

# Channel Sales Strategy

Like minded companies working  
together to empower local



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An Opportunity in Local

A horizontal bar composed of 30 small squares in various colors including blue, red, yellow, green, orange, black, and gold.

# MEDIA COMPANIES AND SMB'S



# Google

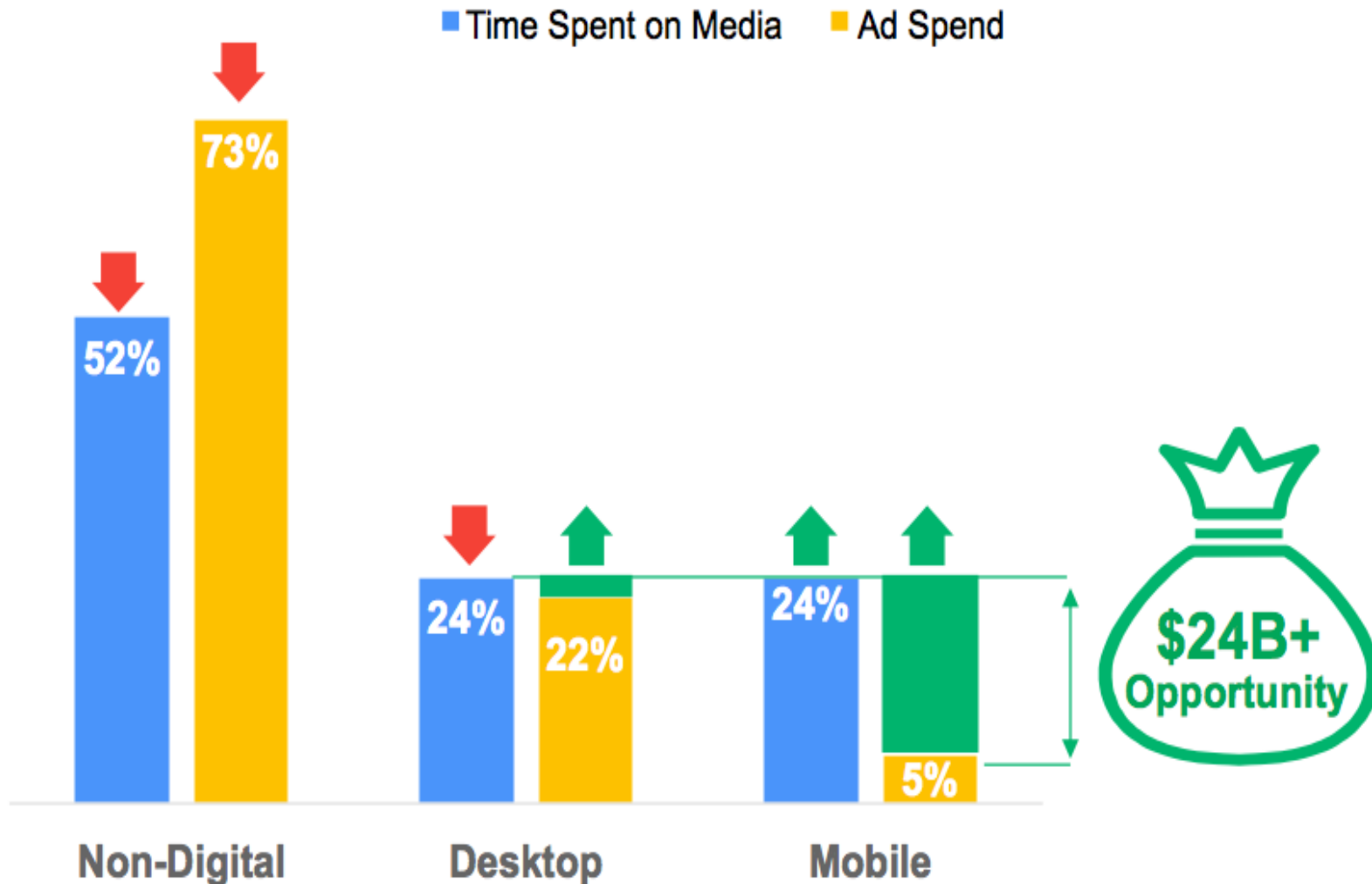
