



Grand Forks  
**Herald**  
GrandForksHerald.com

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**Advertising Director**

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**That awkward moment**



**when you realize**

MIKE'S  
BIKES



NewItem



TANDEM UNICYCLE FOR ONE  
WITH HANDLEBARS!

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# Digital Media

What do **SALES REPS** need to know to **SELL** it?

What do **MANAGERS** need to know to **LEAD** it?



**Can Reps**  
**Sell Both?**



# Yes.

**You Have the Relationships**

**You understand reach, frequency - advertising**

**You know how to sell - AUDIENCE.**



**Do you KNOW  
what you have?**





# Power of Print

- More in-depth stories
- Fewer Distractions
- Easily Transportable
- Permanent physical form for libraries, reference
- Quality Readers – upper income, highly educated, professionals.
- Credibility & Legitimacy – associate with a Trusted Local Brand.

# Power of Online

- Interactivity – blogs, video, maps
- Constantly updated
- Easy to archive – group stories (collections)
- We can Target – by content, by location, by time of day, etc.
- Quality Readers – 90% of newspaper website readers  
*make purchases online.*
- Newspaper Website have high credibility – associate with a  
Trusted Local Brand.



# Is this the year online ad spending tops print?

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**“For 2012, eMarketer projects ad spending on internet platforms to reach \$39.5 billion in the U.S., trumping the \$33.8 billion it believes will be spent on newspapers and magazines.”**

**David Hallerman**  
*eMarketer principal analyst*



# Why don't customers buy?

- Typically most objections boil down to one of these three:

## 3 Emotional Sales Barriers

- Apathy – I don't have time, I don't care
- Cynicism - Advertising never works.
- Fear – Is this right? Will I see return?



**BELIEVE IN  
YOUR  
ONLINE  
PRODUCTS.**



AVOID SAYING  
"UNFORTUNATELY"  
WHEN YOU TALK TO  
CUSTOMERS.



Dilbert.com DilbertCartoonist@gmail.com

SAY INSTEAD, "AS IT  
TURNS OUT." THAT HAS  
A MORE POSITIVE  
FEEL.



9-16-11 ©2011 Scott Adams, Inc./Dist. by Universal Uclick

AS IT TURNS OUT,  
OUR POWER CABLES  
AREN'T AS INSULATED  
AS WE HAD HOPED.





# What is the role of today's Ad Executive?

The Role of Today's Ad Executive.



# The 5 P's

The Role of Today's Ad Executive:  
Selling Online Advertising



# #1 People

Understand your Audience

The Role of Today's Ad Executive.



## NEWSPAPER **AUDIENCE**

Affluent

Educated

Earning Power

Working Professionals

## Online **AUDIENCE**

Online Audience

Educated 65% college

Young


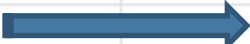

Growing

Affluent 45% OVER 100k



# Who's Online?

Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009. Tracking Survey, N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews conducted in English and Spanish. Margin of error is  $\pm 2\%$

Total adults		74%
Men		74
Women		74
Race/ethnicity		
White, Non-Hispanic		76%
Black, Non-Hispanic		70
Hispanic (English- and Spanish-speaking)		64
Age		
18-29		93%
30-49		81
50-64		70
65+		38
Household income		
Less than \$30,000/yr		60%
\$30,000-\$49,999		76
\$50,000-\$74,999		83
\$75,000+		94
Educational attainment		
Less than High School		39%
High School		63
Some College		87
College +		94
Community type		
Urban		74%
Suburban		77
Rural		70

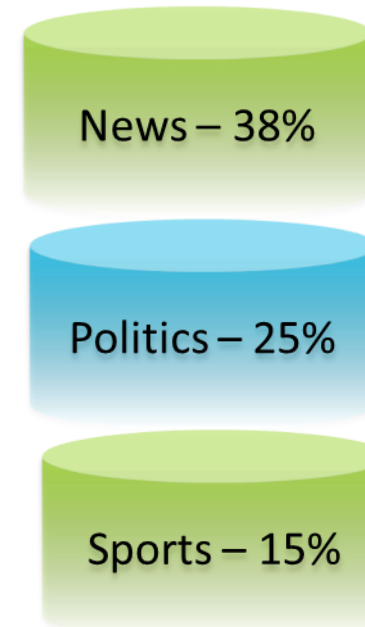




# Top Daily Activity

Coming in the TOP 3 – **Getting the News** makes the list of Daily Activities.

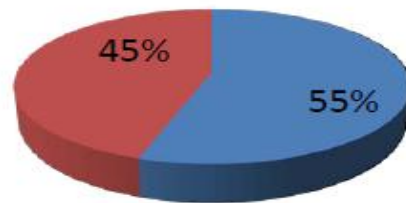
1. Send or read email – 58%
2. Use a search engine to find information – 50%
- ➔ 3. Get news – 38%
- ➔ 4. Go online just for fun to pass the time – 38%
- ➔ 5. Check the weather - 33%
- ➔ 6. Look for info on a hobby or interest – 29%
7. Use an online social networking site – 27%
- ➔ 8. News on politics or upcoming campaigns – 25%
9. Do any banking online – 24%
10. Do any type of research for their job – 23%



