



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

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Charity Huff



Jamie Butow

Full-service digital agency.

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

- Programmatic Display
- Paid Social
- Targeted eBlasts
- Paid Search

So, What are We Selling?



AUDIENCE

Current Sales Approach

*Our industry has some of the
deepest product portfolios
in local advertising.*

- Each product is sold as stand alone or as part of a pre-made package once a month
- Current approach is to sell as transactional, one-time buys - **at deadline!!**
- Reps are consumed with juggling multiple deadlines, selling product to product, and rarely focus on presenting long-term marketing plans and strategies to clients.
- The shift to remote selling has forced different interaction with our advertising clients.

Businesses Value Us Because:

1. Reach the right audience
2. Catch the interest of potential customers
3. Drive people through the door or to the website
4. Turn contacts into sales
5. Know that their advertising dollar is working

What are We Selling?

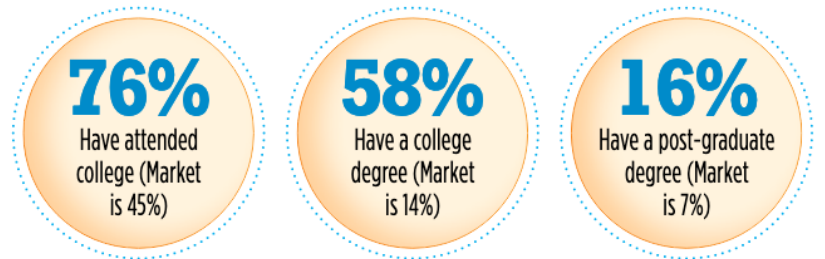
- We have the existing audience
- We have the people interested in the local market... or parenting or home remodeling...

READER PROFILE

AGE AND GENDER

| AGE 25-54 | AGE 55+ | FEMALE | MALE |
|-----------|---------|--------|------|
| 65% | 35% | 66% | 34% |

OUR READERS ARE WELL-EDUCATED



OUR READERS ARE AFFLUENT (HHI)



OUR READERS ARE DEVOTED



We Can Deliver:

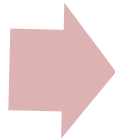
1. Our products reach every age group from 18 to 88
2. Specific products target specific audiences
3. Knowing who advertisers seek help us develop the right advertising campaign
4. Advertising campaigns are built on time and repetition
5. Advertising campaigns use the right platforms to reach the right markets.

Audience-Based Sales Approach

Embrace the opportunity to leverage your niche audiences to broaden the conversation with the advertiser.

Expand your view of how we sell those audiences to a more diverse set of advertisers.

Reach beyond your existing print or O&O advertisers.



Think in a 3-month sales cycle to target holidays, yearly events and happenings (like back to school, holiday prep)



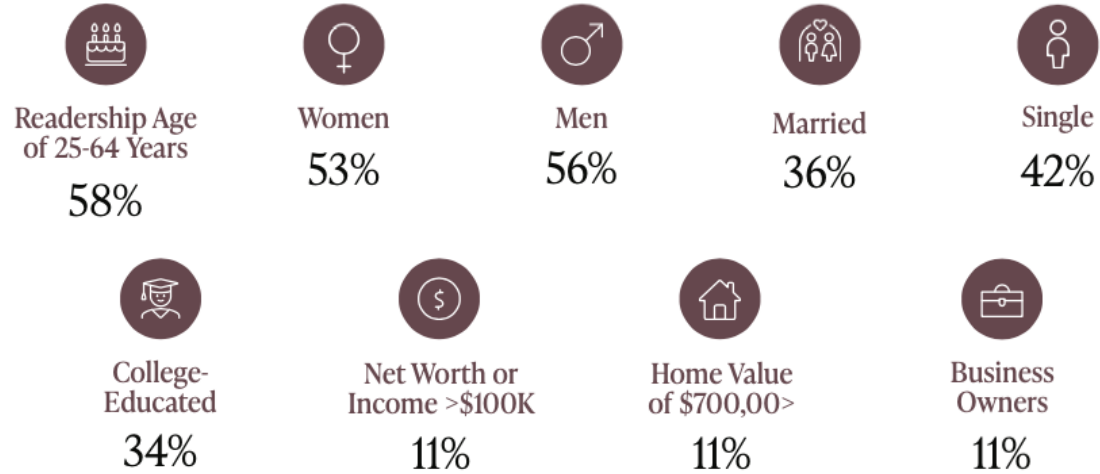
4 key focus areas will include;