## Channel Sales Partnerships

Sheldon Bernstein

Sales Enablement, Acceleration, Leadership

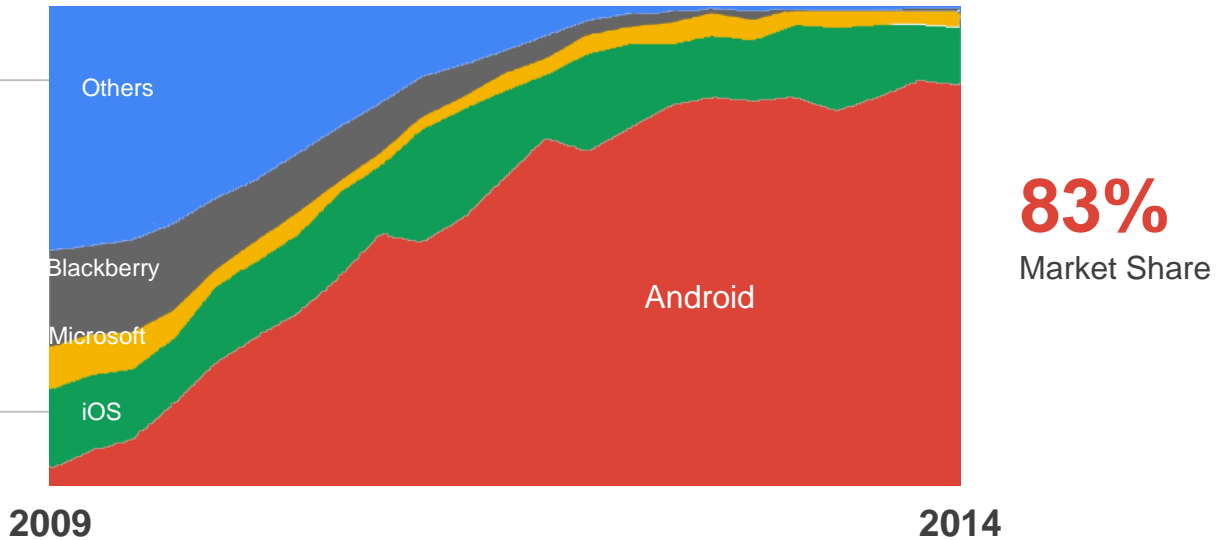
# SMBs' digital ad spend significantly under-represented

% of Time Spend in Media VS % of SMB Ad Spend, USA, 2014

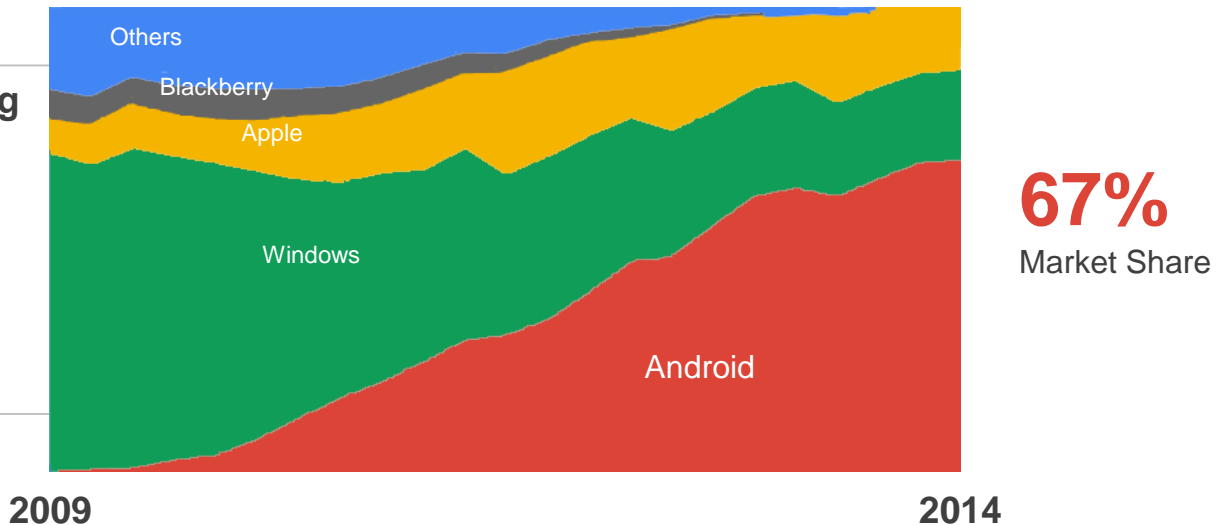


# Android is the top platform across ALL connected devices

Not only the  
leading  
**MOBILE**  
Platform...