Daily visits: 41,680

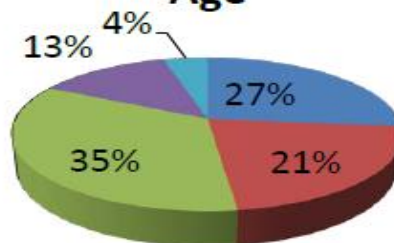
Daily pageviews: 144,997

### Gender



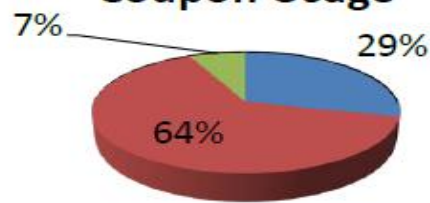
Male Female

### Age



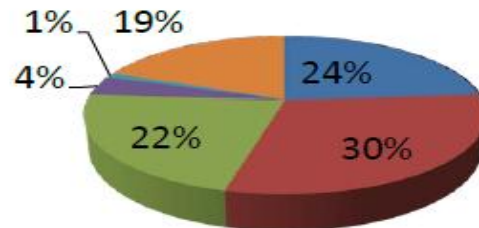
18-29 30-39 40-49 50-64 65+

### Coupon Usage



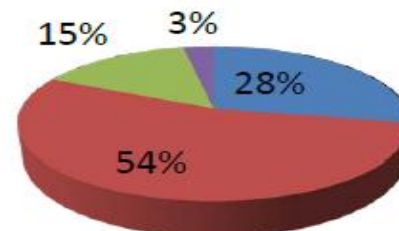
Always Sometimes Never

### Visits



Grand Forks ND (-GF) MN  
SD Canada other

### Income



Less than \$35K \$35K to \$75K  
\$75K+ Refused

### Newspaper Reader

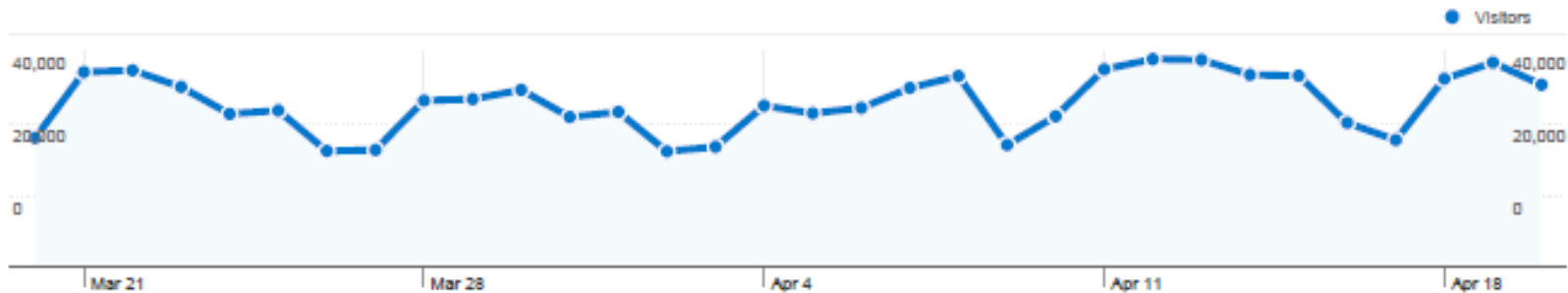


past 24 hours past week  
past month not at all

## Visitors Overview

Mar 20, 2011 - Apr 20, 2011

Comparing to: Site



401,423 people visited this site

1,580,481 Visits

401,423 Absolute Unique Visitors

6,596,119 Pageviews

4.17 Average Pageviews

00:04:21 Time on Site

7.62% Bounce Rate

19.36% New Visits

**Unique Visitors**  
401,423 /Month

**1.6 Million Visits.**  
# of times Someone interacts with  
website.

6.7 million  
page impressions

# Website Traffic Equation

Unique Visitors	Total Visits	Page Views Per Visit	Page Views Per Month
<hr/>	<hr/>	<hr/>	<hr/>
Reach	Frequency	Depth	Total Impact



# #2 Product

Understand your product.

Appropriate Impressions.

Ad Executive.

Audience + Frequency + Message

The Role of Today's Ad Executive.





Published April 27, 2011, 06:22 AM



Print



E-mail



Tweet



Share



Print

## N.D. lawmaker: School spending not getting student performance results

BISMARCK — A Bismarck lawmaker says while lawmakers are pumping large spending increases into North Dakota's local schools, student performance isn't getting any better.

By: Associated Press,

BISMARCK — A Bismarck lawmaker says while lawmakers are pumping large spending increases into North Dakota's local schools, student performance isn't getting any better.

On Tuesday night the North Dakota Legislature gave final approval to a bill that included a number of education initiatives. It was drafted by a state school improvement commission.

Republican Dave Weiler argued against the bill. He says rising state spending on schools hasn't improved student test scores.

Weiler says local education budgets have been rising even as the number of students in the system has fallen dramatically.

Supporters of the education bill say part of the spending increase has gone to subsidize local property tax cuts.

Tags: nd politics, nd legislature, updates, legislature, education, k-12, news

Video

Send

Print

**Breezy Point Resort**

Midweek Family Holiday Starting At Only \$595!

[view all offers](#) | [sign up for email offers](#) | [add your business](#)



Talk about it on  
**areavoices**

More...

N.D. LEGISLATURE: Legislators reach deal on abstinence bill

EDUCATION: N.D. ranks low for access to preschool

MINN. LEGISLATIVE NOTEBOOK: Jeb Bush visits

### Do you know your Credit Score?

Excellent	750 - 840
Good	660 - 749
Fair	620 - 659
Poor	340 - 619
I Don't Know	????

Find out INSTANTLY!

FreeScore.com

jobsHQ

Hot Jobs

ARCHITECT RORS Development is seeking an Architect to join >

ROOFERS & LABORERS LOOKING FOR A STABLE WORK ENVIRO >

Sales Professional EIDE HYUNDAI is looking >

Marketing Positions Exciting, fast-growing >

MENTAL HEALTH PRACTITIONER Children's Mental Health Services/REAC >

[view all HotJobs >](#)

Find your next job with **JOBFLICKS**

jobsHQ

Featured Employer



**Robcat**

Example: Text-Based Ad targeted to content.

# Marketplace Offers on Section Home Pages

**In-Story**  
next to relevant content



## g picks up where Sustenance left off

She walked into the Red Mug Coffee house, Suzanne Johnson fell in love with it.

By Susan Tele gram

When she walked into the Red Mug Coffee house, Suzanne Johnson fell in love with it. "It's got energy and the space," she said, and customers who stop by. So she made it her own. This month, Johnson became the new partner in not only the coffeehouse but also the Red Mug Bake Shop, which opens in early November.

Johnson said of the move, "It's scary, but I decided about it."

She'll open one floor above the coffee house and Commerce Building, in the new Sustenance Artisan Breads. It will carry many of the same items by baker and Sustenance owner Dale Karsky.

Johnson said she'll have her focaccia and the bread she's given and Dale's going to do the breads still. Johnson said, including the bread.

Johnson said she'll have her focaccia and the bread she's given and Dale's going to do the breads still. Johnson said, including the bread.

