

A silver laptop is open on a wooden desk. The word "flypaper" is overlaid on the image in a stylized font. The "fly" part is purple and the "paper" part is green. The background is a blurred image of a desk with a laptop and some papers.

# flypaper

MEGA Conference | Conan Gallaty, President of Digital Media | WEHCO

# AGENDA

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- What we do
- How we're structured
- Profitability
- What we've learned



**WHAT WE DO**

# WHAT KIND OF AGENCY IS FLYPAPER ?

High end boutique



SMB direct service

Large scale, self service

## WHAT WE DO

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- **Website design**
- **SEO**
- **SEM**
- **Social Media Management**
- **Social Media Marketing**
- **Reputation Management**
- **Email Marketing**
- **Content creation**
- **Video creation**

## OUR CUSTOMERS

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- **Home Services**  
Roofers, Landscapers, Cabinets
- **Professional Services**  
Lawyers, Consultants
- **High ticket retail**  
Furniture, Jewelry, Appliances
- **Destinations**  
Attractions, Entertainment, CVBs
- **Elective medical**  
Chiropractors, Plastic Surgeons

## BEST CUSTOMERS

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- **Local decision makers**
- **Less than 100 employees**
- **Within one-hour drive from our office**
- **High average value per customer**
- **Competitive industry**





STRUCTURE

# FLYPAPER LOCATIONS

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# HOW ARE WE STRUCTURED ?

## **1) Blended: Small markets**

**Core newspaper sales team + Digital Specialists**

**Agency fulfillment and sales report to core management**

## **2) Competitive: Medium markets**

**Core newspaper sales team + Digital Specialists vs. Agency Sales Team**

**Agency fulfillment and sales report to Agency manager**

## **3) Independent agency: Large markets**

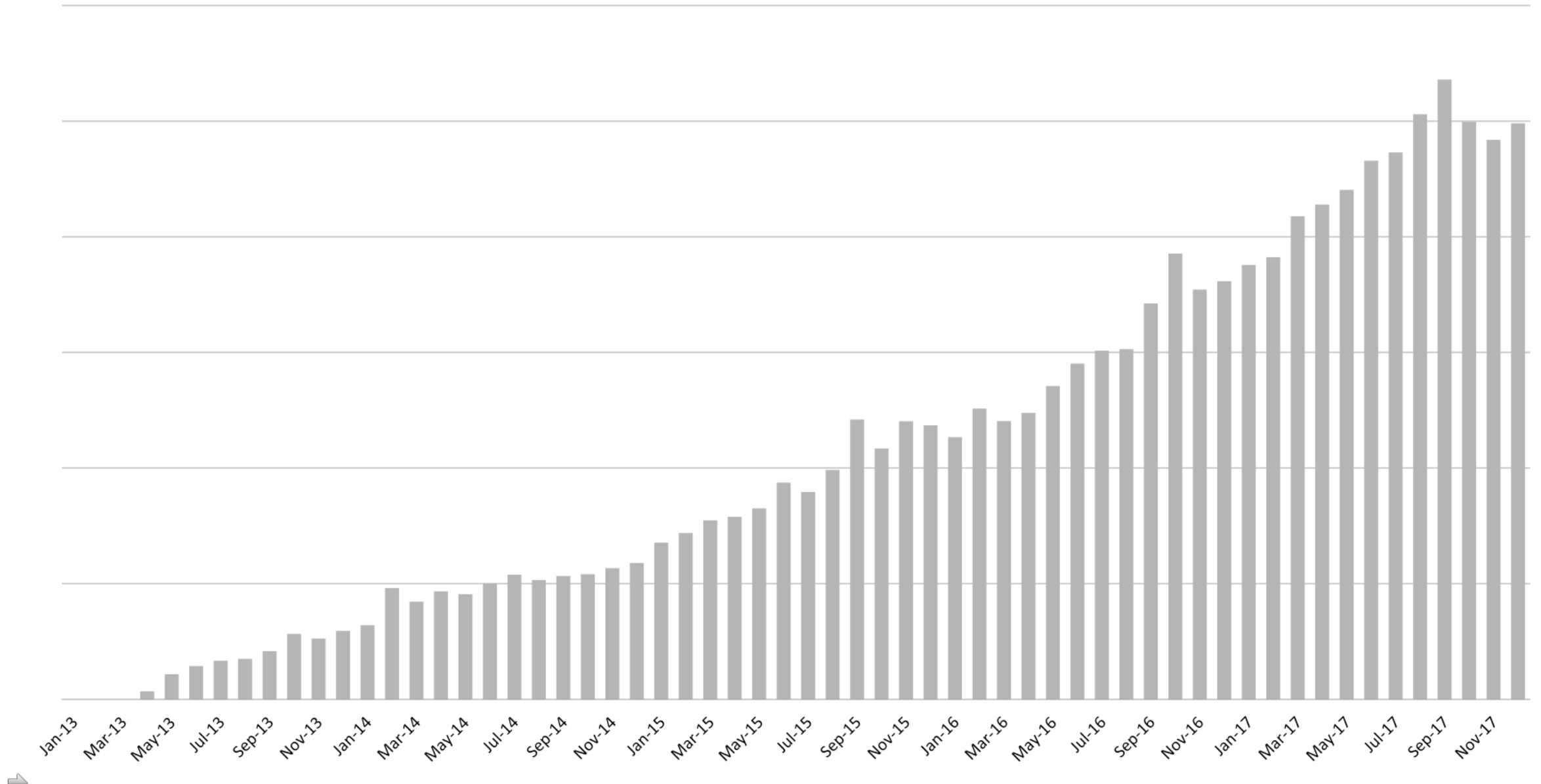
**All agency personnel report to corporate agency VP**