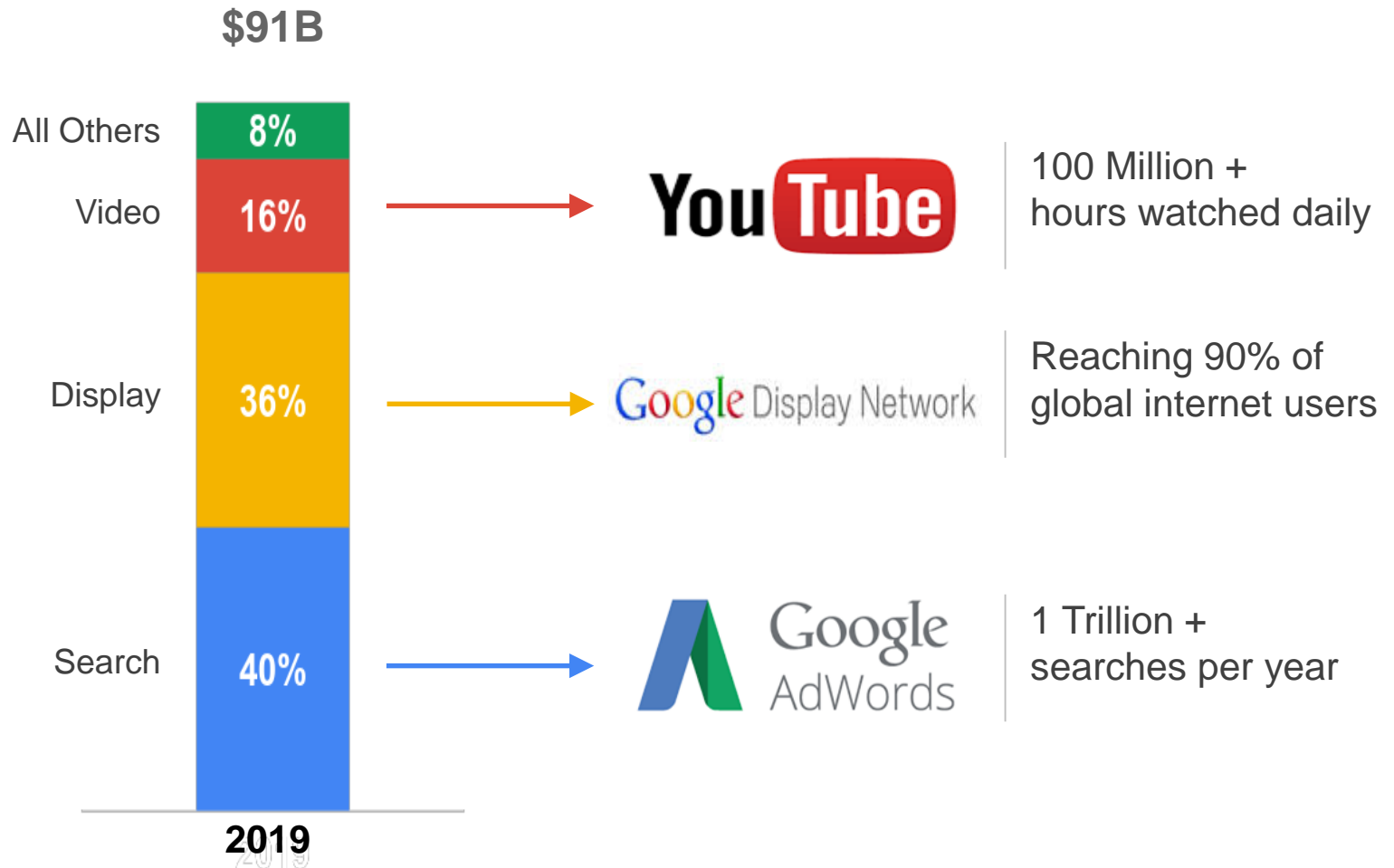


...but the leading  
**OVERALL**  
Platform!