Send Print

**St Ann's Residence**

Come Home to St. Ann's

Red Mug

Suzanne Johnson picks up where Sustenance left off

**GO AHEAD**

A Few Days  
Temp 33-40  
Wind NW 10-15  
Forecast

879-9240

**NATURAL DELIGHTS**

**PERFECT**

**Mobile site**



# Sell the Audience through TARGETING

## *I Can Target By:*

- Geo/Location –
  - ✓ City, State, Zip
- Channel –
  - ✓ Homepage, News, Obits, Life
- Time –
  - ✓ Day Parting – Hours of the day (8 – Noon)
- Day of the Week –
  - ✓ Monday, Tuesday, Weekend
- Browser –
  - ✓ Internet Explorer, Firefox, Safari
- Line Speed
  - ✓ Slow – Dial-up, Mobile or Wireless
  - ✓ Medium – DSL, Cable, Broadband
  - ✓ High – T3, Fiber optics



# Make *Solid* Recommendations

Know Audience

Understand Client Goals

Create campaigns with sufficient SOV

Understand deliverables

The Role of Today's Ad Executive.





# #3 Online Value Proposition

Existing print campaign may not translate online.  
The offer should be directed to the

**Target Customers**  
& **BENEFITS** to those customers





# Value for the Client

Adding your online audience gives our clients the ability to reach out to additional customers

1. Did the **CAMPAIGN** drive incremental visits to my store, to my website or build brand?
2. What was the Impact?
3. Do we need to modify?



# #4 Pricing

Targeting yields higher CPMs  
Understand how to Price.

The Role of Today's Ad Executive.



# LEVERAGING LIMITED INVENTORY

The Role of Today's Ad Executive.





Be sure to get a  
piece of the pie for  
your client!



# Scarcity is the pillar of premium advertising.

## Strategic pricing premise –

- As inventory decreases, price increases.
- Real ad inventory , on any medium, is not infinite.
- The more defined the audience the higher the CPM.

## The Role of Today's Ad Executive.



# #5 The Proposal

Should include:

- Total Audience
- Plan of Frequency
- Clear Message
- Align with Campaign Goal
- Measured and monitored



It's not  
gifts I  
want, but  
someone  
who listens.





**Q:** How can newspapers improve the relationships with their advertiser, leading to increased ad revenue?



**Lowell Johnson, 50, general manager and advertising director, *Herald Times Reporter* (Manitowoc, Wis.)**

Johnson is also advertising director at the *Sheboygan* (Wis.) Press. He has held management positions for 24 of his 27 years in the industry.

Newspapers need to be problem solvers for advertisers, finding ways to increase store traffic or assisting with marketing ideas. The relationship starts with a genuine interest in the customer's business. Plan ahead and be prepared when meeting with the customer. Ask enough questions to get to know the business so that you can

make the proper recommendations so both you and your customer succeed.

**BECOME A GOOD LISTENER.** Advertisers want to see ideas, ideas that will work for them. Research more than just the businesses' website to come up with the right plan for your customer. Don't forget to follow up with the customer after the ads have run to see if they worked for the customer, and rework programs that have under delivered. Be a secret shopper and relay feedback. Send notes of appreciation. Great customer service is often overlooked, do the little things, and revenue growth will follow. Be an ambassador for the industry. Informing advertisers about the progress being made underscores the value and commitment our industry has for the future.

# Newspaper Marketing TIPS

## DO

- Learn to be client-centric in your thinking. Think of the print and digital products you offer as **SOLUTIONS** you can bring to bear on your client's marketing challenges. To do so you must first understand your client's business and goals. Asking your clients to invest in solutions you have strategically developed to address their needs is much more empowering than asking them to buy advertising.  
– Bob Provost, *Star-Ledger* director of marketing

## DON'T

- Default to buying into vender “turn-key” solutions for the program du jour. In a fast-changing world the decision to “build vs. buy” should be a just that – a decision – hopefully one that does not leave money on the table or share revenue when it is not required.  
– Scott Stines *mass2one* president



## Two of the Most Important Questions to Ask

---

**WHO do you want to reach?**

**WHAT do you want  
to accomplish?**

**Results, How are they measured?**



The most **complex** part of the sale  
should be **understanding** your  
customers' business **goals** –

**NOT YOUR RATE CARD**



DAD, IF  $3xy$  EQUALS  $2(xy-2)$ ,  
WHAT DOES  $3x(4y)$  EQUAL?

THAT'S EASY.  
 $3x(4y)$  EQUALS  
THE REASON I'M  
IN SALES.

© 2011 Carl and Co. Distributed by Universal Uclick

WIT/EALDRICH

5-18



**Sales documents should support  
campaign recommendations or  
introduce clients to potential  
audience segments.**



# Evidence Defeats Doubt

**D**      Demonstrations

**E**      Examples

**F**      Facts

**E**      Exhibits

**A**      Analogies

**T**      Testimonials

**S**      Statistics





# Without fail...

**Data driven decisions are:**

- **the most certain**
- **last longer**
- **make the customer/prospect better advocates**
- **improve the paper/advertiser relationship.**
- **Are easier to close!**



