



january spring

It's amazing what a partnership can produce. With digital expertise and creative thinking, we can make it happen.

JANUARY SPRING TRANSFORMS

january spring

1001 BANNOCK STREET #424, DENVER, CO 80204 | 303-872-7932 | CONTACT@JANUARYSPRING.COM

Meet Your Host

Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with publishers.



Full-service digital agency

We work exclusively with publisher to help you take digital to market:

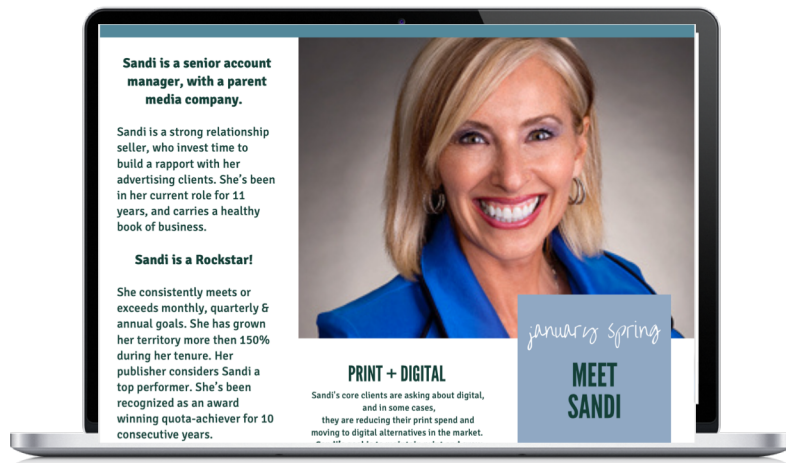
- Programmatic display
- Paid Social
- Targeted eBlasts
- Paid Search

january spring
**Show Me The
Money \$\$\$**



Case Studies Influence Marketing Investments

The Four Most Influential Sales Tools



The Making of a Great Case Study

Telling a Story through a Case Study is
More Compelling
than Just Facts & Figures



Provide
Background

Help potential advertisers who read the study relate to the results.



Describe the
Objective

Specify the problem or challenge your customer brought to you and how you measured the outcome.



Detail the
Solution

Describe the advertising solution you provided. Provide details about the results the client received. If possible, use the client's words.



Make it
Readable

No one wants to read a long chunk of copy, so use formatting that makes the case study easy to read.

**Good case studies are
about the **customer's
journey**, NOT your
company.**

All Good Case Studies Have 3 Parts



Opportunity

Specify the problem or challenge your customer brought to you and how you measured the outcome.



Solution

Describe the advertising solution you provided. Provide details about the results the client received. If possible, use the client's words.



Results

Use facts, data and testimonials to demonstrate the outcome you were able to deliver

Hot Categories

- Landscaping
- HVAC
- Roofing
- Painters
- Carpets & Flooring
- Custom closets
- Solar
- Destination mgmt. companies
- CBD
- Private schools
- Custom home builders
- Elective healthcare:
 - Cosmetic
 - Dentists
 - Optometry
- Wealth mgmt.
- Mortgages and finance
- Health & Human Services
- Economic Development/Chamber

Ask for 6, 9, 12 Month Contracts

Case Study: Flooring & Window Coverings

Campaign includes: Geo-Fencing with Conversion Sites, Keyword Re-targeting, Site Re-targeting and Event Targeting

CAMPAIGN RESULTS:

IMPRESSIONS

767,479

CLICKS

1,995

CTR

0.26%

CONVERSIONS

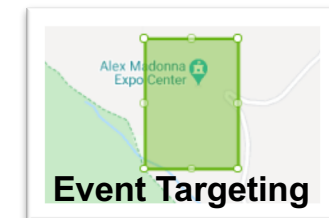
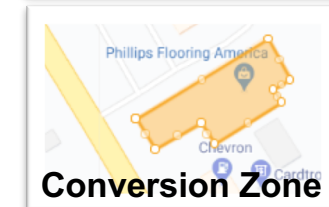
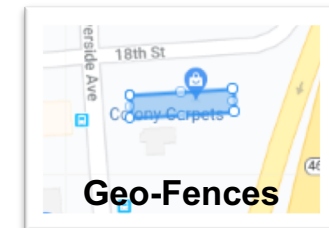
485

485 Onsite Visits
from consumers
who have seen the
advertisement!

2.6x HIGHER
than the national
average!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	453,715	1,021	0.22%
Keyword	286,035	821	0.29%
Site	10,320	58	0.56%
Event Target	17,409	95	0.55%

Customer is paying
\$3.85 Per Click and
\$9.35 Per Action
as a result of this Campaign!