- 1) audience-based selling approach
- 2) prospecting-new business development
- 3) three-packaged options
- 4) multi-month, multi-media proposals

This Strategy Works

1. Become more efficient with sales time
2. Streamline sales approach to be more productive:
 - Focused selling time
 - Eliminating multiple calls to the same client
3. Sell the value of your **Audience**, with much less focus on selling product
4. Gain more market share per advertiser
5. Develop a longer pipeline of business
6. Increase active account base per rep
7. **Achieve revenue goals!!**

Audience Snapshot



Reach & Market Coverage



Recommend the Right Audience

The Active Audience

- ROP Ads – Six 3X5 Full Color per quarter
- Newspaper.com – 120,000 Leaderboard impressions per quarter
- Mobile - 30,000 impressions per quarter
- Niche or Special Sections- 2 print ads per month

Quarterly investment: \$3,735

Monthly Investment: \$1,245

The B2B Audience

- ROP Ads 13 full color, per quarter
- Newspaper.com - 120,000 leaderboard impressions per quarter
- Business section - 1/2 Page, full color ad in 3 issues
- Native/sponsored content, 20,000 impressions (1 time)

Quarterly Investment: \$ 5,885

Monthly Investment: \$1,962

“Always On” Programs

Most Universally Accessible Options

The Informed Audience

- ROP Ads – Thirteen 3x5 full color per quarter
- Newspaper.com - 150,000 leaderboard impressions per quarter
- Breaking news sponsorship
- Mobile app - 30,000 impressions per quarter

Quarterly investment: \$5,325

Monthly investment: \$1,775

The Informed Audience

- ROP Ads – Twenty-four 3x5 full color per quarter
- Newspaper.com - 300,000 leaderboard of 300x250 impressions per quarter