# The right products to capture the opportunity

## Digital Ad Spend Split (USA)



# Hit 2016 Running





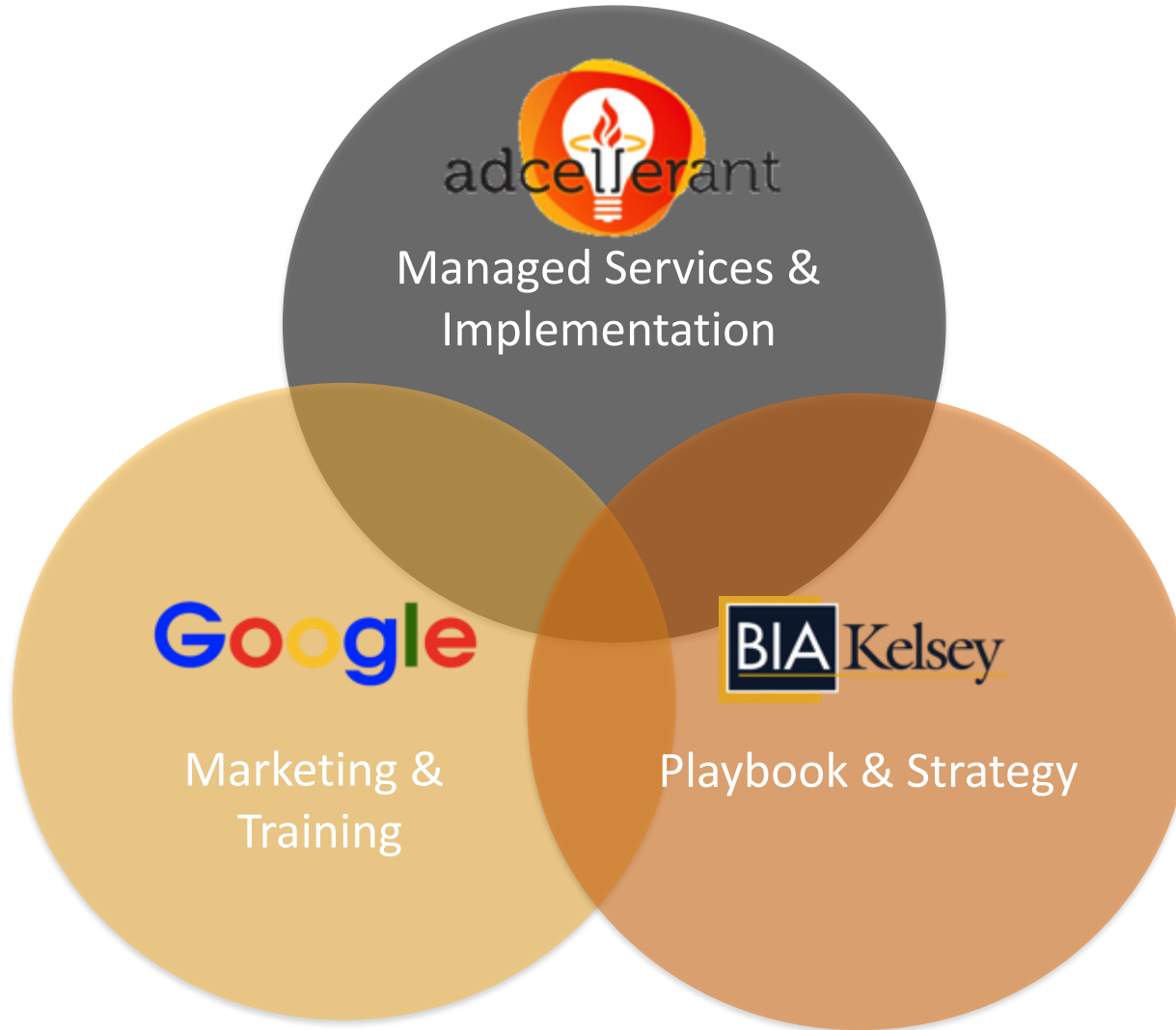
Channel Sales Partnership Details



**MEDIA COMPANIES**

# Overview

# Partnership Overview



# Playbook

## Better Local Market Insights

- Key Market Trends
- Local Market Advertising Forecasts
- Custom Enhancements to Local Market Forecast
- Market Data
- Competitive Intelligence

## Digital Sales & Revenue Growth Strategies

- Discover – Understand Baseline Goals, Resources, Timeline
- Diagnostic – Review, Measure and Assess
- Recommendation – Define, Prioritize and Align
- Implementation – Implement, Assess, Refine

## Overall Revenue Growth

- Product and Packaging
- Revenue Optimization
- Strategy



# Sales & Marketing Solution

## Training

- Google / AdCellerant hosted training on search, programmatic, video and more
- Certification programs for sales teams
- Basic product sales and merchandising training on all digital platforms
- Adwords training
- General digital sales skills and fluency training

## Marketing

- Email newsletter co branded Google and Partner media company meant to reach out to existing and prospective clients
- Ability to add Google Partner to sales materials
- Supporting market research provided by BIA Kelsey

## Incentives

- Adwords certificates will be available to help close deals with business owners who have not run AdWords in last 90 days
- Ultimately the partnership will yield a rebate from Google on all media spend that will be passed back to each partner based on their individual media spend

# Fulfillment & Account Management

## Account Management

- Sales support, 4 legged sales calls, teleconference sales support
- Proposal building
- White label sales materials
- White label training documents

## Fulfillment

- End to end support and fulfillment of all sold campaigns following Google best practices
- Google oversight and review of campaign performance insuring optimal advertiser results
- Dedicated account management, optimization and strategy

## Reporting

- Proprietary reporting platform included in all relationships
- Reporting that can tie display, video, IP, email, search and Google Analytics into a single environment providing full transparency