Case Study: Natural Wellness

Campaign includes: Keyword Re-targeting, Geo-Fencing with Conversion Zones, and Site Re-targeting.

CAMPAIGN RESULTS:

IMPRESSIONS
750,004

CLICKS
775

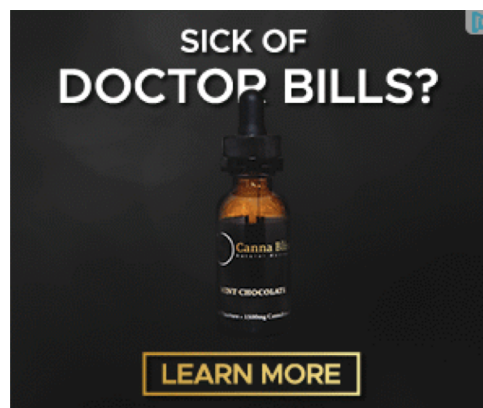
CTR
0.07%

CONVERSIONS
374

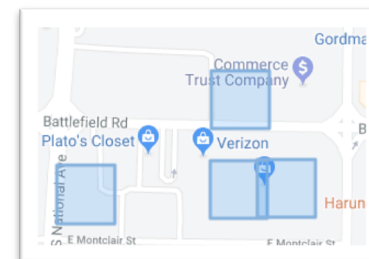
Over
300 Onsite Visits
from consumers
who have seen the
advertisement!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	586,583	702	0.12%
Site	10,496	12	0.08%
Keyword	152,925	61	0.03%

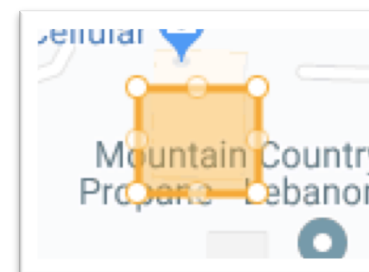
Customer is paying around
\$15.68 Per Onsite Conversion
& \$9.68 Per Click
as a result of this Campaign.



Geo-Fences



Conversion Zone



Keywords:

health
treatment
skin
cancer
weight+loss
pain
mental+health
arthritis
depression
cannabis

Case Study: Custom Closets

Campaign includes Geo-Fencing, Keyword Re-Targeting and Site Re-Targeting

CAMPAIGN RESULTS:



136,717
Impressions



161
Clicks



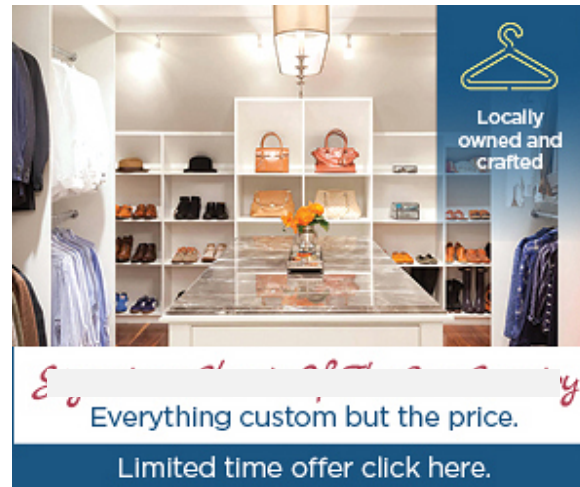
0.12
CTR



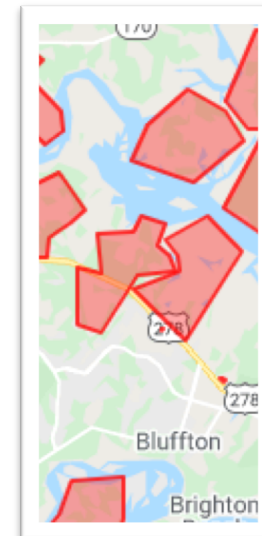
Higher than the
national average
.08% -.10%

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	81,100	90	0.11%
Keywords	52,815	65	0.12%
Site	2,802	6	0.21%