Quarterly investment: \$4,500

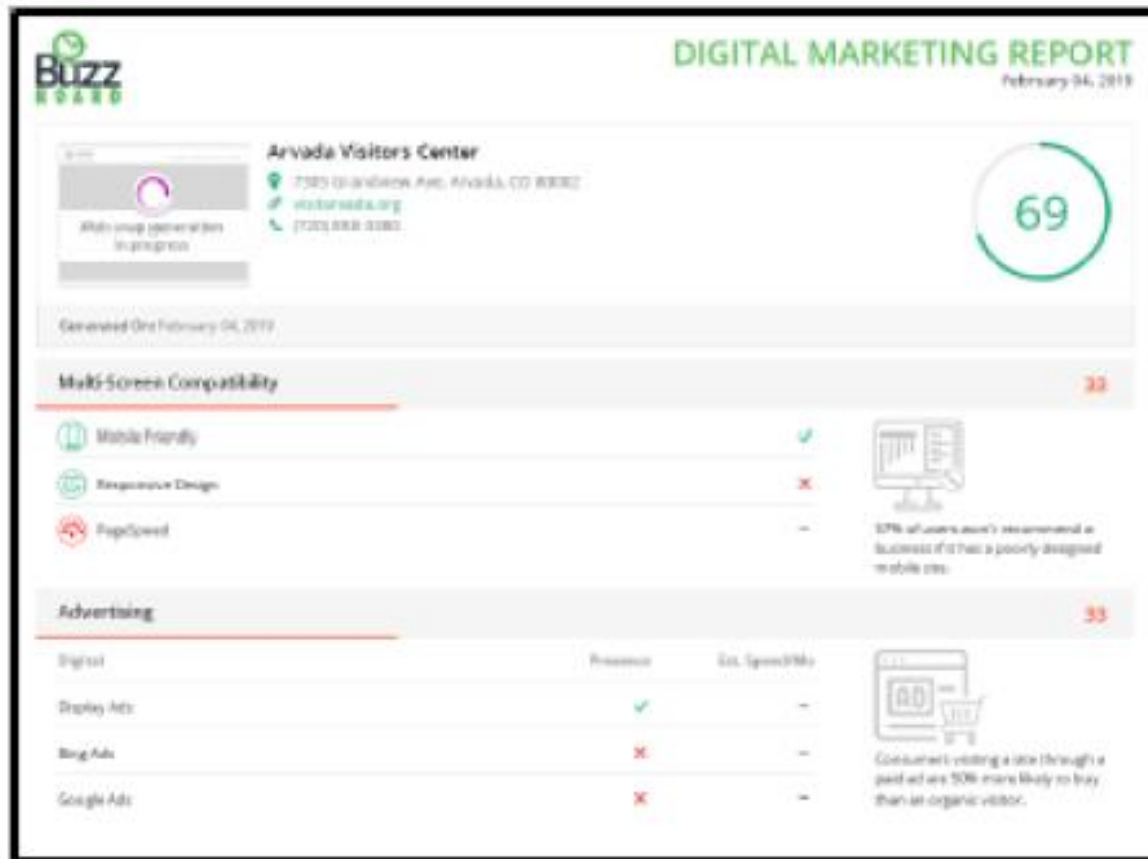
Monthly investment: \$1,500

**Prep for a deeper discussion,
even with long-standing
clients**

Before You Call on a Client, Six Questions to Ask **Yourself**

1. What is the prospect's current situation?
2. What is my desired next outcome?
3. Why would this prospect want to meet with me?
4. What are my relative vulnerabilities?
5. Have I used a variety of sources to inform my understanding of this business?
6. Have I prepared by agenda and 3-5 open-ended questions to facilitate the discussion?

Do Your Homework



| | | | | | |
|---|--|------------------------|--------------------------------------|----------------|-------------|
| Data as entered in BuzzBoard | | Arvada Visitors Center | 7305 Grandview Ave, Arvada, CO 80002 | (720) 898-3380 | |
| Directory | | Name | Address | Phone | NAP |
|  Google Maps | | Arvada Visitors Center | 7305 Grandview Ave, Arvada, CO 80002 | (720) 898-3380 | ✓ Match |
|  Bing Local | | Missing Listing | | | ✗ Not Found |
|  Citysearch | | Arvada Visitors Center | 7305 Grandview Ave, Arvada, CO 80002 | (720) 898-3380 | ✓ Match |
|  YP.com | | Arvada Visitors Center | 7305 Grandview Ave, Arvada, CO 80002 | (720) 898-3380 | ✓ Match |

January Spring

- Bringing information of value to the business owner – show them your homework.
- Learn something about the person and their business before the meeting.
- Use email to ask one or two informative questions that will help you *earn the appointment*.

Start with the End in Mind

Understand the following about the business:

- What customers are most important to this business?
- What do those customers look like?
- How do those customers engage with the business today?
- How would the business like to engage with them in the future?
- What value does a new customer bring to the business?
- What is the timing to invest in marketing?
- What is the budget available to market to their new customers?

Build 3-5 Open Ended Questions – Start with the business' website

Develop at least one questions around the following research:

- How does this business make money, based on what you learn from the products or services they advertise on their website?
- Are there other potential ways this business could make money, that is not promoted on their site?
- Who do they sell to? (women, men, age groups, geographic specific consumers?)
- What do their customers care about? (quality, variety of selection, expertise, guarantees, reputation of the business, experience, local)
- How would you describe this business' unique selling proposition?
What makes them stand out from their competitors?