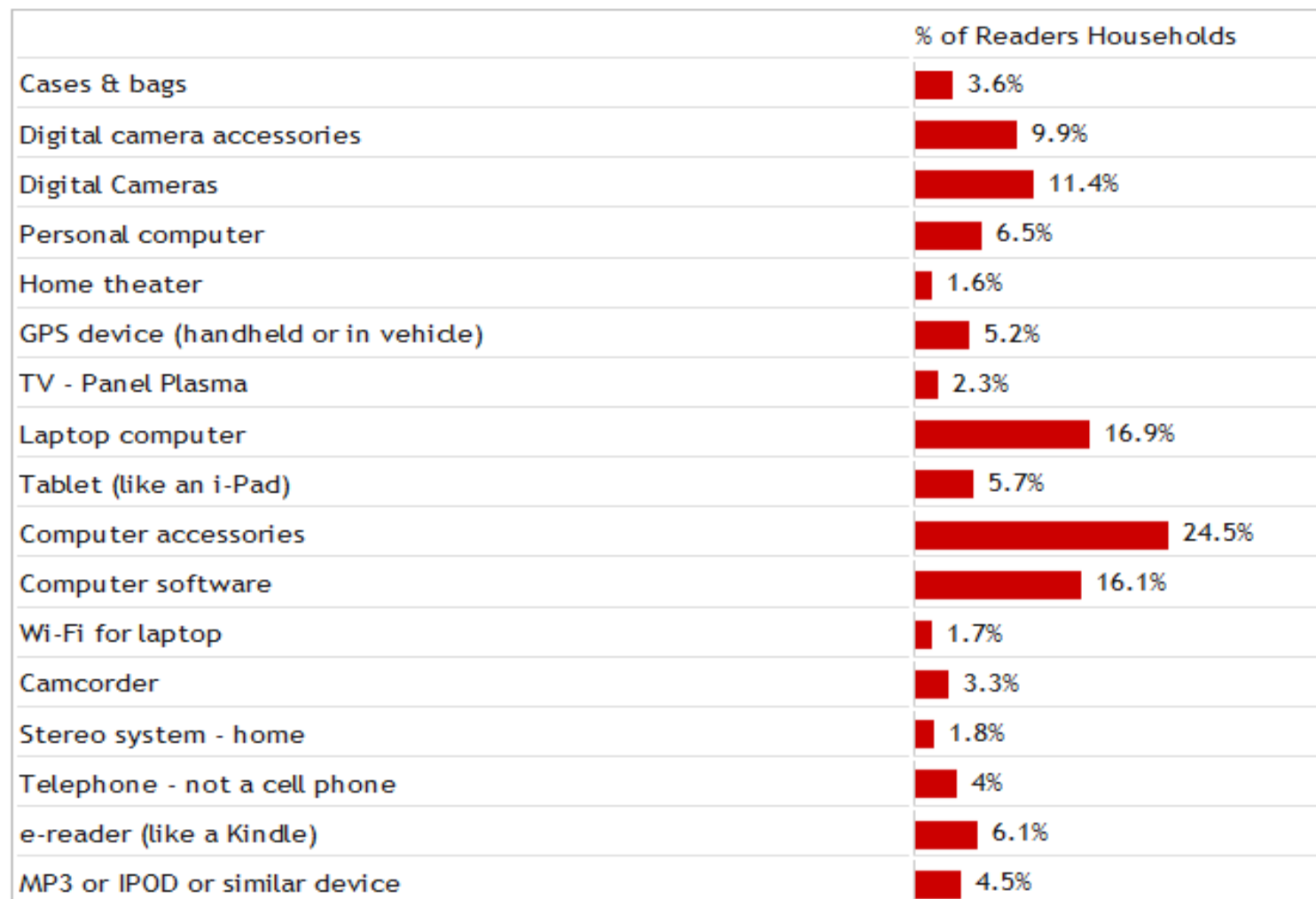
**RESEARCH sells**

## Shopping Plans

<b>Print and Web</b>	<b>34,229</b>
<b>Electronics Repair</b> Customers Next 12 Months	5.5%
Available Electronics Repair Customers	1,883
Average Annual Spending	\$300
Total Sales Opportunity	<b>\$564,779</b>
<b>Appliances - large</b> Customers Next 12 Months	13.6%
Available Appliances - large Customers	4,655
Average Annual Appliances - large Spending	\$450
Total Sales Opportunity	<b>\$2,094,815</b>
<b>Music &amp; DVD Store</b> Customers Next 12 Months	13.2%
Available Music & DVD Store Customers	4,518
Average Annual Music & DVD Store Spending	\$175
Total Sales Opportunity	<b>\$790,690</b>
<b>Mobile Phone Store</b> Customers Next 12 Months	19.2%
Available Mobile Phone Store Customers	6,572
Average Annual Mobile Phone Store Spending	\$150
Total Sales Opportunity	<b>\$985,795</b>



## Readers Purchasing Plans



## Readers Purchasing Plans

Product/Service	# of Households	Average annual spending	Item Opportunity
Cases & bags	1,232	\$80	\$98,560
Digital camera accessories	3,388	\$300	\$1,016,400
Digital Cameras	3,902	\$700	\$2,731,400
Personal computer	2,224	\$510	\$1,134,240
Home theater	547	\$14,969	\$8,188,043
GPS device (handheld or in vehicle)	1,779	\$250	\$444,750
TV - Panel Plasma	787	\$2,000	\$1,574,000
Laptop computer	5,784	\$1,250	\$7,230,000
Tablet (like an i-Pad)	1,951	\$499	\$973,549
Computer accessories	8,386	\$51	\$427,686
Computer software	5,510	\$750	\$4,132,500
Wi-Fi for laptop	581	\$80	\$46,480
Camcorder	1,129	\$250	\$282,250
Stereo system - home	616	\$200	\$123,200
Telephone - not a cell phone	1,369	\$69	\$94,461
e-reader (like a Kindle)	2,087	\$350	\$730,450
MP3 or IPOD or similar device	1,540	\$175	\$269,500
Portable DVD player	753	\$225	\$169,425



# Out of Area Shopping

## Purchases by Readers Households Outside of Grand Forks









Product/Service	Percentage	Potential Loss	Out of Area Spending
<b>Cases &amp; bags:</b>	1.13%	388 Households	\$31,040
<b>Digital camera accessories:</b>	3.12%	1,067 Households	\$320,100
<b>Digital Cameras:</b>	3.59%	1,229 Households	\$860,300
<b>Personal computer:</b>	2.05%	700 Households	\$357,000
<b>Home theater:</b>	0.50%	172 Households	\$2,574,668
<b>GPS device (handheld or in vehicle):</b>	1.64%	560 Households	\$140,000
<b>TV - Panel Plasma:</b>	0.72%	247 Households	\$494,000
<b>Laptop computer:</b>	5.32%	1,822 Households	\$2,277,500
<b>Tablet (like an i-Pad):</b>	1.80%	614 Households	\$306,386
<b>Computer accessories:</b>	7.72%	2,641 Households	\$134,691
<b>Computer software:</b>	5.07%	1,735 Households	\$1,301,250
<b>Wi-Fi for laptop:</b>	0.54%	183 Households	\$14,640
<b>Camcorder:</b>	1.04%	355 Households	\$88,750
<b>Stereo system - home:</b>	0.57%	194 Households	\$38,800
<b>Telephone - not a cell phone:</b>	1.26%	431 Households	\$29,739
<b>e-reader (like a Kindle):</b>	1.92%	657 Households	\$229,950
<b>MP3 or IPOD or similar device:</b>	1.42%	485 Households	\$84,875
<b>Portable DVD player:</b>	0.69%	237 Households	\$53,325