Customer is paying just under
\$8.50 Per Click
as a result of this Campaign

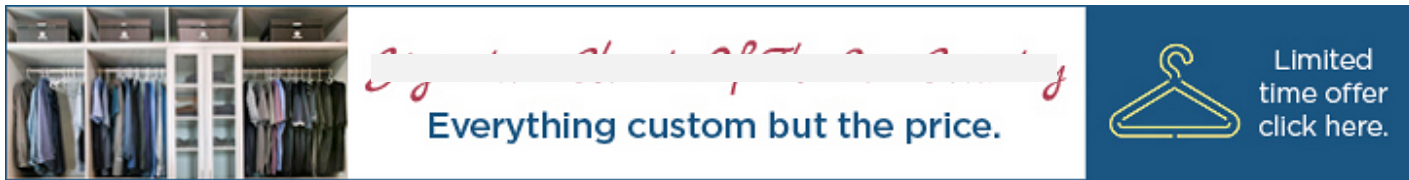


Geo-Fencing



Keywords:

kitchen+cabinets
cabinet
cabinets
home+office
%21cabinet
cabinets+bathroom
cabinet+decor
more+space
bathroom+vanities
%21cabinets
cabinets+kitchen



Case Study: Wealth Management

Campaign includes: Keyword Re-targeting, Geo-Fencing, Site Re-targeting and Event Targeting

CAMPAIGN RESULTS:

IMPRESSIONS

391,982

CLICKS

466

CTR

0.12%

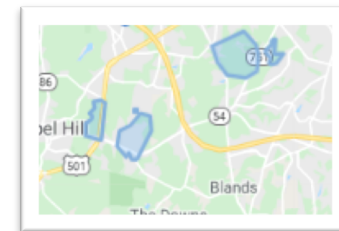
1.2x higher than the
national average CTR of
.1%!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	211,837	293	0.14%
Site	17,329	33	0.19%
Keyword	148,865	114	0.08%
Event Target	13,951	26	0.19%

Customer is paying less than
\$8.41 Per Click
as a result of this Campaign.



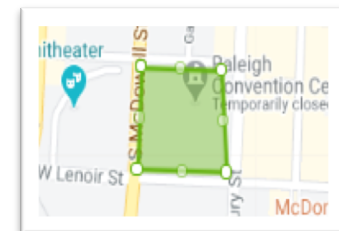
Geo-Fences



Keywords

- %21investors
- investment
- %21investor
- investors
- financial+advisor
- investor
- morgan+stanley
- money+advice
- mutual+funds
- ria
- retirement+planning
- business+financial
- cfp
- financial+advisers
- financial+plan

Event Targeting



Long-Form Case Studies Work Great Too.

Digital Revenue Growth | Flawless Execution



Grow Your Top-Line Digital Revenue

Extend the Value of Your Audience to Off-Site Digital

\$1M in Full-Year Digital Revenue

"The results speak for themselves. We will double the revenue of our business over the next two years, by serving our advertising clients with a full digital offering.

Partnering with January Spring has brought the digital expertise to my business that we needed to rapidly transform from a print-centric model to an audience and revenue focused organization."

- Alexis Bourkoulas, Publisher & CRO, Metro Parent Media Group

Target Your Audience

Offer a Multi-Media Marketing Program, that is anchored by your Publication



Generate Leads for Your Sales teams, with outbound marketing, by category.

Here's what's included in this offer:

- A full-page story as part of a limited, exclusive promotional package in print issue
- Exclusive storytelling in digital format on MetroParent.com
- A dedicated e-newsletter sent to 40,000 engaged parents
- 100,000 geotargeted digital ad impressions to drive quality prospects to your website.
- A customized online feature about your school or program that lives on MetroParent.com for a full year
- Social media promotion of the Education Issue across our social media channels
- This will live on MetroParent.com for one year!

Focus on Audience reach and engagement, across your portfolio of offerings:

- Print
- Special Sections
- Your website
- Newsletters
- Events
- Sponsored email
- Branded/Native content
- Social media
- Audience Extension (programmatic)

MetroParent STRATEGIES
The essential lifestyle marketing solution reach to women with children in the Southwest market.