**No newspaper or other traditional media owned**

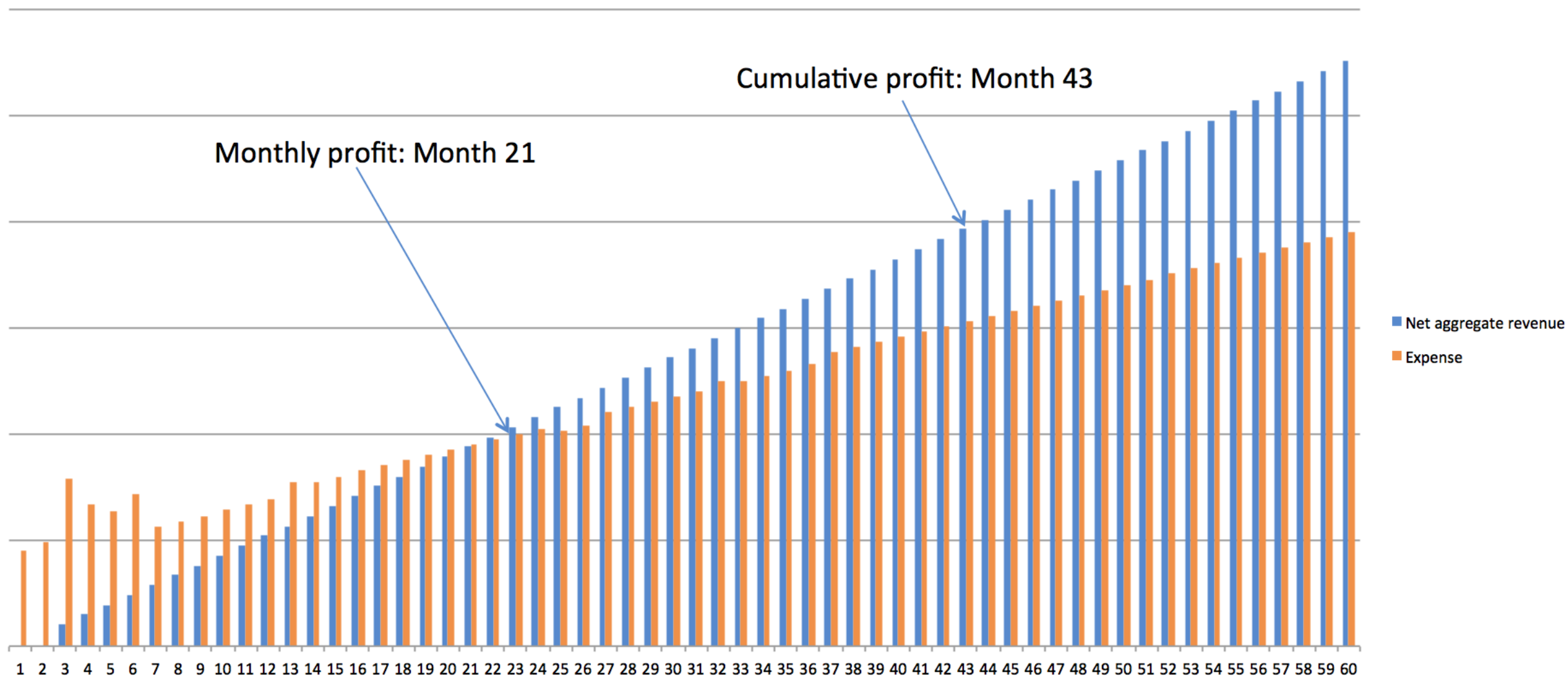


**PROFITABILITY**

# REVENUE GROWTH: 2013 - 2017

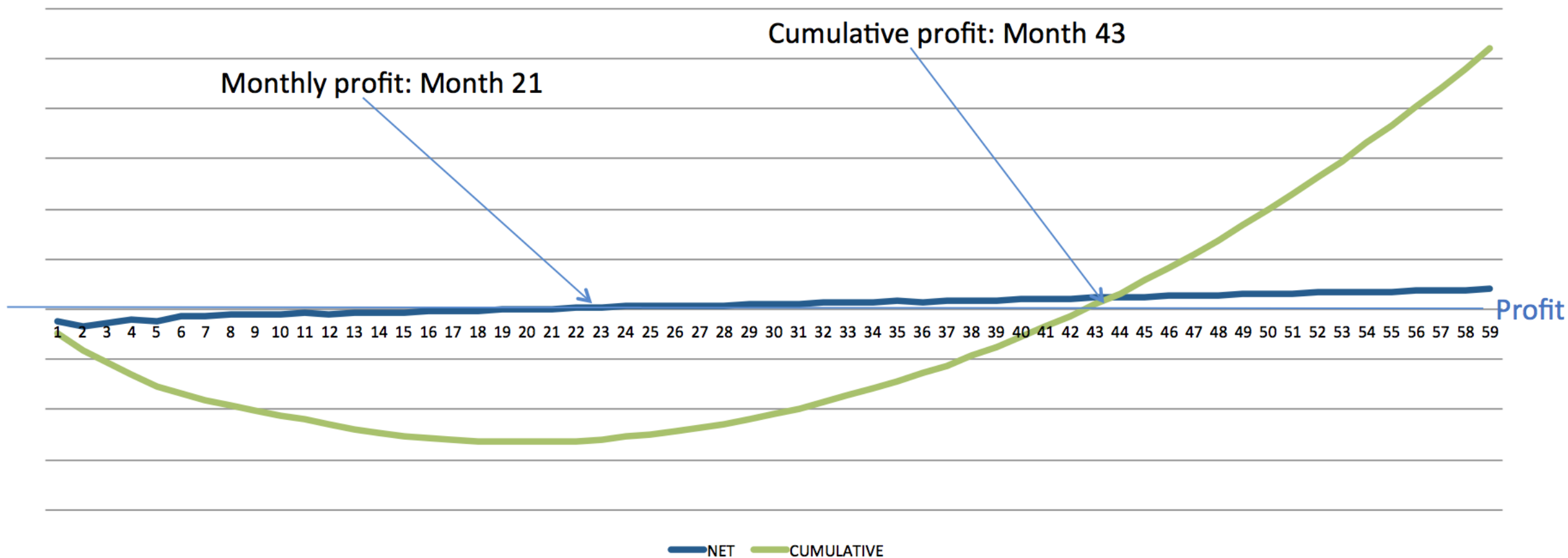