# Business Summary

## Stores Readers Households Have Shopped

### Home Entertainment/Computer Equipment Stores

Best Buy	 50.7%
Wal-Mart	 37.6%
Target	 26.8%
Sam's Club	 22.2%
Internet retail	 14%
Sears	 12.8%
Dakota TV	 4.3%
Internet auction	 3.7%







### Appliance Stores

Sears	 28.8%
Best Buy	 26.2%
Sam's Club	 14.5%



# Advertising Results

Bought Because of an Advertisement in Grand Forks Herald in the Past 30 Days

	% of Readers Households	# of Readers Households
Electronic/Computer	 14.9%	5,100
Photography	 10.6%	3,628
Entertainment Products	 11.9%	4,073
Business Products	 5.7%	1,951
Mobile Phone Types	 14.9%	5,100
Appliances	 14.9%	5,100





Do you know your  
competition?



# Media Analysis

## Grand Forks Herald Reaches Readers Households Missed by Other Media

Base: Grand Forks Herald reaches 34,229 Readers Households

Overlap: use both media  
Grand Forks Herald Households not using other media (Unduplicated Reach)

Households Gained by Advertising with Grand Forks Herald

### CABLE TV (NOT VIEWED PAST WEEK)

BET



ESPN Classic



Cinemax



Showtime



STARZ



Travel Channel



Sci-Fi Channel



VH1



Women's Entertainment (WE)



SPIKE TV	<div><div>12%</div><div>88%</div></div>	30,122
Mid Continent Communications		
	<div><div>12.9%</div><div>87.1%</div></div>	29,813
FOX Family Channel		
	<div><div>12.9%</div><div>87.1%</div></div>	29,813
CNBC		
	<div><div>13.1%</div><div>86.9%</div></div>	29,745
MTV		
	<div><div>14%</div><div>86%</div></div>	29,437
Nickelodeon		
	<div><div>16.6%</div><div>83.4%</div></div>	28,547
Cartoon Network		
	<div><div>16.6%</div><div>83.4%</div></div>	28,547
CMT		
	<div><div>16.9%</div><div>83.1%</div></div>	28,444
ESPN2		
	<div><div>18.3%</div><div>81.7%</div></div>	27,965
MSNBC		
	<div><div>18.3%</div><div>81.7%</div></div>	27,965
E!		
	<div><div>19.1%</div><div>80.9%</div></div>	27,691
Animal Planet		
	<div><div>20.3%</div><div>79.7%</div></div>	27,281
HBO		
	<div><div>20.6%</div><div>79.4%</div></div>	27,178



Headline News		
20.9%	79.1%	27,075
FX		
23.7%	76.3%	26,117
FOX News (FNC)		
23.7%	76.3%	26,117
Comedy Central		
24.3%	75.7%	25,911
FOX Sports		
24.6%	75.4%	25,809
Family Channel		
26.3%	73.7%	25,227
USA Network		
27.4%	72.6%	24,850
Local FOX station		
30%	70%	23,960
ESPN		
30.3%	69.7%	23,858
Discovery Channel		
36%	64%	21,907
TNT		
36.6%	63.4%	21,701
A&E		
38%	62%	21,222
History Channel		
40%	60%	20,537



Food Network		
40.3%	59.7%	20,435
CNN		
40.3%	59.7%	20,435
HGTV		
40.3%	59.7%	20,435
TBS		
40.9%	59.1%	20,229
Lifetime		
41.1%	58.9%	20,161
Weather Channel		
43.1%	56.9%	19,476
FOX		
45.1%	54.9%	18,792
TLC		
45.4%	54.6%	18,689
ABC/CBS/NBC/CW		
82.3%	17.7%	6,059



# RADIO STATIONS (HAVE NOT LISTENED IN PAST WEEK)

Rooster - 1590AM		
0.9%	99.1%	33,921
KKXL - 1140AM		
1.7%	98.3%	33,647
KCNN - 1590AM		
2.6%	97.4%	33,339
KQHT - 96.1FM Crookston		
10.3%	89.7%	30,703
Satellite Radio		
10.5%	89.5%	30,635
KNOX - 1310AM		
13.1%	86.9%	29,745
KJ108 - 107.5FM		
17.9%	82.1%	28,102
KZLT - 104.3FM		
17.9%	82.1%	28,102
KKXL - 92.9FM		
18.2%	81.8%	27,999
Z94 - 94.7FM		
20.5%	79.5%	27,212
KSNR - 100.3FM Cat Country		
21.7%	78.3%	26,801
KYCK - 97FM		
23.6%	76.4%	26,151
XL93 - 93.7FM		
26.2%	73.8%	25,261



We have more  
traffic.





Look at the entire  
audience.





quantcast  
*Quantifier*  
**www.quantcast.com**

Quantcast is a Third-Party measurement company that allows you to understand your audience by tracking media consumption through cookie corrected audience data that is modeled into people-based estimates.