Education & Childcare

Marketing Opportunities

- Print
- Big Book of Schools
- Digital Display
- eNewsletter Sponsorship
- Channel Sponsorship
- Spotlight Native
- Event Sponsorship
- Audience Extension

Targeting Capabilities:

- Specific neighborhoods, to the address-level
- Competitor Open House events
- Area sporting fields
- New build neighborhoods
- Rec centers
- Tutoring facilities
- Family entertainment

Our Audience intends to make these critical decisions for their families in the next 12 months:

- 29%** are seeking childcare solutions
- 58%** are researching education or classes for their children
- 79%** of our Audience reports making purchase decisions based on the brands they see through Metro Parent

January Spring

January Spring

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Use the Case Study to Set Expectations:

1. Campaign Size
2. Potential
3. Upsell

BEST PRACTICES

CAMPAIGN RECOMMENDATION

$$\begin{aligned} & \# \text{ OF ADDRESSES (1000 ADDRESSES)} \\ & \text{X 2-3 DEVICES PER HOUSEHOLD (= 3000)} \\ & \text{X 4-6 IMPRESSIONS PER DAY (= 15,000)} \\ & \text{X 30 (DAYS IN A MONTH) (= 450,000)} \\ & \text{X RETAIL CPM (\$10)} \\ & = \text{MONTHLY BUDGET (= \$4500)} \end{aligned}$$

FREQUENCY

1ST: THEY DON'T SEE IT

2ND: THEY DON'T NOTICE IT

3RD: THEY ARE AWARE THAT IT IS THERE

4TH: THEY HAVE A FLEETING SENSE THEY'VE SEEN IT BEFORE

5TH: THEY ACTUALLY READ IT

FREQUENCY

6TH: THEY THUMB THEIR NOSE AT IT

7TH: THEY GET A LITTLE IRRITATED WITH IT

8TH: THEY THINK "HERE'S THAT CONFOUNDED AD AGAIN."

9TH: THEY WONDER IF THEY'RE MISSING OUT ON SOMETHING

10TH: THEY ASK THEIR FRIENDS OR NEIGHBORS ABOUT IT

FREQUENCY

11TH: THEY ACCEPT THAT THEY WILL BUY IT

12TH: THEY MAKE A COMMITMENT TO BUY IT

13TH: THEY CURSE THEIR POVERTY
BECAUSE THEY CAN'T AFFORD IT

14TH: THEY COUNT THEIR MONEY

15TH: THEY BUY WHAT THE AD IS OFFERING

RUN THE NUMBERS

100K IMPRESSIONS
÷ 30 DAYS

3,300 /DAY
÷ 4 IMP/DAYS AVG

= 833 PEOPLE/DAY



KNOW THE NUMBERS

Ask your client if I brought you 10 new opportunity's, how many opportunities would they close?
Learn their closing percentage and help them find their Return on Investment. If they say they would close 3 out of the 10 (industry will vary).

KNOW THE NUMBERS

Learn their closing percentage and help them find their Return on Investment. Know how much every client is worth to them!

100K IMPRESSIONS IN A MONTH

AVERAGE CTR IS .08 - .10%

WHICH MEANS 80 - 100 PEOPLE/CLICKS
ARE EXPECTED TO ENGAGE.

PROGRAMMATIC CAN THEN TRACK
THE FOOT TRAFFIC

LET'S SAY YOUR CLIENT RECIEVES 15
WALKS IN FROM THE CLICKS

15 WALK-INS X 30% = \$1,500
POTENTIAL RETURN



EXAMPLE: 30% CLOSE RATE AND
\$300 CLIENT WORTH

**Referrals are
another way to
stay in touch**

A photograph of two men in business attire shaking hands. The man on the right is smiling and looking towards the other man. The background is a plain, light-colored wall.

84% OF
PROSPECTS

usually respond to a sales
rep when recommended by
someone inside the company



SELL. SERVICE. MARKET. SUCCEED.

How to Solicit a Testimonial



The casual
conversation
email



The
professional
email
approach



The post-
sale email



The
incentive
email



The referral
email

The casual conversation email



Hi Jim,
Thank you for your kind words during our meeting to review your campaign. It is always a pleasure to work with you on your advertising.

Would you mind if I shared your comments in a testimonial? It is always helpful for other business owners to hear from respected businesses. Thank in advance for your consideration.

[insert a written version of the verbal complement.]

The post-project email

Hi Jennifer,
Thank you for your business. It is always a pleasure to work with you on your advertising.