# MARKET PROFITABILITY TIMELINE

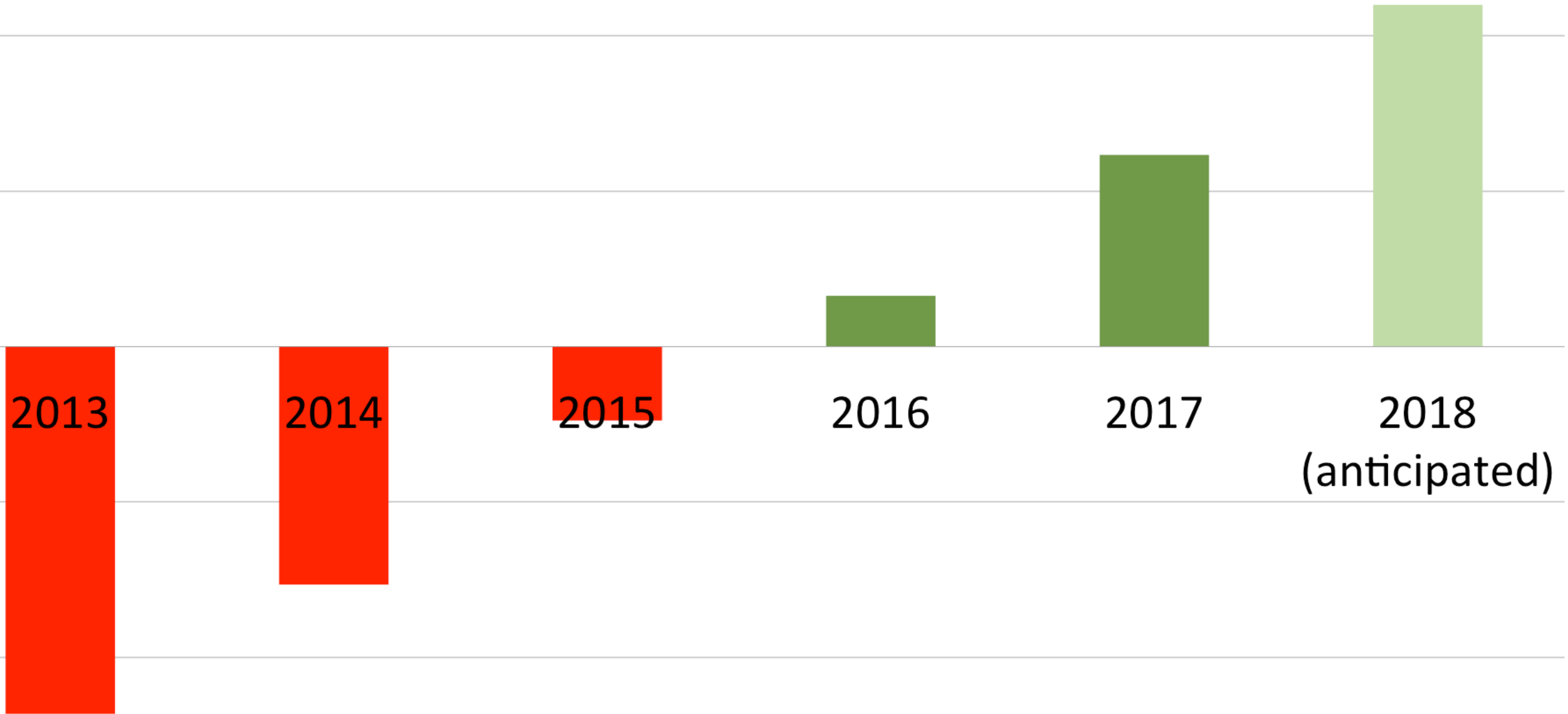


# MARKET PROFITABILITY TIMELINE

## Profit by month

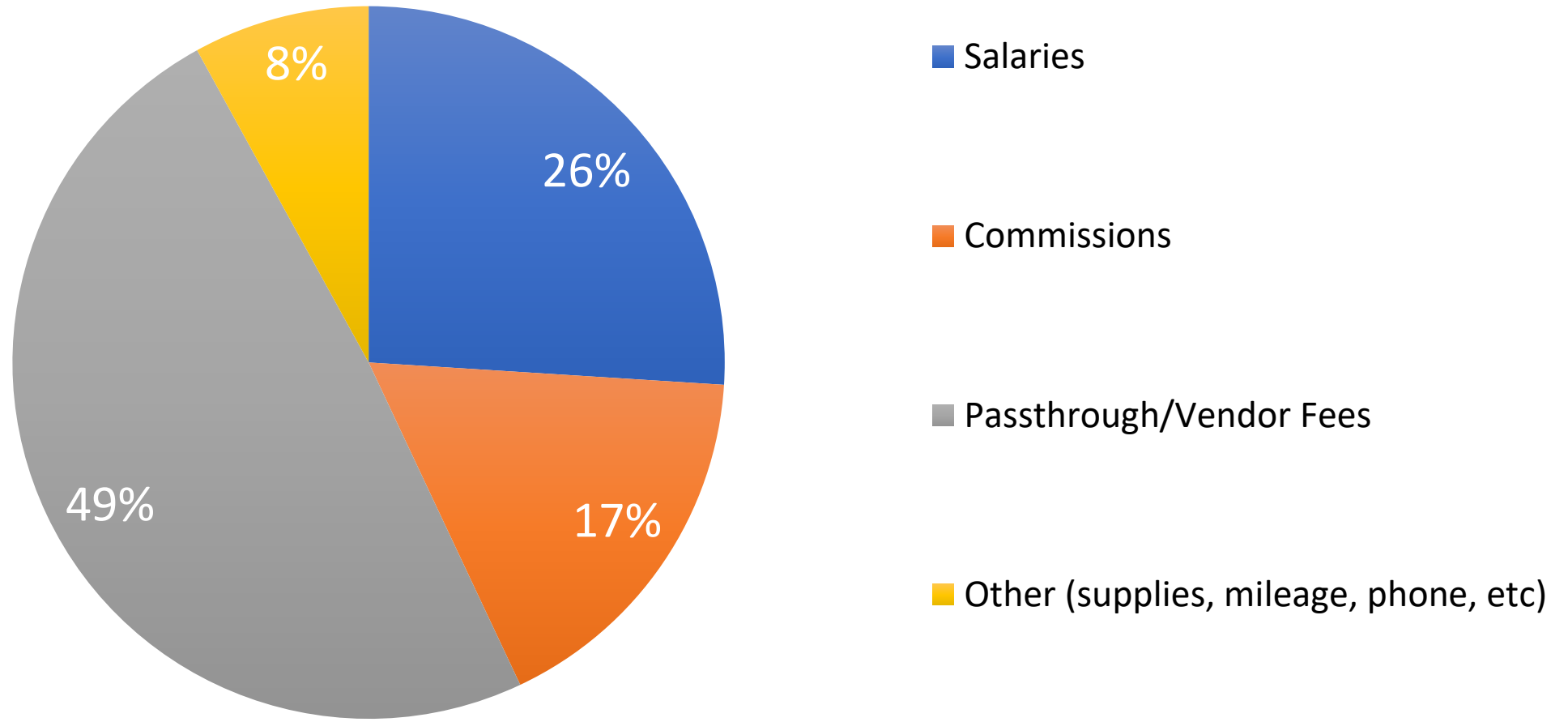


Agency profit by year