Omaha Primary
EyeCare





Omaha Primary Eye Care

Optometrist

OMAHA MAGAZINE'S

Best of Omaha™

2020 First Place

KETV 7 BERKSHIRE HATHAWAY

Voted Best of Omaha for
10 CONSECUTIVE YEARS



Build 3-5 Open Ended Questions

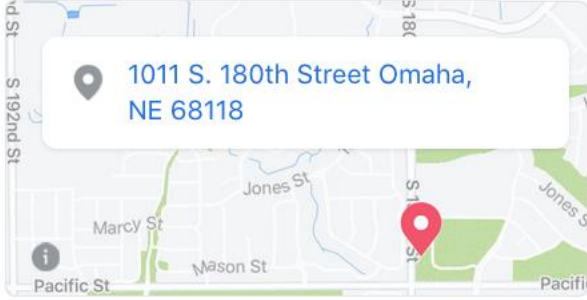
Check the business' social media pages

Develop at least one questions around the following research:

- What topics does the business post about of Facebook? Many times, these are topics they believe are of interest to their target customer. (quality, variety of selection, expertise, guarantees, reputation of the business, experience, local)
- What clues do the Facebook posts give you about the level of customer service of the business?
- What geographic areas does this business services?

[Home](#) [Services](#) [Reviews](#) [Photos](#) [More ▾](#) [Like](#) [Message](#) [Search](#) [More](#)

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1011 S. 180th Street Omaha, NE 68118

Omaha Primary Eye Care offers eye health exams for the entire family (Infant See, See To Learn programs). We strive to offer the most technology advanced eye care in Omaha, Dry Eye Treatment, Pre & Post Lasik care, glaucoma testing, cataract evals.

716 people like this

744 people follow this

219 people checked in here


<http://www.omahaeyecare.com/>


Typically replies within an hour
[Send Message](#)

frontdesk@omahaeyecare.com

Open Now
9:00 AM - 6:00 PM ▾

Optician · Optometrist · Medical Center

**Omaha Primary EyeCare**
3h · [Public](#)





Omaha Primary EyeCare
402-383-0780
omahaeyecare.com
frontdesk@omahaeyecare.com
1011 S. 180th Street
Omaha, NE 68118

Omaha Primary EyeCare updated their address.

[Get Directions](#)

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**Omaha Primary EyeCare** updated their cover photo.
3h · [Public](#)



Omaha Primary EyeCare
402-383-0780
omahaeyecare.com
frontdesk@omahaeyecare.com
1011 S. 180th Street
Omaha, NE 68118

[Like](#) 5

Build 3-5 Open Ended Questions

Go to a known competitor's site

If you don't know who their competitors are, Google a keyword for one of the services the business provides and add the zip code of the business to your search.

Develop at least one questions around the following research.

- How would you describe this competitor's unique selling proposition?
How does it differ from your target's?



who provides pediatric eye exams in omaha?



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About 8,520,000 results (0.61 seconds)



Rating ▾ Hours ▾ Your past visits ▾

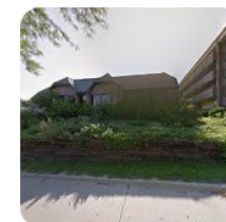
Pediatric Ophthalmology Associates

4.2 ★★★★★ (17) · Association or organization

515 N 98th St

Open · Closes 5:15PM · (402) 399-9400

Their website mentions **eye exams**



Millard Family Eyecare Q Street

4.6 ★★★★★ (173) · Optician

12660 Q St



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Build 3-5 Open Ended Questions

Google three questions related to the product or services of the business.
Develop at least one questions around the following research.

Can dry eyes be cured?

What are Scleral Lenses?