Grand Forks Herald +

39 Websites in the Group (ND, MN, SD, WI)

**We reach 1.7 MILLION People per Month (USA).**

**Listed in the Top 950 US Sites**



# What does it all mean?

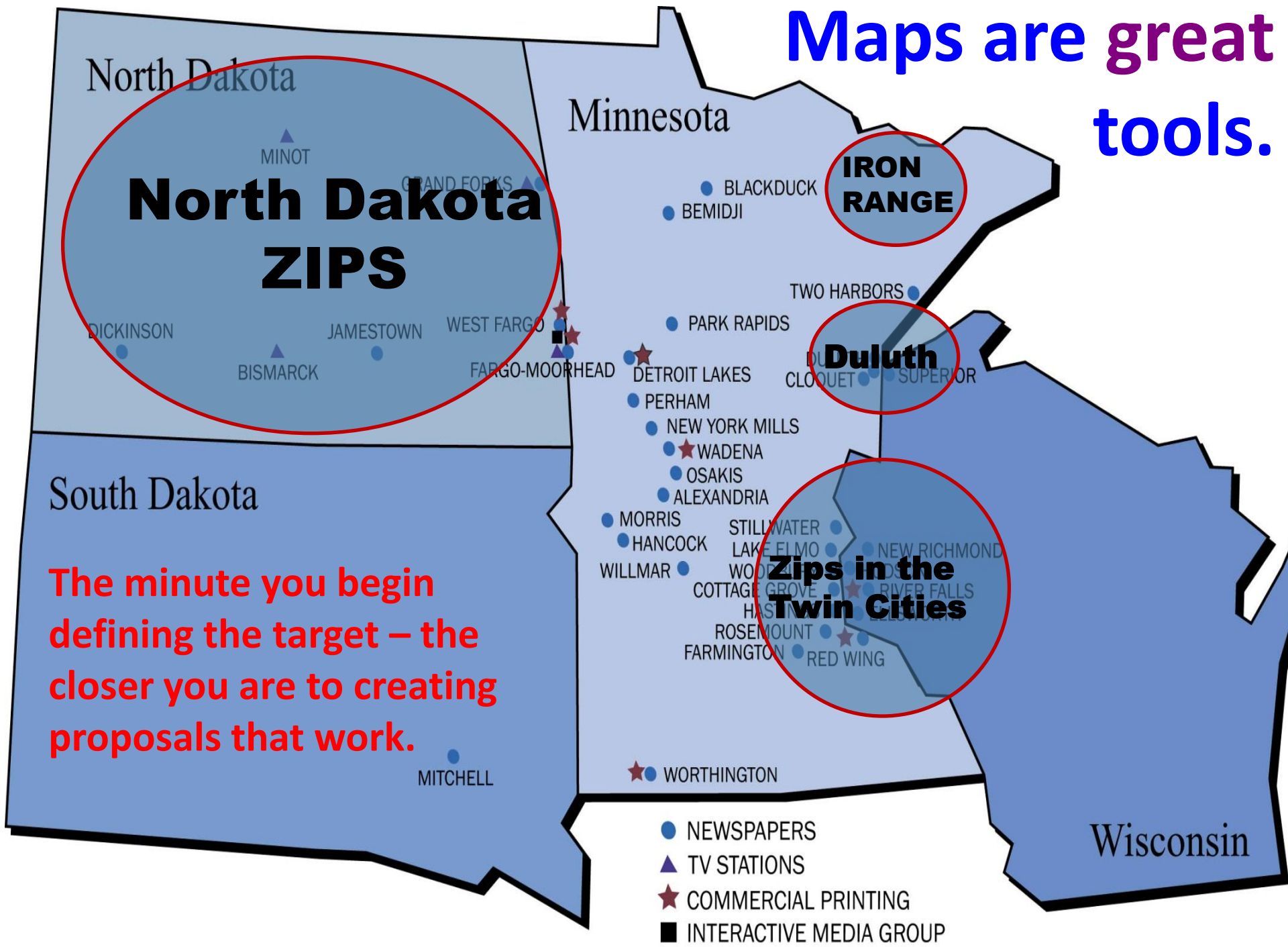
I have access to a **very**  
**LARGE AUDIENCE.**



Sell  
Audience!



**Maps are great tools.**



Sell the  
ENTIRE  
Audience.





# SIMPLIFY

Understand how to explain it –

- Explain your traffic in simple terms.
- Make it compelling.
- Don't confuse buyers with numbers.
- Get Creative.

The Role of Today's Ad Executive.



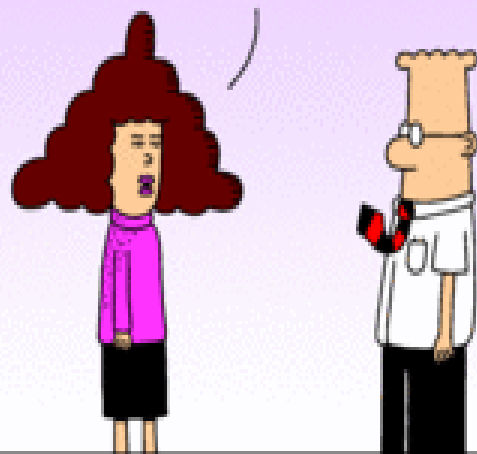
# How affluent audiences expand when adding the newspapers digital audiences



**Remember – it's not just about age.  
The value is our combined Affluent, Educated,  
Professional audience that is Growing.**



YOUR TOPIC OF  
CONVERSATION HAS  
FAILED TO HOLD MY  
ATTENTION.



Dilbert.com DilbertCartoonist@gmail.com

I CAN NO LONGER  
RESIST THE URGE  
TO CHECK MY EMAIL  
WHILE YOU TALK.



9-21-11 ©2011 Scott Adams, Inc./Dist. by Universal Uclick

YOU'D  
BETTER  
NOT BE  
EMAILING  
ME NOW.



THIS  
ISN'T  
OVER.



# Social Media Analysis

## Reach Grand Forks Herald Readers Households missed by Social Media

### Facebook

64% Have not visited a business Facebook page in the last 30 days

89% Have not responded to a business Facebook offer in the last 30 days

### Google AdWords

68% Have not clicked on sponsored Google search results in the last 30 days

33% Have not used Google search in the last 30 days

### Google Places

72% Have not used Google places in the last 30 days

### GROUPON

79% Have not used a Groupon coupon in the last 30 days

### Craigslist

84% Have not responded to Craigslist ad in the past 30 days

87% Have not placed an ad on Craigslist in the past 30 days



*“By 2013, mobile phones will takeover PCs as the most common Web access device worldwide.”*

*Gartner Inc. Key Predictions for  
IT Organizations and Users in 2010 and Beyond*



# Mobile APP

offers **HQ** App  
for Smartphones







[← Making An Impact With QR Codes](#)

[“Deals” Programs Continue To Grow →](#)

## College Students are Mobile-Centric

Posted on [September 22, 2011](#) | [Leave a comment](#)

It's no surprise that college students are gadget crazy, but there are also mobile dependent. A recent survey shows us that 47% own a smart phone and 7% own a tablet. But their attitudes towards tablets point to a growing ownership trend:

- Nearly 70% of college students think that tablets will transform the way students learn in the future
- 63% believe that tablets will enhance their learning experience
- Almost half think tablets will replace textbooks in the next 5 years

### What Does This Means To You?

Besides being a huge consumer base right now, college students are the technology trend setters of tomorrow. Nearly 40% of college students admitted not being able to go 10 minutes without checking a digital device. Odds are they will not become less digitally dependent. You need to be invested in mobile opportunities to capitalize on this consumer base. If you aren't, it's a good bet their competition will. For more information on mobile opportunities, please contact your Orlando Sentinel Media Group representative or:

Lisa Mercer

Orlando Sentinel Media Group

407.650.6572

[llmercer@orlandosentinel.com](mailto:llmercer@orlandosentinel.com)

### RECENT POSTS

- [“Deals” Programs Continue To Grow](#)
- [College Students are Mobile-Centric](#)
- [Making An Impact With QR Codes](#)
- [Mobile Web Use Soars](#)
- [The Online Video Audience](#)

### LINKS

- [Orlando Sentinel](#)
- [Orlando Sentinel Media Group Sizzle Reel](#)
- [Orlando Sentinel Events](#)

### MONTHLY ARCHIVE

- [September 2011](#) (16)
- [August 2011](#) (22)
- [July 2011](#) (19)
- [June 2011](#) (10)

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*“Change is inevitable,  
except from vending machines.”*

*Larry the Cable Guy*



*It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”*

*Charles Darwin*



# Questions to ask YOURSELF before implementing a training plan:

**Do you know your sales team?**

**What motivates them?**

**How do they learn and think?**



# Questions to ask YOURSELF before implementing a training plan:

Do I manage the activity or the numbers?

Does this digital project make sense?



# CONDUCTING THE CLIENT ADVERTISING NEEDS ANALYSIS

Digital training that focuses on...

- ✓ Why “Telling Is Not Selling” –

The purpose in asking good questions. LISTEN!!!

- ✓ How to select, and introduce, online products (solutions) for discussion.
- ✓ How to probe and develop the customer’s marketing challenges.
- ✓ How to gain agreement that the customer is open to considering solutions.



# CONDUCTING THE CLIENT ADVERTISING NEEDS ANALYSIS

Digital training that focuses on...

- ✓ How to use conceptual solutions (online specs) to create desire before presenting pricing.
- ✓ How to identify – and gain access to – the decision process.
- ✓ How to close for the next step – and get it.



# Questions to ask YOURSELF as a digital manager:

Are the digital plans and monthly expectations achievable?

Is there buy in from the top down?





*“Doing a project without an online component is like driving around without a seatbelt -- something’s missing.”*

*Paula Walden*

*Grand Forks Herald Classified Manager*



# Questions to ask YOURSELF as a manager:

How am I presenting online  
to my **SALES TEAM**?

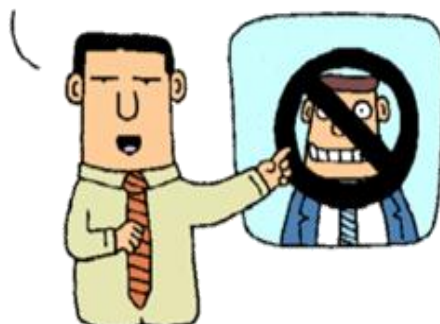
How are they presenting it  
to their **CLIENTS**?



*DON'T sell online like you're  
selling watches on a busy street corner!*

## SALES TRAINING

DON'T ACT LIKE  
YOU'RE SELLING  
SOMETHING.



www.dilbert.com  
scottadams@aol.com

A GOOD SALE IS LIKE  
A GOOD WEDGIE: YOUR  
VICTIM SHOULDN'T  
SEE IT COMING.



11/19/02 © 2002 United Feature Syndicate, Inc.

FOR THIS NEXT  
DEMONSTRATION  
I NEED A VOLUNTEER  
WHO CAN'T SEE WHAT'S  
COMING.



*“A question asked  
in the right way often points  
to its own answer.”*

*Edward Hodnett*



# Questions to ask YOURSELF as a manager:

How am I presenting online to  
sales team?

my

Sell online like it's a tool that will get the job done -  
IT WILL GET THEM **RESULTS**



*“If the only tool you have  
is a hammer, you tend to see every  
problem as a nail.”*

*Abraham Maslow*



# General Recommendations:

- Approach training with enthusiasm.
- Make digital training a priority.
- Set a consistent training schedule.
- Involve your leadership team in the planning, management and training process.
- Create a training syllabus.





# Online Training

Grand Forks  
**Herald**  
GrandForksHerald.com

375 2nd Ave. N. • P.O. Box 6008 • Grand Forks, ND • 58206-6008

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Advertising Director  
701.780.1162  
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zahrens@gfherald.com

## February Digital Training Opportunities

**Mondays at 8:15 a.m.**  
**West Wing Conference Room**  
Attendance is Mandatory

**February 7, 2011**  
Using AdSeller to Show FCC Network's Regional Reach  
Three Tidbits of Good Advice from Mike Blinder  
Share Our Successes – Around the Room

**February 14, 2011**  
Inbox Marketing – New Possibilities in Feb. & Mar.  
Share Our Successes – Around the Room

**February 21, 2011**  
Traffic Update – Joe Greenwood  
Sponsorship Advertising (Mar-Apr-May) – Marsha Gunderson  
"Make Your Case" – Top 5 Reasons to Buy on Online Sponsorship  
Share our Successes – Around the Room

**February 28, 2011**  
Role Play – Online Needs Assessment  
Share our Successes – Around the Room

## Digital Enrichment Opportunities

**Facebook Opportunities for Newspapers**  
**Tuesday, February 1, 2011**  
1:00 PM  
Facebook is actively extending their platform to allow publishers to better integrate social experiences into their Web products. Nick Gradin, former service president of Tribune's program, which has resulted in six-figure revenue gains for the newspaper and a slew of new advertisers. And David Mole talks about the Virginian-Pilot's efforts to grow their database of deals customers to more than 60K and to tell them unique deals like skydiving jumps. You'll come away with practical insights about launching o improving your deals ongoing programs.  
**Presenter:** Nick Gradin, Strategic Partner Development, Facebook