We are showcasing businesses who have had success with our marketing program. I'm writing in hopes you would be interested in featuring your business in a case study. The next time I'm at your offices, I can review the material we'd like to use in the case study.

In the meantime, here's an example of one of our case studies. [attached case study]



The post-campaign email



Hi Evan,
Thank you for your time today. We are proud of how well your advertising campaign has performed for your business. I'd appreciate your feedback on our work together, would you mind providing a brief testimonial?

[insert a link to a one-page feedback form]

The incentive email

Hi John,
Thank you for your continued business with us. When someone takes the time to recount a positive experience, it speaks volumes. And so I would like to request a small favor – a testimonial that will give others a sense of the experience and service we've provided.

As a thank you for your time, I'd like to offer you [insert offer]

Please follow this link, and fill out our five-minute testimonial form. [insert link]



The referral email




Hi Brittney,
Thank you for your kind words during our meeting to review your campaign. It is always a pleasure to work with you on your advertising.

If you have a business colleague or vendor that you feel would also benefit from my efforts, I'd appreciate you recommending me.

Now What?

Share Your Case Studies and Testimonials




Build your
Case Studies


Promote On All
Your Marketing
Material

Keep Filling Your
Case Study
Funnel

Promote in Social Media

 January Spring

Our partners at [The Gazette - Colorado Springs](#) earned this awesome complement from a new client. Way to go team! #AdSalesWarrior #digitalmarketing #TheGazette #JanuarySpring





“

THIS REFRESHINGLY DIFFERENT
APPROACH IS INSPIRING

COLORADO SPRINGS GAZETTE

january spring

 96 people reached

 Like  Comment  Share 

 January Spring

We are so proud of our partnership with [NOCO Style Magazine](#). Check out their beautiful magazine...and a bit of our technical & creative handywork: [nocostyle.com](#) #JanuarySpring #NOCOStyleMagazine #RainingGlitter



“

IN ORDER TO GROW YOUR MAGAZINE'S
READERSHIP, YOU HAVE TO INVEST IN YOUR
DIGITAL. FOR US, AT NOCO STYLE, PARTNERING
WITH EXPERTS IN DIGITAL GREATLY ACCELERATED
OUR TIME TO MARKET

NOCO STYLE MAGAZINE

january spring

 288 people reached

 Love  Comment  Share 

 January Spring

Recruitment advertising isn't just job postings. You have to reach the right candidates across the web, on mobile and in social. Put us on the job. We'll help you fill your open positions. #JanuarySpring #recruitment #hiring



“

I TRUSTED MY DIGITAL EXPERT, THAT THE BEST
WAY OF REACHING MY IDEAL EMPLOYEE WAS TO
TARGET ONLY THE INDIVIDUALS WHO HAD THE
SKILL SET I WAS WANTING.

IT PAID OFF "BIG TIME"

ABC SEAMLESS

january spring

 29 people reached

 Like  Comment  Share 

Add to Your Media Kit

13

RAVE REVIEWS

CONNECT YOUR BRAND TO THE PREMIER MAGAZINE COVERING SOUTHERN CALIFORNIA

JOIN ADVERTISERS WHO TRUST
SOUTHERN CALIFORNIA LIFE
MAGAZINE TO PROMOTE THEIR BRAND
ACROSS MULTIPLE PLATFORMS

PASADENA
CALIFORNIA
91106

DEAR CALIFORNIA LIFE,
WAITING TO SAY MRS BENNETT AND I
ENJOY THE READ. THANK YOU FOR BEING
SMART ENOUGH TO OUR ATTENTION AT
NEWPORT BEACH.

BEARDS RICHARD BENNETT

Universal Studios
City of Lompoc
Santa Anita Park
City of Redondo Beach
Breeders' Cup
Kidspac Museum
Reagan Ranch Center
Automobile Driving Museum
Aldik Home
Temecula Valley
Palm Garden Hotel
Pismo Beach Visitor's Bureau
and more

I can't thank you enough for all
your team has accomplished.
We are so happy with the level
of work and feel that you have
truly represented our brand in the
best possible light.

Alexis Garske
Media Relations
Santa Anita Park

Southern California Life
Magazine has provided Visit
Redondo with positive results in
a relatively short period of time.
I have strong expectations that
this publication will successfully
serve the Southern California
area for a long time.