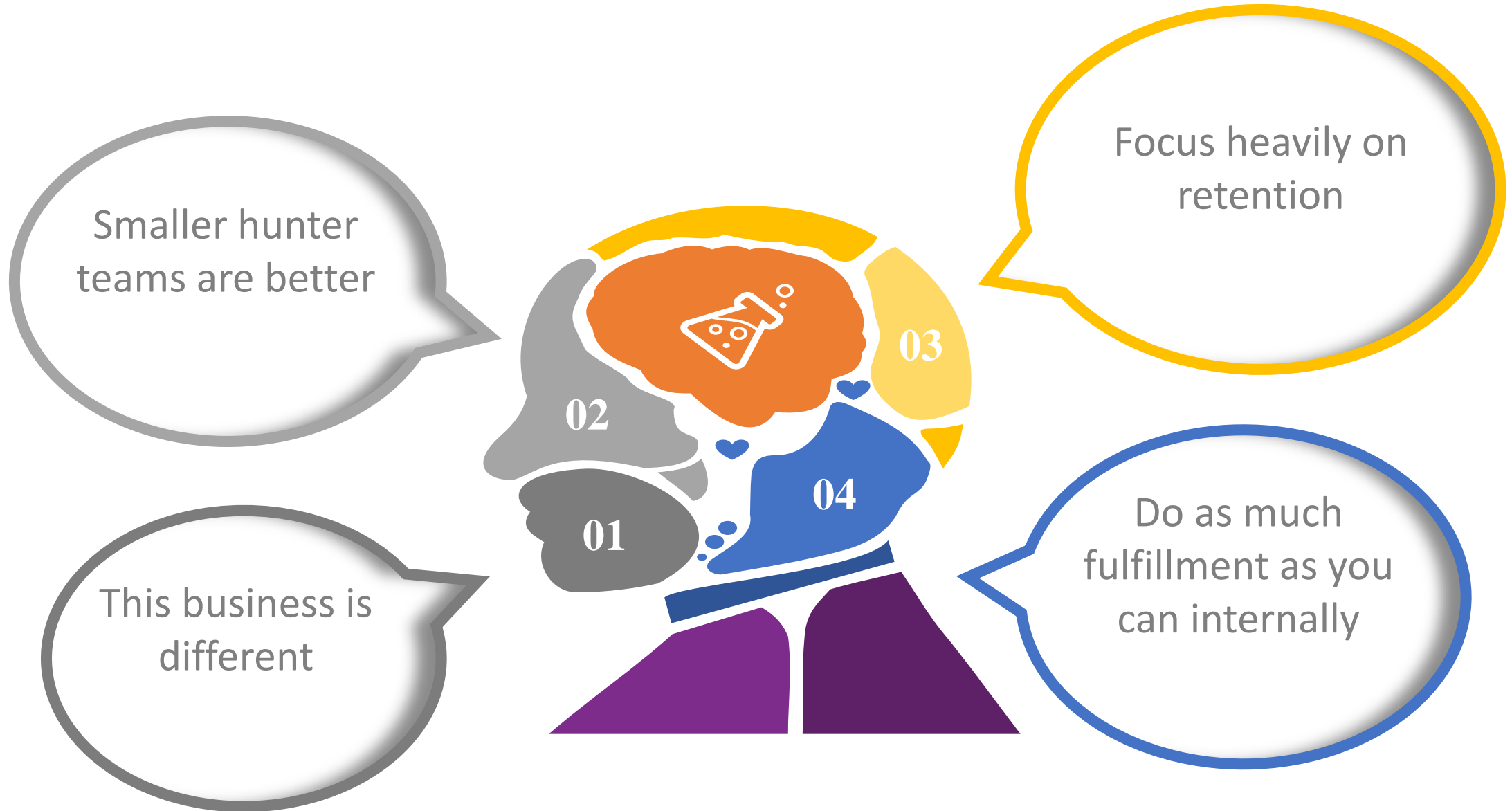




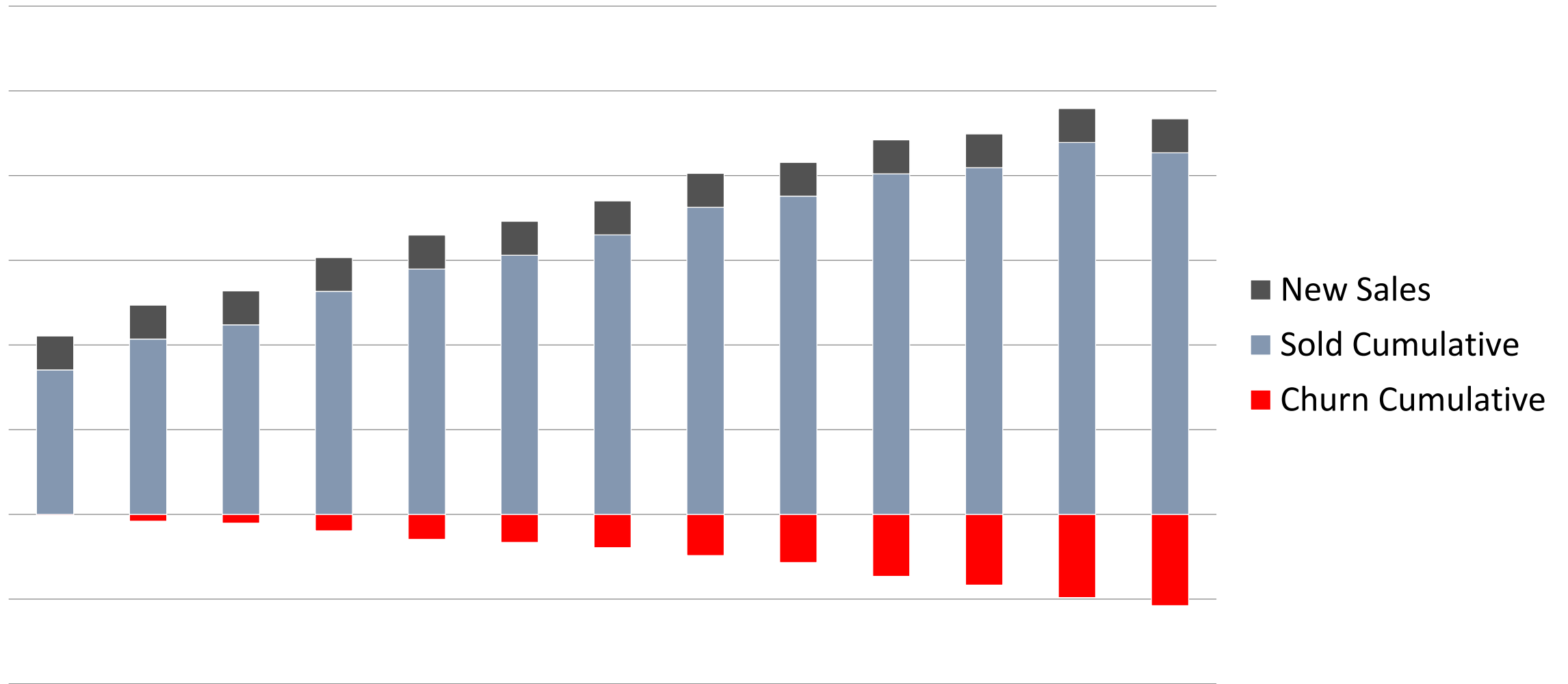
# OPERATIONAL EXPENSES



# WHAT WE LEARNED



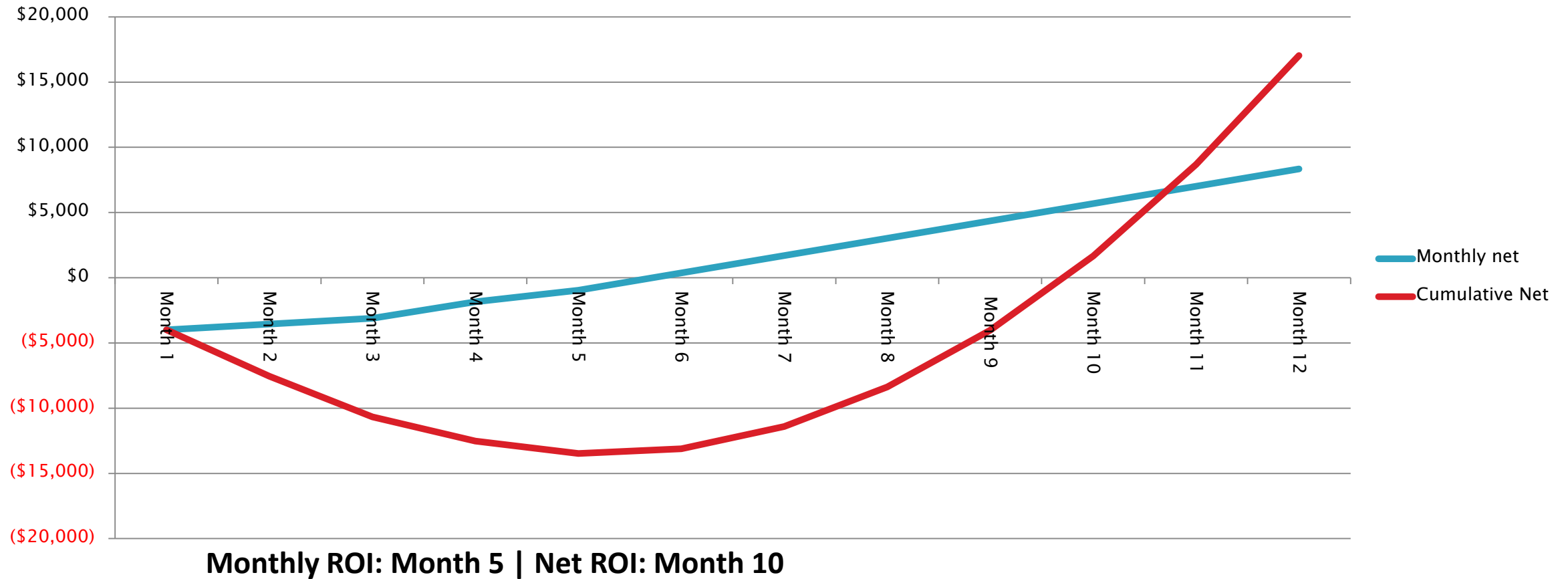