# Media Company Benefits



## Media Company Member Benefits

- **Playbook** - BIA Kelsey's playbook for executing a sophisticated search and digital strategy
- **Sales Solution**
  - **Training** – Provided by Google and AdCellerant
  - **Advertiser Incentives** – AdWords coupons made available to those who are new to search
  - **Webinars** – Provided by Google and AdCellerant
  - **Google Certification** – Provided by Google
- **Marketing** – Ability to leverage partnership logos, cobranded newsletter content, etc.
- **Fulfillment** – All associated fulfillment, sales support and execution provided by AdCellerant
- **Rebate** – The goal is to qualify as a larger Channel sales partner, earn a rebate and share that amongst the channel sales partners

## Overview



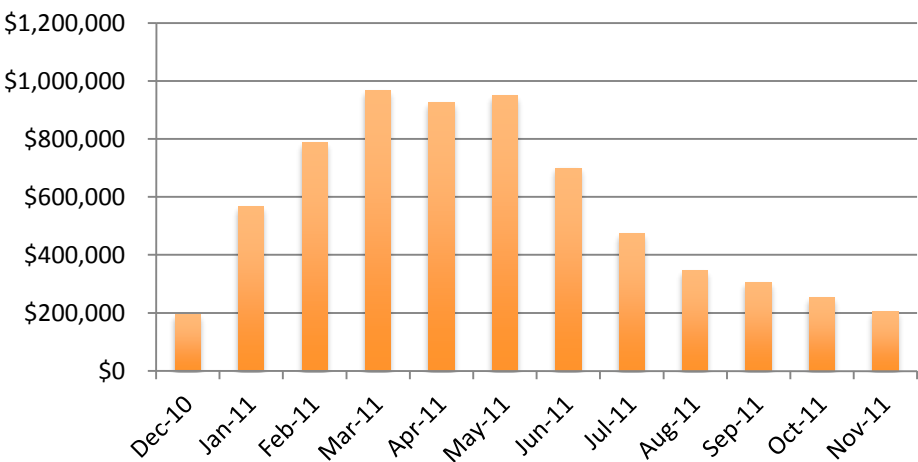


# Case Study: Major Print Media Company - Blend

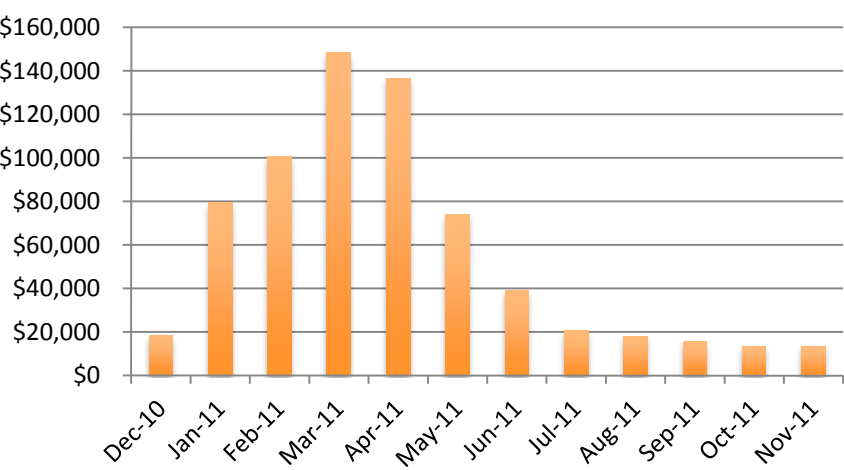
## Summary – 1<sup>st</sup> 6 months

- 1,080 Proposals Presented
- 23.4% Closing Rate
- Avg. Deal Size = \$1,600/mo (5 Mo Avg. Sale)
- \$790,000 in Contracted Revenue
- \$6,670,063 Revenue in Pipeline