**Dominating Deal Deals: Two Newspapers' Successes**  
**Tuesday, February 2, 2011**  
1:00 PM  
Two of the first newspapers to launch profitable daily deals initiative online share their experience. Matt Chaney provides a case study about the San Diego Union-Tribune's program, which has resulted in six-figure revenue gains for the newspaper and a slew of new advertisers. And David Mole talks about the Virginian-Pilot's efforts to grow their database of deals customers to more than 60K and to tell them unique deals like skydiving jumps. You'll come away with practical insights about launching o improving your deals ongoing programs.  
**Presenter:** David Mole, GM, Pilot Interactive, and Matt Chaney, Business Development Manager, SignonSanDiego.com

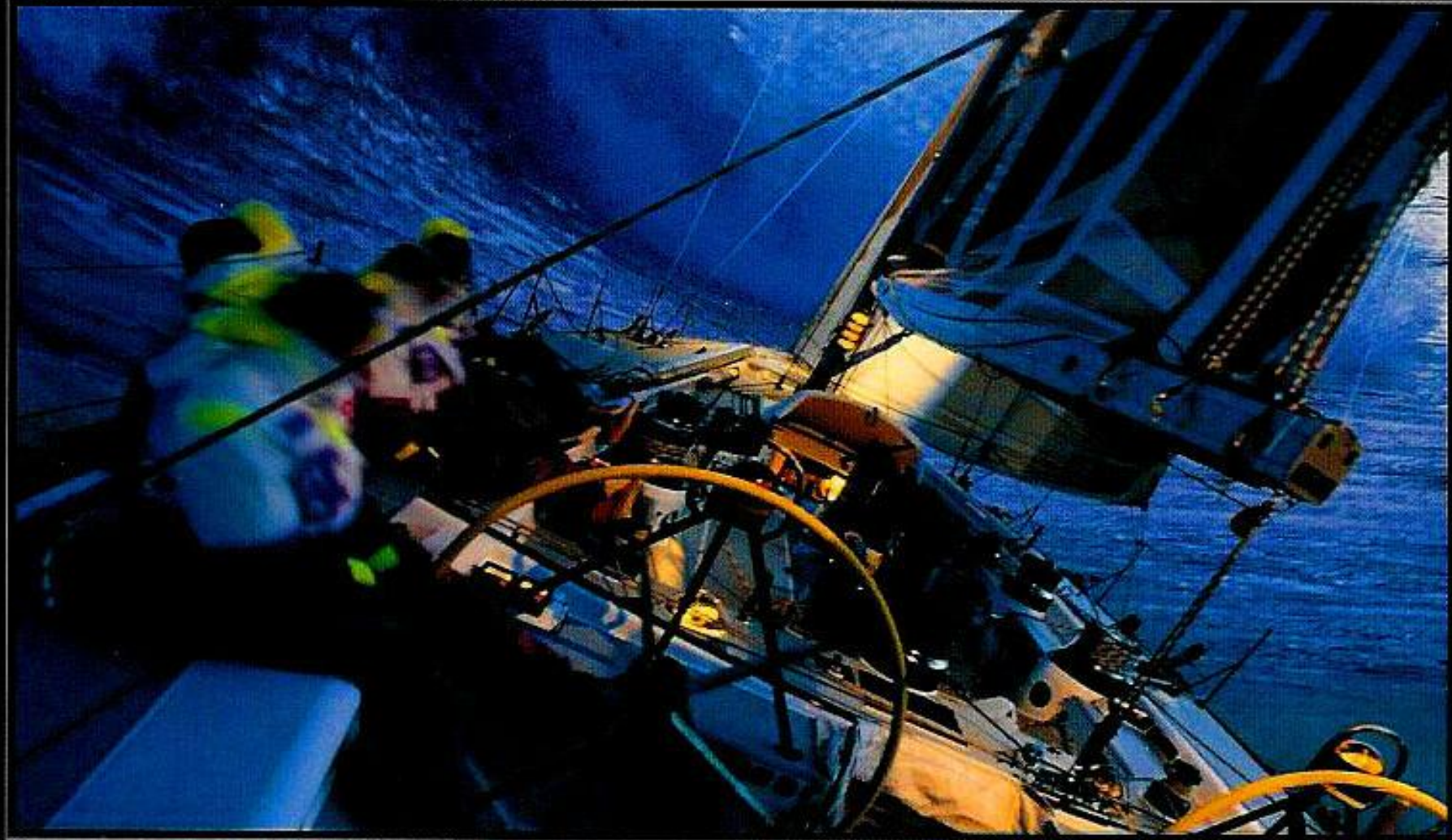
**The Used Car Buying Process Funnel in 2010**  
**Tuesday, February 22, 2011**  
10:00 AM  
There is not a buying process funnel for automotive shoppers. Actually, there are two. Back after a most popular webinar in November, Art Spinella of CNW Research (the foremost authority on automotive buying) will be conducting a webinar focused on the used car market. Not every auto shopper enters the buying process funnel knowing whether they are a new car shopper. Some enter the funnel not knowing if they want a new or used car and some know they want a used vehicle. The funnel for used cars is different than the new car market and how information sources are used in the used car market may also differ. To better understand the challenges the your auto dealers have selling used vehicles.  
**Presenter:** Art Spinella, CNW Research

# Syllabi

- ❖ Role Playing
- ❖ Overcoming Online Objections
- ❖ Targeting and Analytics – How to use the numbers/analytics
- ❖ Back to the Basics – eliminating confusion and reducing steps.
- ❖ Product Discussion – Identify the 5 most compelling reasons for a business to buy that product. (Break the reps into teams, fill a white board with the reasons they think are important and refine the list to the top 5 most compelling reasons.)







# MAKE IT HAPPEN

"GREATNESS IS NOT IN WHERE WE STAND, BUT IN WHAT DIRECTION WE ARE MOVING.  
WE MUST SAIL SOMETIMES WITH THE WIND AND SOMETIMES AGAINST IT -  
BUT SAIL WE MUST, AND NOT DRIFT, NOR LIE AT ANCHOR."

OLIVER WENDELL HOLMES



# **Zach Ahrens**

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