# DIFFERENT BUSINESS MODEL



# SMALL HUNTER TEAMS ARE BETTER



# SMALL HUNTER TEAMS ARE BETTER



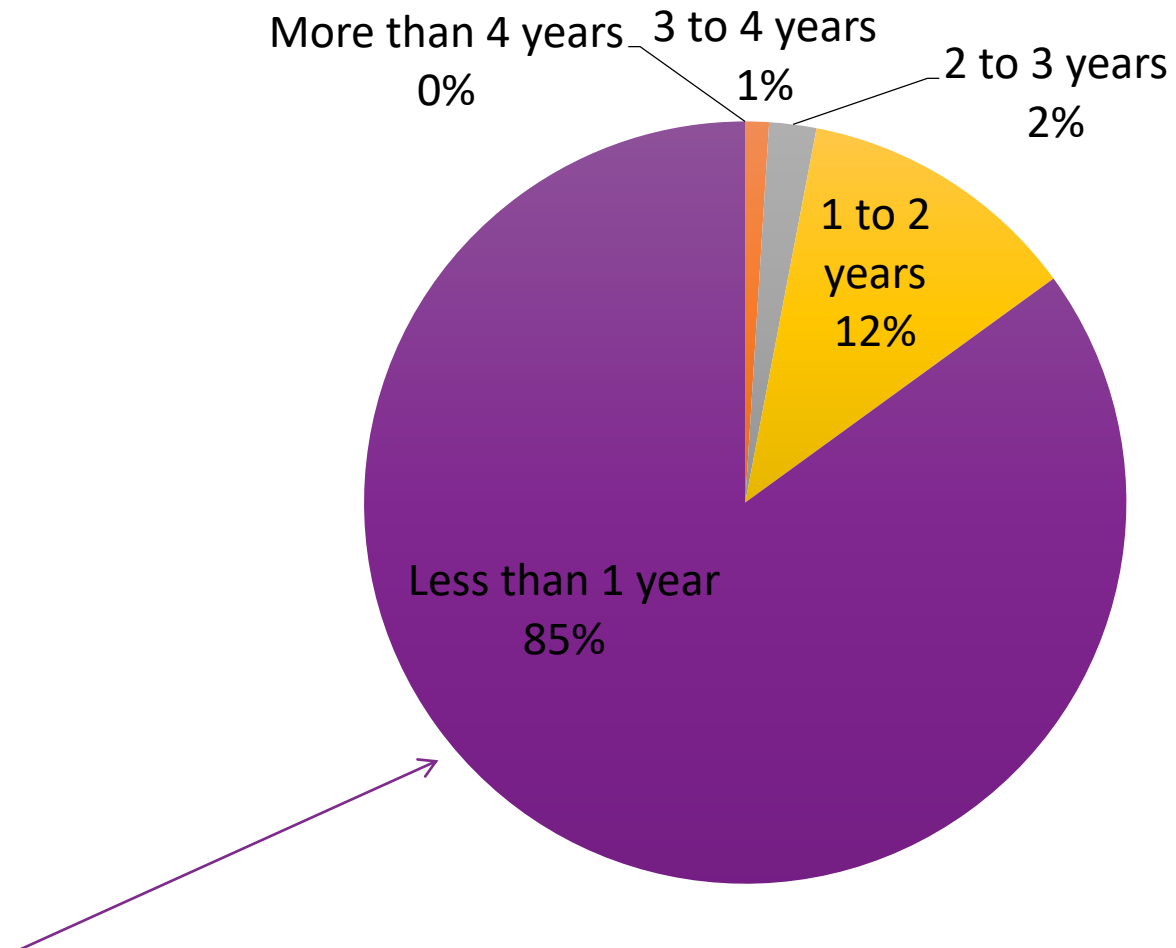
# FOCUS ON RETENTION





# FOCUS ON RETENTION