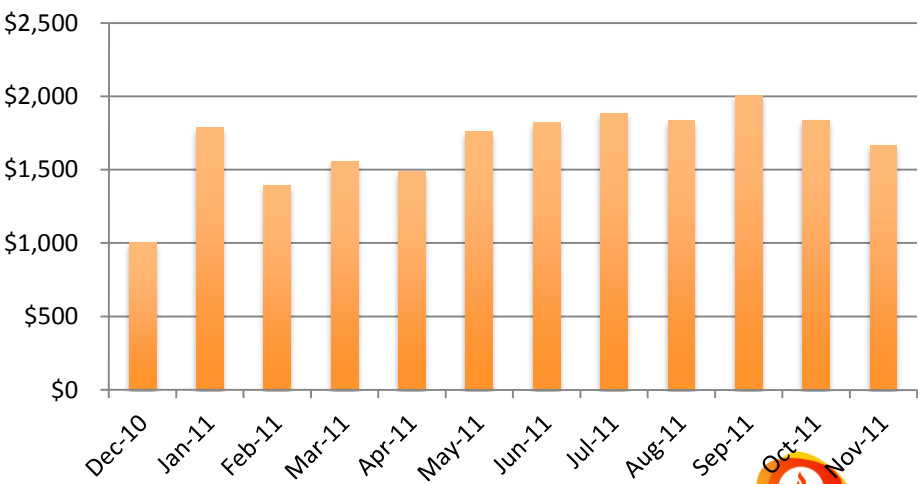
Total \$'s in Pipeline



Total \$'s Sold



Avg. Deal Size



# Thank you



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Appendix

Google

BIA Kelsey

adcellerant



# MEGA CONFERENCE

# Product and Services Overview



# Services Overview



## PLATFORMS



# Sales Support





# Sales Support

The team is focused on helping our partners accelerate and streamline the sales process by providing tier 2 support in 6 key areas of sales

