



Top Take-Aways Daily Deals Summit – 11/11

Presented by:
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Daily Deals Summit

- Took place in Tampa – November 2011
- Focused on top performers in this space
 - 35 executives participated
- Common themes quickly emerged from the most successful deals programs



Take Away # 1

A Deals Champion Was in Place

This meant different things at different places. For some it was dedicated sales reps that were only selling deals. For others it was a person on staff that had passion and skill in the deals space and could motivate/train others to sell it. At Rust Communications, a new sales rep made all the difference and they are now sold out for the next three months. At Deseret, a dedicated rep is mainly responsible for their success. At GateHouse, they are in the process of hiring deals-only specialists at their larger properties.



Take Away # 2

A Deals Committee Was Utilized

A deals committee was in place and this often involved the publisher. Every week at a set time the committee meets to review and approve the deals but also to look at competitive deals sites, review what is in the pipeline, discuss sales rep challenges and strategize for the coming month. When the committee stops meeting, the revenues go down (one large newspaper told me that their deals went from six figures/month to \$40,000/month when the deals committee stopped meeting regularly.)



Take Away # 3

Growing Email Database is a Must

All of the successful programs talked about an intense commitment to growing their email database. The most successful were constantly running contests to get new names added. Buying lists was not successful for the vast majority that tried it.



Take Away # 4

Exploit the Top Categories for Deals

Understand the top deals categories and go after them (while avoiding the categories that don't work so well.) For this group – restaurants, health & beauty, activities and recreation were the big winners. While there were some other success stories, these categories continually out-performed all others. Travel was also noted as a success story for some with packages working best (a water park admission combined with a hotel night for example).



Take Away # 5

Quality of the Deal Matters

The deal must be a good. This is almost a “duh” but everyone said it. In one case, a restaurant offering \$30 for \$15 sold 4,200 while another offering \$5 for \$2.50 (in the same market) sold 4. The deals committee is responsible for making sure that the deals are good and should reject those that won’t work (given the amount of promotion from the newspaper).



Take Away # 6

Calendar Management is Very Important

Manage the calendar – the best performers are sold out at least three weeks out. They also never have a scheduled deal day without a deal. For the top performing weeklies or smaller market dailies, 1-3 deals/week worked well.



Take Away # 7

Commission Plans Reward Performance

Most deals reps were making between 7% and 10% commission on deals revenue. Many others had additional bonus incentives based on revenue and # of deals sold.



Take Away # 8

Promotion is Critical to Success

The Quad City Times runs their daily deal right on the front page next to the masthead. In Augusta, GA they promote their deals on digital billboards around town that feature a ticker with the updated # of deals sold. Both companies are top performers in the deals space. Many others are running testimonial ads in their paper and online from advertisers that have had success with deals.

Local Media Association Webinar Daily Deals Best Practices



Also Important to Note...

- For those that think this space is a short term fad – think again says Borrell Associates. Pete Conti told attendees that daily deals revenue will hit \$11.5 billion this year and that by 2015 it will soar to \$28.6 billion.
- In a survey of 39,000 consumers, Borrell reported that many are signed up for 4-6 deals sites and 80% of them would likely register for a new site. Also, 22% purchased 5-10 deals in the last 6 months.
- Daily deals 2.0 – the space is emerging in front of our eyes. Speakers noted new trends including niche sites, deals “malls or stores”, everyday deals (less than 50% Groupon model), bonus deals (time of day specific) and private or best customer deals.

Thank You!

Next Up:

Daily Deals Executive Summit – a two hour bonus session has been added to the Mega-Conference in San Antonio (joint conference with Inland, SNPA & Local Media Association). This will take place on Sunday, February 26 from 3:30 PM – 5:30 PM. It will be led by Matt Coen from Second Street Media. It is offered free of charge to mega conference attendees.

Deals Sessions are also scheduled for the Mega-Conference & the Local Media Revenue Summit (May 9-11, 2012 – jointly produced by The Blinder Group, Local Media Association & the Florida Press Association).



Local Media Association Webinar
Daily Deals Best Practices

Deals Summit – “compelling... like I was back at Harvard Business School... will set us up for strong growth in 2012...”

"I attended the two hour boot camp led by Matt Coen at Second Street Media last year at SNA's Daily Deals Summit that proved to be one of the best conference sessions of the year for me", said Jon K. Rust, co-president of Rust Communications and publisher of the Southeast Missourian. **"I felt like I was back at Harvard Business School - it was that compelling. More importantly, I was able to go back and implement changes to our deals program that will set us up for strong growth in 2012.** This is a high level summit - ideal for senior executives. I highly recommend it to my colleagues in the industry."



Jon K. Rust
Co-president of
Rust Communications
Publisher of the
Southeast Missourian

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association