COMPETING WITH BIG TECH:

TIPS FOR WINNING MORE SALES
Presenters

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What we’ll cover

01 | Our media industry experience

02 | What we mean by “competing” with big tech

03 | The importance of consultative sales

04 | 4 talking points to help you guide marketers
The world leader in advertising sales solutions

- 82 customers
- 32 countries
- 21.5k+ users
- 6,700+ media properties
- $31bn+ in billed ad revenue
- 166bn digital impressions
- 790m ad circulation reach

- 553bn digital impressions
- 790m ad circulation reach

GANNETT

- The Seattle Times
- The New York Times
- Pittsburgh Post-Gazette
- Bonnier Corporation
- Mansueto Ventures

- Net-A-Porter
- Telegraph Media Group
- DPG Media
- Metro Media
- MetroLand Media
- Metro Group
- The Irish Times
- News UK
- USA TODAY
- The Times
Should you collaborate with Google, Facebook & Amazon, or compete with them?

Both
The importance of consultative sales

- Research
- Close
- Qualify
- Listen
- Ask

Teach
Research shows consumers respond to certain ad formats over others. Relying solely on PPC ads can be a missed opportunity for advertisers.

3x

local media receives **three times** higher consumer trust compared to platforms like Facebook

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**Trust Has an Enormous Impact on Consumer Engagement**
Many small business owners gravitate toward social media advertising because of the ease of set up and clear analytics and reporting. Publishers must communicate to these advertisers that they are easy to do business with and more effective than PPC alone.

First, dispel the myth that PPC is “easier”.

Second, offer your own marketing services.

Third, share how you make their life easier.
Search engine marketing alone cannot accomplish web traffic growth — organic results are still critical and require a multichannel strategy.

Top 3 Organic Results Still Get 75% of clicks on Google
(This despite every attempt to get readers to click ads)

Multichannel advertising paired with publisher marketing services can cover both paid and organic.

What else can you offer?
- Branded content
- Sponsored backlinks

They need paid AND organic for good results
Campaigns via Big Tech platforms can show up in undesirable places. Choosing to work with reputable publishers mitigates this risk.

In 2017, Google lost millions of advertising dollars after high-profile advertisers like Walmart, AT&T, and Pepsi discovered their ads were running on YouTube videos featuring violent hate speech.

This poses a huge risk for advertisers:
More than 80% of consumers in a 2018 survey said they would reduce/stop purchasing products that are advertised near extreme or dangerous content.

Brand safety is a huge selling point.
Key takeaways

01 Teach while you sell!

02 Avoid “either/or” discussions with advertisers and help them understand why they need “both/and”

03 Consider positioning yourself as the gateway to Big Tech, offering PPC, SEO and other marketing services

04 Understand and clearly articulate the distinct benefits of local media in comparison to social and search advertising alone