White Label  
Materials

Training

Sales  
Incentives

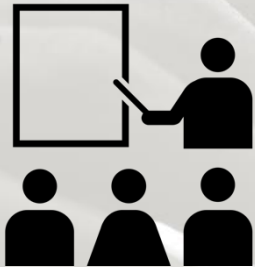
Sales Calls

Proposals

Dedicated  
Support



Document  
Library, Case  
Studies,  
Testimonials,  
Sales Materials



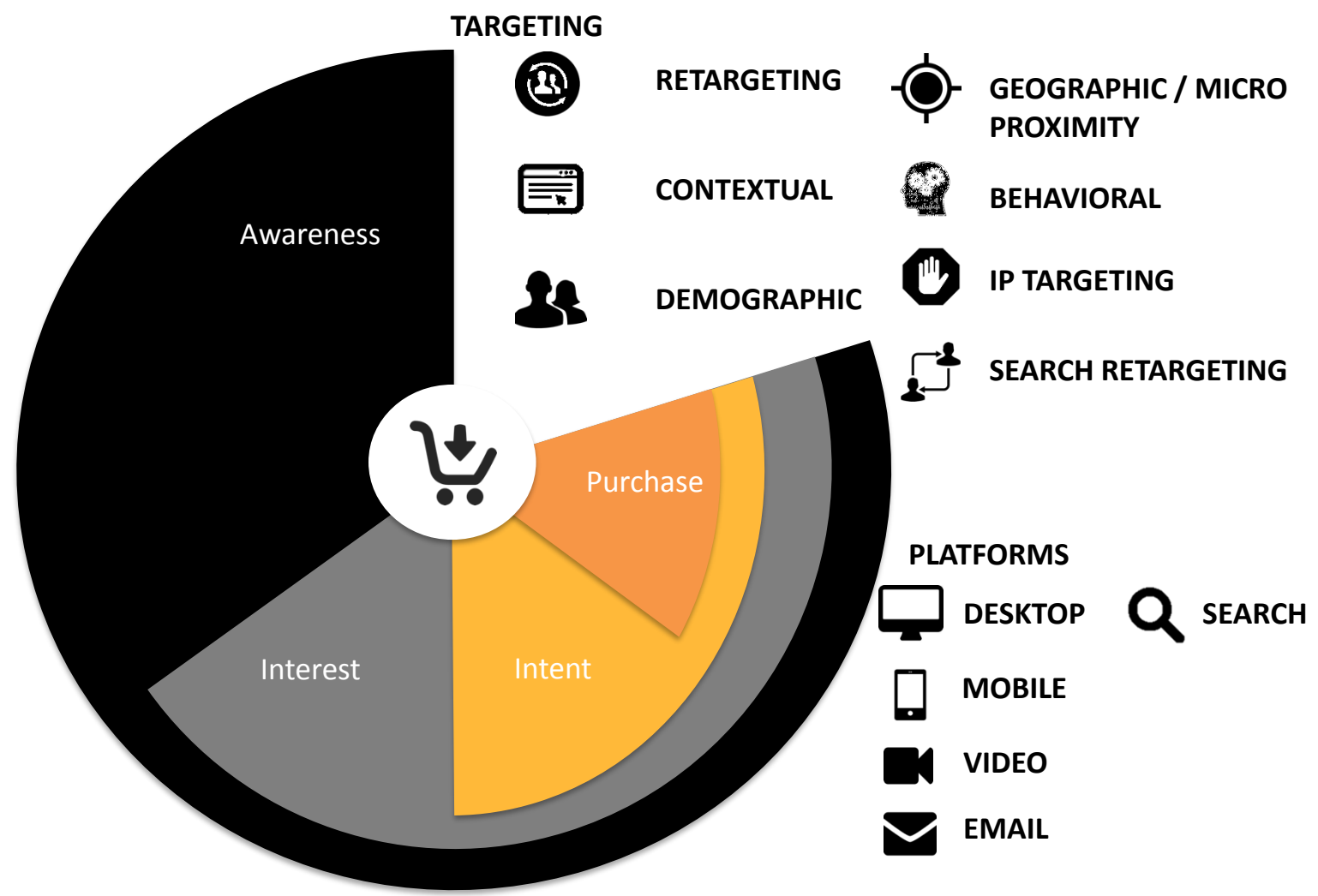
Onsite, Webex  
and Ongoing  
Education



# Operations Strategy

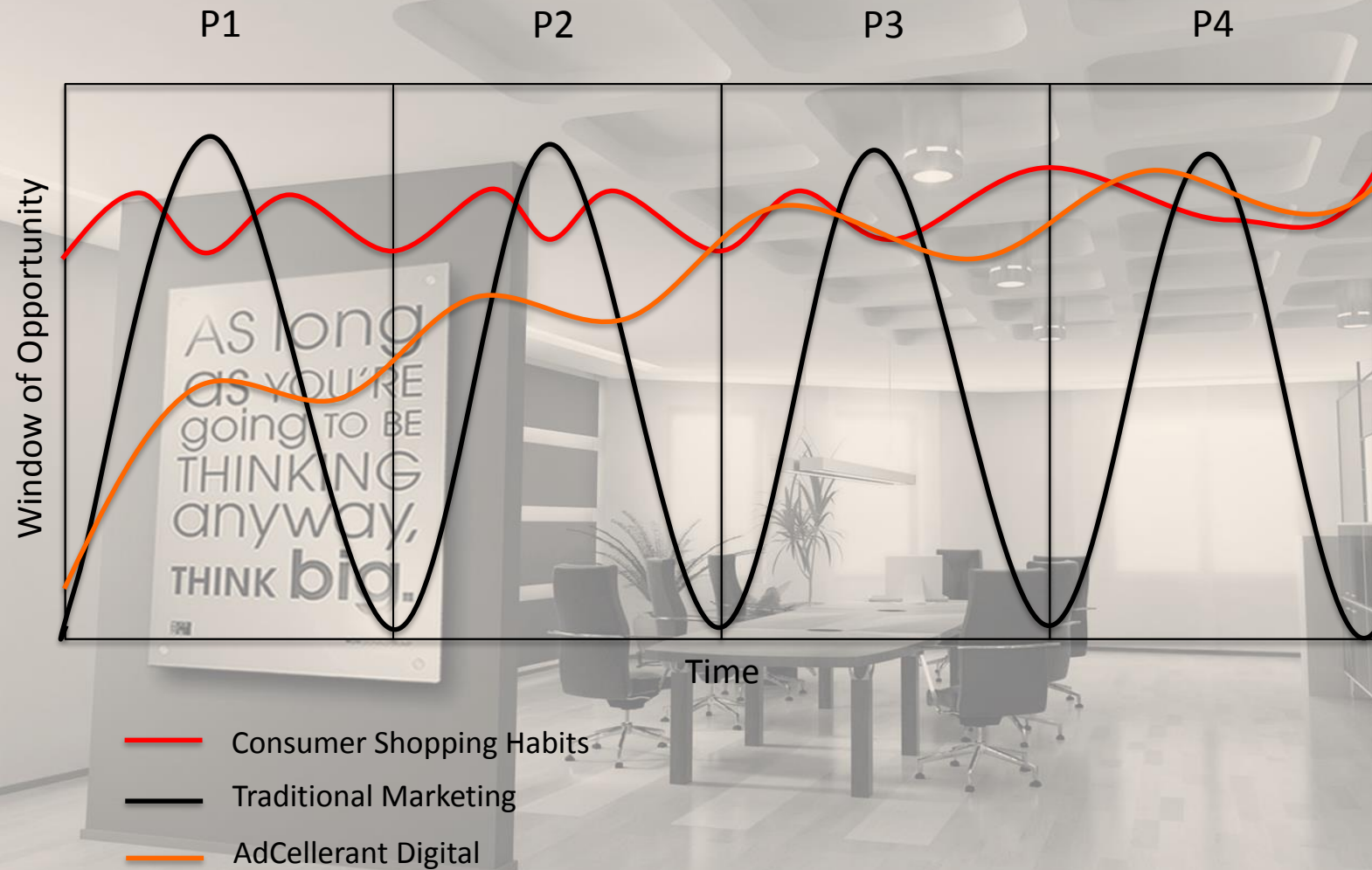


# Operations Strategy

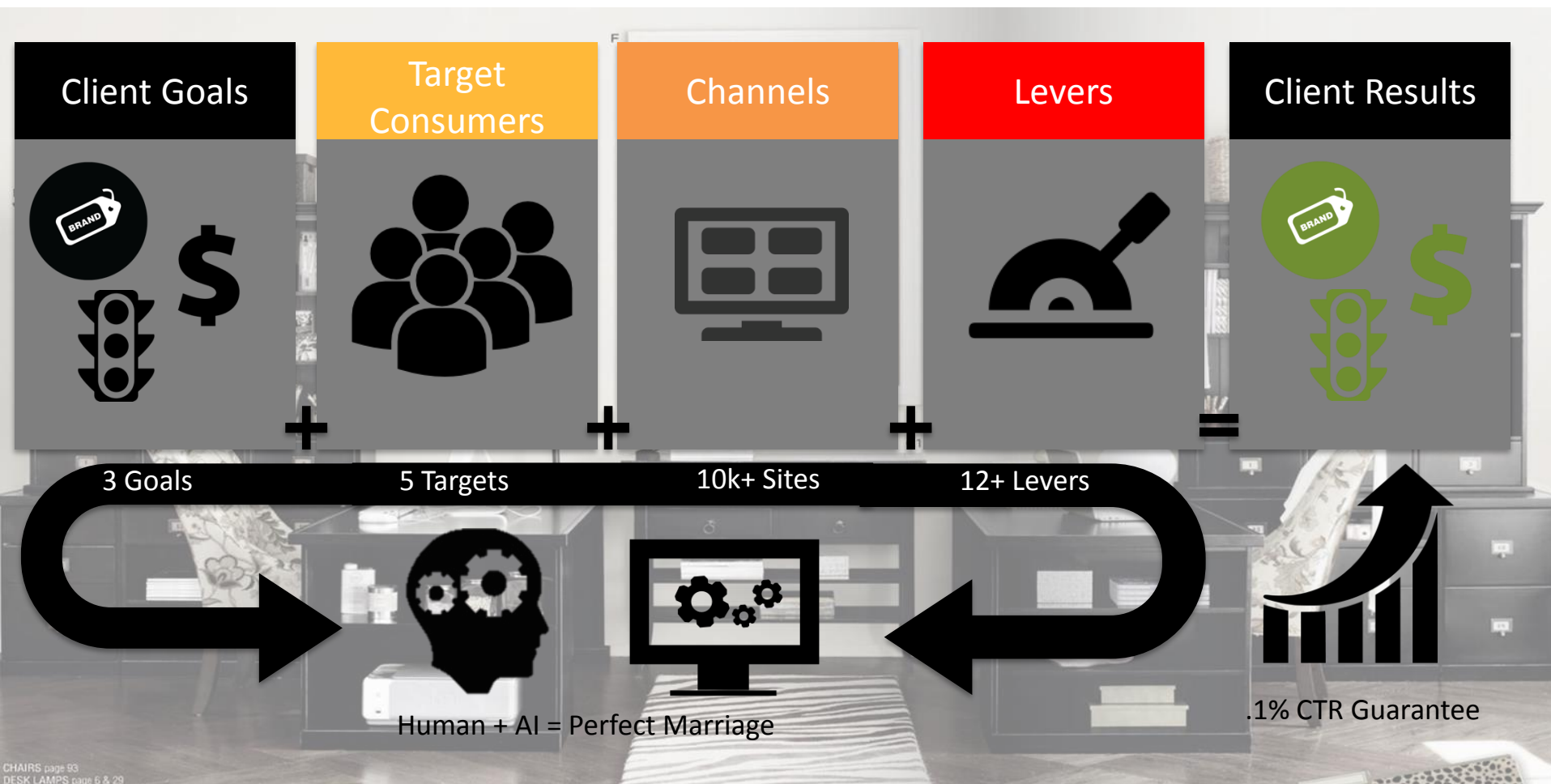


AdCellerant provides campaign planning and management expertise that leverages data, consumer purchasing habits, purchasing windows and buying funnel to establish consistent communication throughout the purchasing journey.

# Consistent Presence



# Campaign Management



AdCellerant combines Campaign Managers and Artificial Intelligence to calculate and manage millions of potential optimizations effectively and efficiently.

# Process and Strategy Overview

1

Campaign  
Structure and  
Industry Best  
Practices

2

Competitor  
Analysis and  
Competitor  
Conquesting

3

Rigorous  
Keyword Analysis  
and Optimization

4

Professional Ad  
Development  
and Optimization

5

Bid and Budget  
Management  
Strategy

6

Campaign  
Optimization  
Strategy

# Campaign Management Team

Dedicated team of AdWords and Bing certified professionals

Every client at our company is assigned a dedicated campaign management team of experienced and certified professionals.



## Conversion tracking and ROI focused

PPC campaigns are powerful because they are able to track conversions and track ROI. We track all applicable conversions through a Universal Pixel.