th friend and beyond will not incur incremental incentive fees.																	
3. Not tabulated but worth noting are the incremental email addresses gained from such a promotion - does it take someone sending a referral to 10 friends to yield 3 purchase? How many may not purchase but may sign up with their email address.																	

2011 referrals - 2% of transactions, yielding \$13k revenue and \$3k expense.  
10% would have yielded \$146k revenue and \$36k expense.

## Referrals

# Refer a Friend




**Refer a friend and when  
x buy, yours is free**



**Save 50-80% at restaurants, spas, stores and  
entertainment tickets with our new DailyDeals!**

Sit back, relax and let the savings come to you.

RadarFrog |  
**DailyDeals** 

**Sign up today at**  
[dailydeals.newspaperurl.com](http://dailydeals.newspaperurl.com)

## Extending the life of a deal and leveraging deal defaults

**Sale Start Date** ⓘ 01/17/2012 12:00 AM **Sale End Date** ⓘ 01/25/2012 12:00 AM

**Incentive** ⓘ Yes - I want to offer a referral incentive

Description	Value
# Sold from Referrals needed to get Voucher free	3 ⓘ Note: Offer does not apply to shipping. Offer only good for one free Voucher per deal.
Do you want to split Incentive Refunds with the Merchant?	No - Peoria Journal Star will incur all incentive refunds ⓘ

**Group Purchase** ⓘ No - This is not a Group Purchase. ⓘ

**Manual Fulfillment** ⓘ No - The consumer will have the default fulfillment choices at Checkout ⓘ

**Display Schedule** ⓘ

Group	Begin	Ends	Format
Today's Deal ⓘ Current	At Sale Start ⓘ 01/17/2012 12:00 AM	2 Days ⓘ After Sale Start ⓘ Reset 01/19/2012 12:00 AM	Standard ⓘ
Other Groups ⓘ Future	When Above Group Event Ends ⓘ 01/19/2012 12:00 AM	At Sale End ⓘ 01/25/2012 12:00 AM	Standard ⓘ
Past Deals ⓘ Future	At Sale End ⓘ 01/25/2012 12:00 AM	1 Years ⓘ After Sale Start ⓘ Reset 01/17/2013 12:00 AM	Standard ⓘ
Add... ⓘ			

**Deal Status** ⓘ ☒ **Inventory Remaining** ⓘ 75 & Under ⓘ **Number Purchased** ⓘ ☐ **Countdown Clock** ⓘ ☒



# Fulfillment

## Freelance Writer—Tucson

### Editorial | Tucson, AZ, United States

LivingSocial is growing—fast. We're redefining localized online advertising and social commerce, all while building a great company and cultivating superb talent. The explosive growth and success of LivingSocial has been recognized by media outlets new and renowned, from TechCrunch to The Wall Street Journal. To help fuel our growth, LivingSocial has secured hundreds of millions in funding from some of the most prominent investors and Internet leaders. As we continue to advance and innovate, we want to invest in you!

Are you a savvy writer looking for a creative way to express your love for local businesses?

LivingSocial, the hottest new form of social commerce and online marketing, is hiring local freelance writers to craft copy for our Daily Deals. We love evocative writing and word play (clever turns of phrase tickle us green!), and think the most exciting stuff to read online is full of energy, creativity, and wit. Agree? Then keep reading:

#### Job Responsibilities:

- Write up to ten snazzy Daily Deal descriptions each week;
- Write five 365 articles each week about the best things to do in Tucson;
- Work directly with editors to nail down our style and voice.

#### Requirements:


- Bachelor's degree
- A strong writing test (details below);
- Clever sense of humor;
- The ability to turn around pristine copy in 24 hours;
- And... a strong desire to be a part of something new, exciting, and super fast-paced.

## Training


### Q1

- Ad Mall
- ROI calculator
- Leveraging a trade approach

## Syndication

**THE GROUPIE**

**DAILY DEAL**

**ACTION NEWS**

Get email updates:  [sign up now](#)

Welcome back, Shannon | [Sign In](#) [Connect with Facebook](#)

today's deal past deals how it works my account

Time Left  
1d 11h


### \$15 for a One-Year Subscription to Wine Enthusiast Magazine (\$29.95 value)

Value	Discount	Savings
\$29.95	50%	\$14.95


**Price: \$15.00**


**the details**


Whether you are a novice enthusiast or are looking to expand your cellar, Wine Enthusiast Magazine is the perfect resource for choosing and learning about wines and food pairings. Today's deal offers a 1-year subscription to Wine Enthusiast for only \$15 - a 50



**Buy Now!**

 **Buy as a Gift**

 [Like](#)

 Be the first of your friends to like this.

Expires: June 15, 2012 [See the rules that apply to all deals](#)

**side deals**

Shannon Dunnigan, CEO of RadarFrog.com

23

1/16/2012



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