Karin Kartounian
Marketing Manager
Visit Redondo Beach

SoCal Life Magazine has been a great
vehicle for launching the Explore
Lompoc marketing campaign. With
this quality lifestyle publication, we
have been able to reach our target
demographic and drive market, and
generate interest in Lompoc as an
emerging travel destination.

Ruth Ballin
Ballin Marketing & Public Relations
Agency for Visit Lompoc LLC
(dba Explore Lompoc)

Our perfume has been selling like
crazy since advertising with
Southern California Life. We re-
ceived an order from Singapore
when a client saw our ad in one
of your magazines placed in her
hotel room.

Grace Jacobsen
Seren Perfume

**SOUTHERN
CALIFORNIA
LIFE**
MAGAZINE

3625 E. THOUSAND OAKS BLVD. SUITE 232, WESTLAKE VILLAGE, CA 91362 | ADVERTISING AND SALES: 805.777.0080 OR
ADS@SOCALLIFEMAG.COM | SOCALLIFEMAG.COM

Southern California Life Magazine is published by Elysian Media Group, LLC.

Share with Every New Contact

DAVE WORDEN

Senior Vice President of Advertising

Media Planning Expert Business Development Specialist

For more than 20 years Dave has excelled at coordinating multi-market newspaper and digital advertising campaigns for clients in the financial and health care industries. The New York Press Service's one-order, one-bill, one-check advertising placement service saves Dave's clients time and money as he serves as their sole point of contact for print and digital media.

Dave's extensive knowledge of the industries he specializes in and New York's newspapers and the markets they serve, makes him an indispensable part of his clients' marketing teams. The New York Press Service is an integrated, full-service advertising planning and placement service owned and operated by New York's daily, community and ethnic newspapers. Put our creative advantage to work for your company today.



I was buying media for more than 20 years and was unaware of NYPS' services. When I began working at Fidelis Care and discovered what a valuable resource New York Press Service is – for no cost, I wished I found them earlier in my career. Above all else, I have come to realize the value of advertising in community and ethnic newspapers as they have evolved to provide more and better quality editorial content to their readers. Dave and his staff serve as an extension of my department. Their comprehensive services (research, scheduling, placement and billing) are provided promptly and efficiently service. They are very reliable and very enjoyable to work with...and save my department money and time! — Jill Brass, Advertising Manager at Fidelis Care

“ I feel very lucky that I've had the opportunity to work with Dave Worden. Dave not only possesses an unequalled wealth of knowledge and experience in the top media market in the U.S. – but he is also diligent, kind, patient, and always keeps a level head, even in stressful situations. I'm confident that the information I receive from Dave is accurate, and was gathered through thoughtful analysis and negotiation. Dave is responsive and timely in his work - he makes me feel like a valued partner and makes me look like a rock star in front of my clients! —Amanda Soder, Media Planner at Mintz + Hoke Communications Group ”

“ Working with Dave has been one of the most positive relationships I have ever had with a vendor. Not only is he responsive, attentive, flexible and personable, I have been very pleased with the product he delivers time and time again. He is someone that I can completely rely on for his depth of knowledge in the newspaper world, and always goes above and beyond in negotiating great prices and finding hidden opportunities on our behalf. I recommend him to everyone I know. — Maura Duffy Director of Marketing at Mount Sinai Health System ”

**Call. Click.
Connect.**

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621 Columbia Street Ext.
Cohoes, NY 12047

New York City
212 907 6487
Chrysler Building
405 Lexington Avenue
New York, NY 10174

New York Press Service
NYPS



Incorporate Your Case Studies and Testimonials into Your Sales Process



<http://360adsales.com/ad-sales-training-podcast>

Do You Know Them?

“Are you familiar with XXXX, another local business? Would you be surprised to know they’ve been running with us for XXX years. Then follow on with details from your case study.

Every Time They Run and Ad With Us, They Say...