How to pick an optometrist?



can dry eyes be cured



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About 17,900,000 results (0.55 seconds)

Ad · Prescription treatment website ▼

Chronic Dry Eye Causes - Dry Eye Treatment

Find an Rx Treatment Option For Your **Dry Eye** and Chat With Your Doctor. Get Rx **Eye** Drops For Your **Dry Eye** Disease and Chat With Your Doctor.

Dry eye syndrome is a chronic and typically progressive condition. Depending on its cause and severity, it may not be completely curable. But in most cases, **dry eyes can** be managed successfully, usually resulting in noticeably greater **eye** comfort, fewer **dry eye** symptoms, and sometimes sharper vision.



www.allaboutvision.com › conditions › dryeye

Dry Eyes - 12 Ways to Relieve Dry Eye Syndrome

[? About Featured Snippets](#)

[! Feedback](#)

what are Scleral Lenses



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SafeSearch on

About 660,000 results (0.44 seconds)

www.allaboutvision.com › contacts › scleral-lenses

Scleral contact lenses for keratoconus and irregular corneas

Aug 20, 2018 — **Scleral contacts** are large-diameter gas permeable contact lenses for keratoconus and other eye problems. Dr. Jason Jedlicka explains types, ...

People also ask

How much does scleral lenses cost?



How long do scleral lenses last?



What are scleral lenses used for?



Are scleral lenses hard or soft?



Feedback

www.healio.com › news › optometry › 5-things-you-didn...



More images

Scleral lens



A scleral lens, also known as a scleral contact lens, is a large contact lens that rests on the sclera and creates a tear-filled vault over the cornea. Scleral lenses are designed to treat a variety of eye conditions, many of which do not respond to other forms of treatment. [Wikipedia](#)

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how to pick an optometrist



 All

 Videos

 Images

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About 4,650,000 results (0.51 seconds)

If you've never seen an eye doctor, you need to make sure you find a good one.

1. Talk to your doctor or pediatrician. She'll have the names of eye specialists in your area. ...
2. Ask family, friends, and co-workers. Think of everyone you know who wears glasses – they all have **eye doctors**. ...
3. Check with professional organizations.

Sep 6, 2019

www.webmd.com › Eye Health › Reference

How to Choose an Eye Doctor - WebMD

 About Featured Snippets

 Feedback

People also ask

Build 3-5 Open Ended Questions

Use some of the following additional questions to help you understand the main goals of the need's analysis

Those goals are:

- What customers are most important to this business?
- What do those customers look like?
- How do those customers engage with the business today?
- How would the business like to engage with them in the future?
- What value does a new customer bring to the business?

Additional Open-Ended Questions Worth Asking

These help build the campaign messaging *TO* the audience

- When someone calls you about your services? What questions do they typically ask you?
- What's working well with your advertising and marketing?
- What frustrates you about your current advertising?
- We've talked through your most profitable lines of business, those that we'd promote to our audience, can you help me what those new sales mean to you?
- Other businesses in your position spend \$XXX. Can you talk me through how this aligns with your expectations?

The average cost of an eye exam in the United States is around **\$200**, which can be out of reach for many people. If you have an eye condition that requires regular checkups, you may spend more than that in a year.

www.nvisioncenters.com › insurance › eye-exam

Getting an Eye Exam Without Insurance: What to Expect ...

**Formally present your
recommendations**

Presenting an Audience-Based Solution

- Start recommendations with the objectives of the campaign
 - What did you learn during initial outreach and prep-homework that will lead to this being the right recommendation?
- Show how you are solving their business need/problem
- Provide several options, based on need, budget, desired outcome

What makes a great presentation?

- Presenting each component of the solution –
 - **USE YOUR MEDIA KIT**
- Asking for the sale
- Setting expectations for follow up and continued monitoring of the campaigns

Options!

The Informed Audience

-ROP Ads – Twenty-four 3x5 full color per quarter

-Newspaper.com –
-300,000 impressions per quarter
leaderboard of 300x250

Quarterly investment: \$4,500

Monthly investment: \$1,500

With additional options for reaching our readers...and your target patients.

