

COMPETING WITH BIG TECH:

TIPS FOR WINNING
MORE SALES



Empowering your media business

Presenters



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What we'll cover

01 | Our media industry experience

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

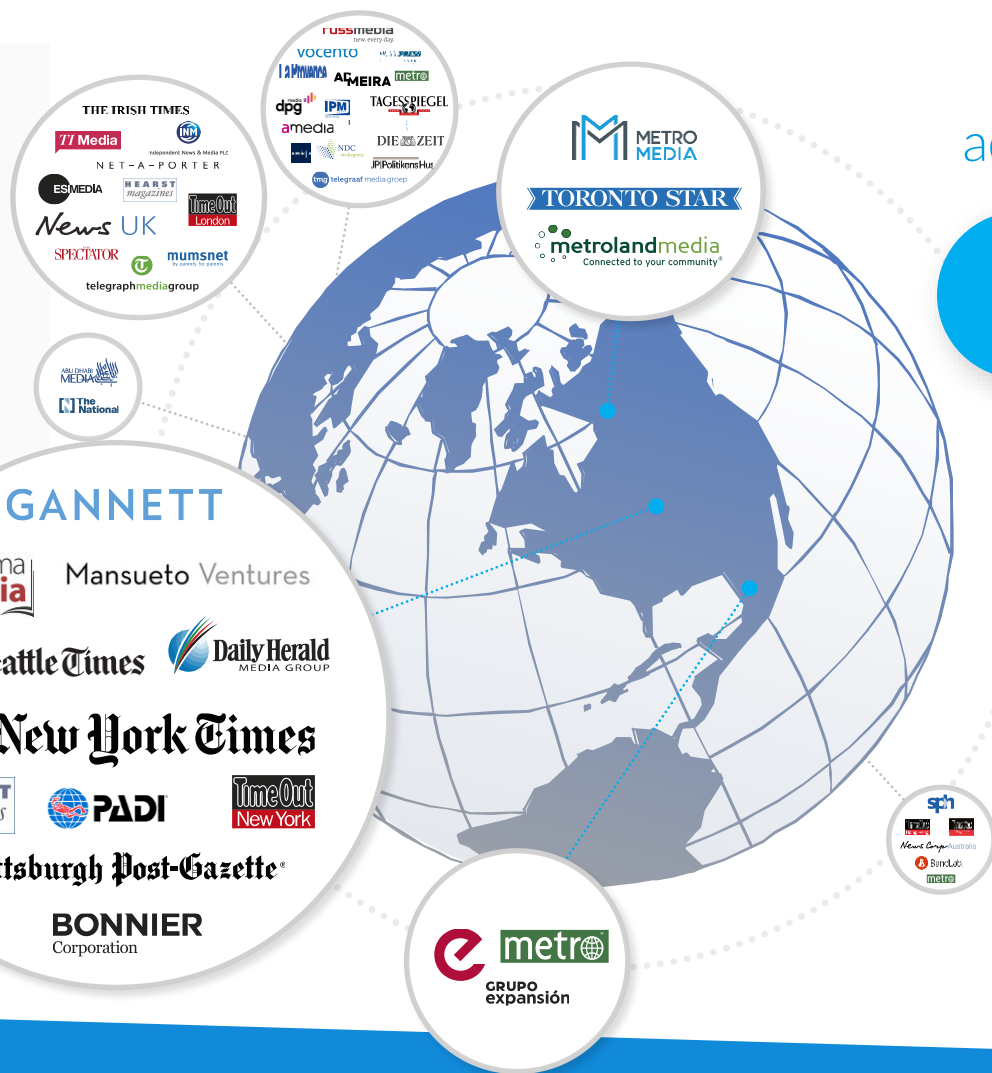
03 | The importance of consultative sales

04 | 4 talking points to help you guide marketers

82
customers

32
countries

21.5k+
users



The world leader in
advertising sales solutions

6,700+
media properties

\$31bn+
in billed ad revenue

166bn
digital impressions

790m
ad circulation reach

Should you collaborate with Google, Facebook & Amazon, or compete with them?

Both



The importance of consultative sales



1 Trust Has an Enormous Impact on Consumer Engagement

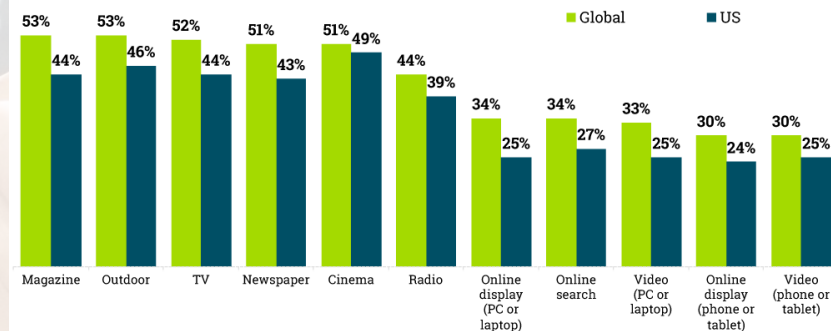
Research shows consumers respond to certain ad formats over others. Relying solely on PPC ads can be a missed opportunity for advertisers.

3x

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

People's Receptiveness to Advertising Formats (% positive)

marketing charts



Published on MarketingCharts.com in January 2018 | Data Source: Kantar Millward Brown

Based on a survey of 14,500 16-65 year olds across 45 countries conducted in August-November 2017

2 It's easy to do business with forward-thinking publishers

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.

8 Things Every Publisher Must Do to Make Ad Buying Easy
(And Increase Revenue!)

The difference between media organizations who flourish, lasting 50+ years, and those who flounder, built down to one day, is their focus. How easy it is for marketers to do business with them.

How can you tell if you're hitting the mark?

- ✓ **Enable customers to break print and digital ad commitments on their own.**
Make ad buying really easy for your advertisers. Put an end to finding a PPC campaign with a kick part!
- ✓ **Offer audience-specific targeting.**
Consult with your advertisers to learn who they want to reach and present the design and copy that's right for them in front of the right people.
- ✓ **Provide start-to-finish marketing services.**
If you have an offer and need creative (CDO) for your advertisers, that value adds to your advertiser's ad campaign and they opt-in for marketing.
- ✓ **Make sure customers can pay invoices online.**
In 2020, online advertisers don't want to mail any more checks. Make sure they can pay their bills online and receive invoices.
- ✓ **Be prepared to offer valuable insights and advice.**
Be prepared to make recommendations based on what you see. If you do this work, marketers will learn from your advice and opt-in again.
- ✓ **Always report on campaign results and ROI.**
Be as ready for your advertisers to see the results as you are willing to try. It's much more difficult to find a campaign that's working.
- ✓ **Make your sales process easy to navigate.**
Ensure your process is simple and friendly. Do not make your advertisers feel like you're a pain or call you with questions.
- ✓ **Allow customers to sign documents online.**
This is no longer a major value add, but an expectation.

lineup
Creative Development

3 They need paid AND organic for good results

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

4 Brand Safety is Critical to Ad Placement

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