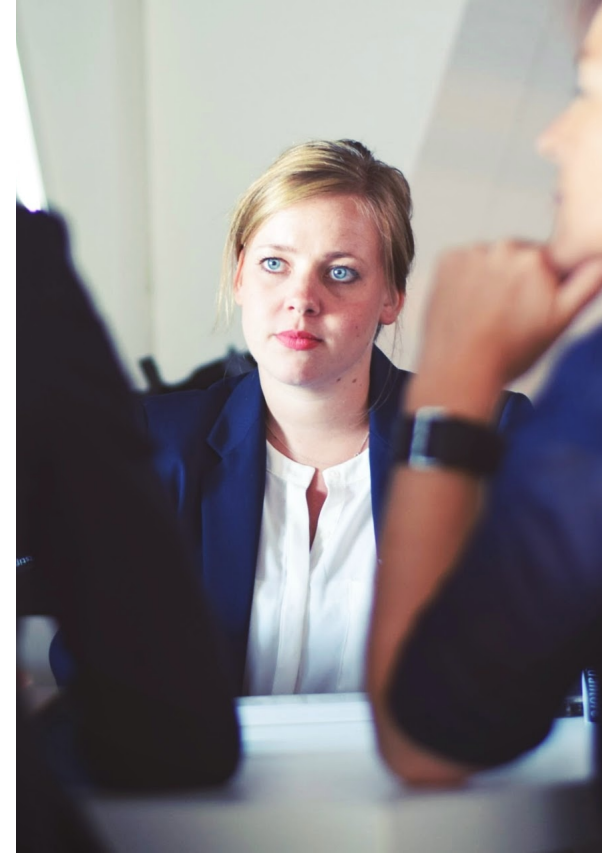
“Are you familiar with XXXX, another local business? Every time they run with us, they tell us its one of their most effective marketing efforts. Show them the results from one of your case studies.

Yeah, They Don’t Advertise With Us

“Are you familiar with XXXX? [a business they likely have not heard of because they don’t advertise with you.] You don’t know them because they don’t advertise, they don’t invest in marketing.

**As sales organizations,
we need to adjust to
the changing buyers**

Who's Your Buyer?





Boomers

- Want relationships with those they work with—an ongoing dialogue rather than sporadic communications
- Purchasers need face time with sales representatives and prefer in-person meetings
- Drawn to vendors' reputation and history, and the perceived quality of your product

GenX



- Are realists, and they can spot a phony a mile away; extremely motivated to do their own research
- Rely on peer-to-peer referrals more than other generations
- When you start the sales process, be sure to offer (or allude to) multiple product; they like options and a “plan B”



Millennials

- Leverage digital sources and peer input significantly more than advice from a sales professional when making a purchasing decision.
- Do 80% of their research before they even talk to you.
- Do not make decisions quickly; they need time and information

We're Into Long-Term Relationships

RAVE REVIEWS THAT MAKE US BLUSH

Crazy, thought – treat your clients well, do great work, and everyone wins. We've found many of our clients start working with and initial project, which then turns into another project, and then another. We are in this for the long-haul. And, we view our relationships as long-term partnerships. We've built our business on referrals. So, let's get started.

“

We started working with January Spring in late 2019 and we've booked significant in revenue in programmatic advertising. The January Spring team helps you enthusiastically launch with your customer base, supports and coaches you to close clients and readily works with my Digital Strategist to answer questions. Having this product in our toolbox has opened a lot of doors that have been previously closed AND we haven't seen our print buys decrease.”

—Rory Gillis, COO Durham, Chapel Hill & Chatham Magazines and Heart of NC Weddings, Taste the Event, Sip + Savor & WellFest

In order to grow your magazine's readership, you have to invest in your digital platform. For us, at *NOCO Style*, partnering with experts in digital greatly accelerated our time to market. And, the partnership gave our team the foundation for years of growth.

—Tonja Randolph, Owner and Publisher of Mountain Media Group

”

“

NBM has built a proven, scalable marketing approach to turn event sign-ups to show ups. We deploy multiple marketing tactics: email, social, text messaging—and new this season, we've also layered programmatic display targeting. In partnership with January Spring, we've built a comprehensive KPI dashboard that tracks the full attendee journey and provides us with attribution tracking tied back to each marketing tactic. Our most recent show saw a 54% lift in attendees during the week of the event, thanks to our marketing efforts. That is just shy of a third of the total registration count for that event.

—John Bennett, Vice President, Integrated Media, National Business Media

When my Media clients are looking to leverage digital my first choice as a partner is January Spring. In fact, they manage my Social Media. January Spring can handle all digital for you, seamlessly. They are a great partner to help grow your digital revenue and assisting media companies in their Digital Transformation..

—Ryan Dohrn, President/Founder, Brain Swell Media

”

january spring

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Stay In Touch



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