- Daily newsletter
- Programmatic digital display
- Podcast
- Special section

Solutions Recommendations Must be Based on Business Need

- Is the business in growth mode and needs additional customers?
- Does the business need to defend its against local or outside competitors?
- Does the business need to grow its existing customer base by selling more?
- Does the business have a good foundation in place, but need a trusted advisor to better manage their advertising budget?

Components of the Great Presentation

The Marketing Opportunity

- Summary of what was learned in the need's analysis.
- To market your business, you are currently using this approach
- It works well for these reasons (list at least 3)
- You wish it could do X, for these reasons (list 2-3)

Your Ideal Customer

- Re-tell the information you gathered during your need's analysis
- “What market, audience, geo-areas are you trying to target?”
- “How do you reach them today?”
- “How would you like to reach them in the near future?”
- Gain agreement on this recap slide as the goals for the campaign

Components of the Great Presentation, Cont.

Our Proposed Approach

- We have an on-going relationship with a local, engaged, diverse audience.
- We can reach your target customers in a variety of ways, including through our events and niche publications

Recommendations

Recommendation that best serves the advertising customer

- 2-3 bullets explaining why you are recommending this program
 - This approach places your brand, your messaging and your offers in front of the audiences you shared are most important to your business
 - We can help you engage with your existing customers and potential new customers through marketing channels unique to our community
 - State the size of the audience this business will reach with this program

Components of the Great Presentation, Cont.

Gain agreement that this approach satisfies their marketing goals

- Restate proposed program again, with pricing, terms and details related to that program, i.e. publication deadlines, event details, etc.
- Thank You for Considering us as your advertising partner

**Post-sale service is just as
important and earning the
business**

Thanks! I'm Outta Here!

No way!

- Set expectations for follow up and continued monitoring of the campaigns
- Set a follow up conversation to discuss how the program performed
- Check in with your client to lay the seeds for a renewal and/or marketing plans for the next quarter

Prepping For Your Follow Ups

Go Back to the Beginning

- Frame the conversation based on your client's original marketing objectives
- What did the business want to advertise?
- Specific products or services
- Special offer, special or promotion
- Focus on the messaging used in the creative. Is it targeting the right consumer?
- Does it have a strong call to action designed to generate a specific consumer activity

Or

- Is it a branding message designed to differentiate your client's business in the mind of the consumer

Talk Results

Reporting Period

Year-to-date

Jan 01 to Jul 21, 2020

Delivery Metrics



660,907
Impressions



848
Clicks



0.13
CTR

By Device

| | | |
|--|----------------|--------|
| | People Reached | 105 |
| | Impressions | 63,516 |
| | Clicks | 25 |
| | CTR | 0.04 |

| | | |
|--|----------------|--------|
| | People Reached | 73 |
| | Impressions | 44,364 |
| | Clicks | 66 |
| | CTR | 0.15 |

| | | |
|--|----------------|---------|
| | People Reached | 323 |
| | Impressions | 195,464 |
| | Clicks | 287 |
| | CTR | 0.15 |

By Campaign Tactic Summary

| | Type | Impressions | Clicks | CTR |
|--|---|-------------|--------|-------|
| | Keywords Campaign Dates: Jan 15, 2020 to Jan 15, 2021 | 215,774 | 203 | 0.09% |
| | Retargeting Campaign Dates: Jan 15, 2020 to Nov 30, 2020 | 90,752 | 145 | 0.16% |
| | Geofence Campaign Dates: Jan 15, 2020 to Jan 15, 2021 | 354,381 | 500 | 0.14% |

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Provide Actionable Recommendations

Build your recommendations, using your expertise and insights to support your conclusions:

- Does the scope or targeting of the campaign need to be modified to better reach the desired audience?
- Does the creative need to be modified based on the post-click activities?
- Should the campaign time-frame be extended?
- Should additional ad positions be added to the campaign?

Stay In Touch



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