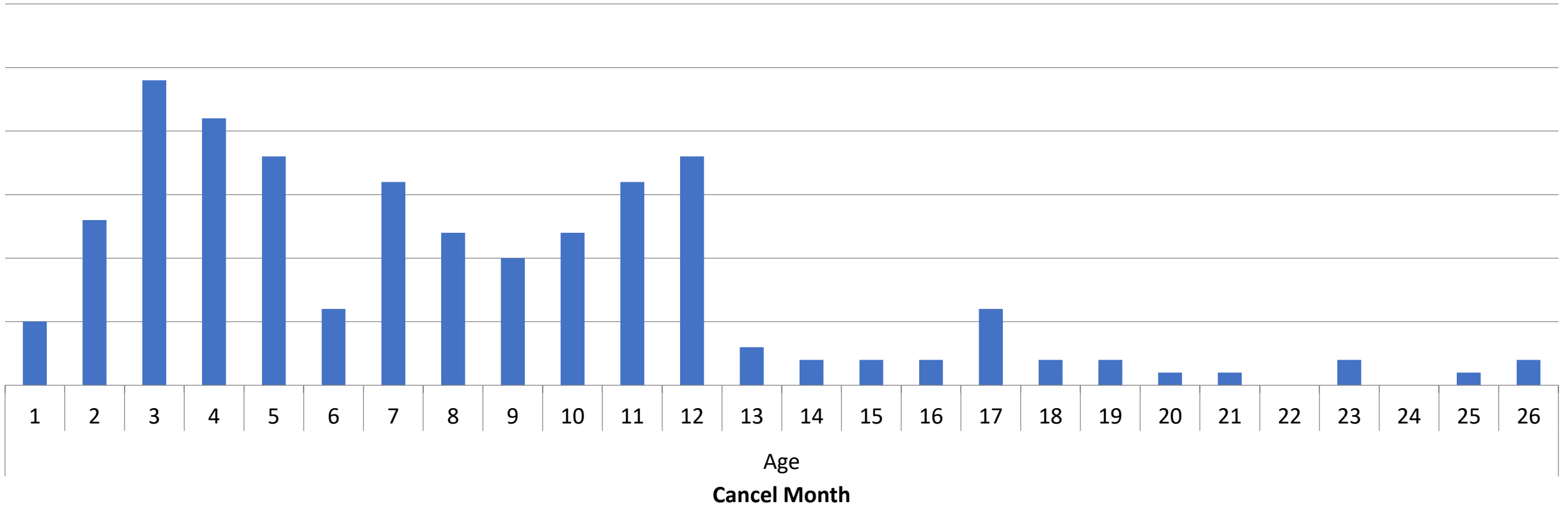
## Age of all cancelled accounts



Of first year cancellations, 69% occur within the first four months

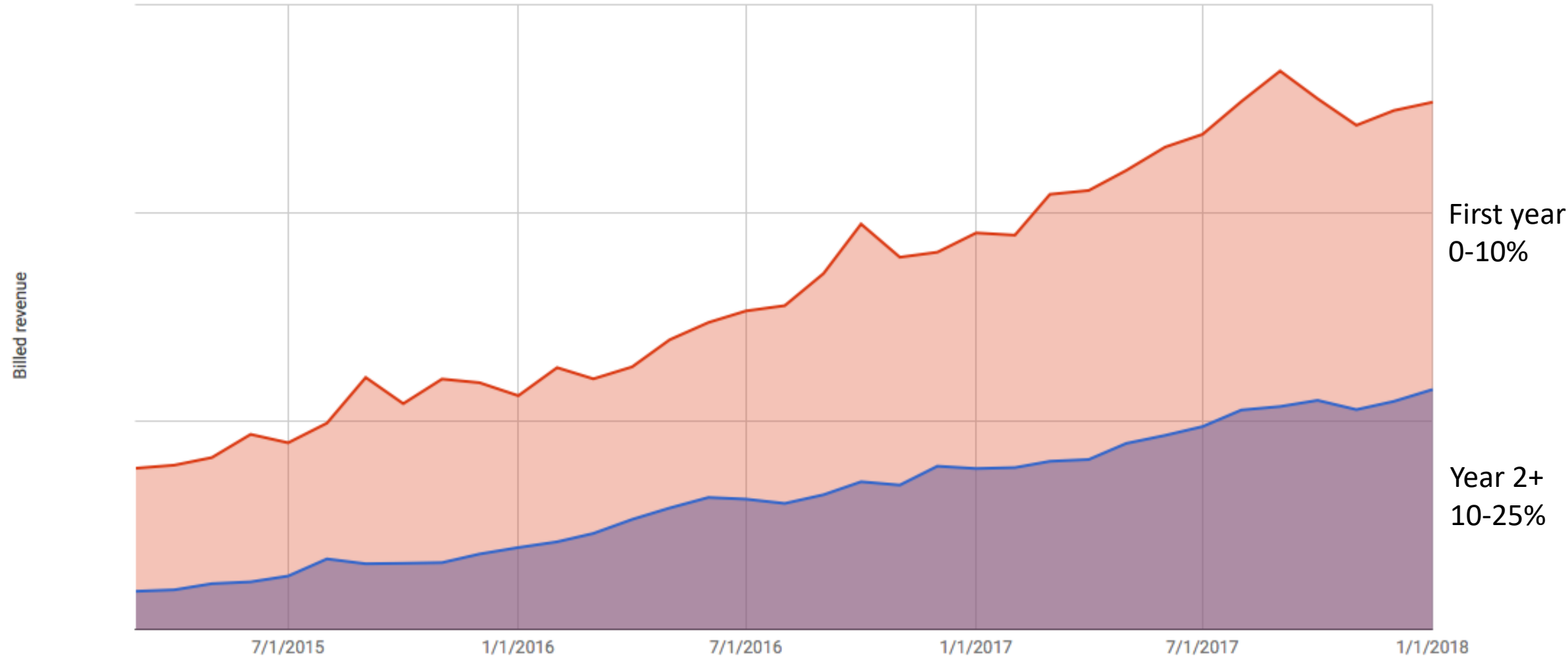
# FOCUS ON RETENTION

**Cancellations By Month**



# NOT HOW MUCH, BUT HOW OLD

Composition of total revenue



# DO FULFILLMENT INTERNALLY



# DO FULFILLMENT INTERNALLY

## EFFECT AFTER INSOURCING



Website Design

+43% profit per sale



Social Managment

+22% profit per sale



SEM

+6% profit per sale



# THANK YOU

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