

# Digital Revenue

'How to' Increase & Implement

“Oh, so they have internet  
on computers now!”

– Homer Simpson

# Digital Offerings

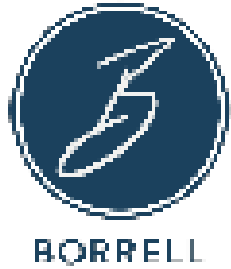


- Banner Ads
- Online Directories
- Online Classifieds
- Email
- Contests
- Mobile Apps
- Rich Media
- Deals
- Social
- Digital Agency
- Website Design & Development
- SEO/SEM
- Reputation Management
- Video
- Native Advertising



# Surpassed SMBs

Two years ahead of local advertising needs



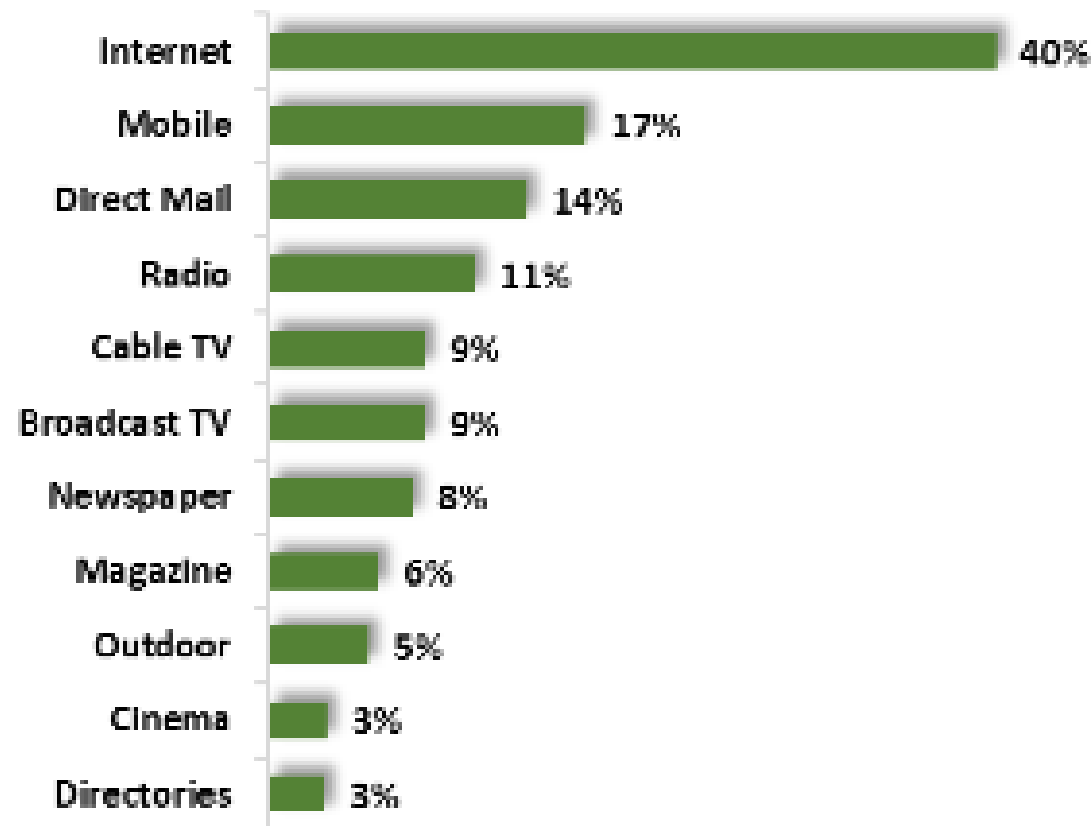
# First, Consider This

2016 vs 2015 Spending



**15%** plan to spend more on overall advertising.

% Who Plan to Increase Spending on Each Medium



But **40%** plan to increase their digital budgets.

Source: Full SMB survey, Q2-3 2016; N = 7,564 responses





Reset

# Back to Basics

Digital Display - Banner/Rich Media

Email

Social - Facebook

# Digital Display

## 1. Use print frequency model with CPMs and impressions

Fewer impressions run = Higher CPM

More impressions run = Lower CPM

For example: \$10 CPM for 15,000 impressions; \$8 CPM for 30,000 impressions

## 2. Target sections on your website and charge a premium CPM

Arts & Entertainment > \$15 CPM

The more granular the targeting the higher the CPM

Arts & Entertainment > Music > \$20 CPM

The screenshot shows the top navigation bar of the YourObserver.com website. The header is dark red with the site logo on the left and navigation links (ELECTIONS, CALENDAR, REAL ESTATE, CLASSIFIEDS, CONTESTS, E-EDITION) on the right. A weather widget shows 87° and the date Mon. Sep. 12, 2016. Below the header is a secondary navigation bar with location and category dropdowns (LONGBOAT KEY, EAST COUNTY, SARASOTA, SIESTA KEY, ARTS & ENTERTAINMENT, BLACK TIE, PHOTOS, VIDEOS) and a search icon. Below this is a digital display advertisement for 'Sixteen Hands' horse rescue. The ad features a blue background with a white horse silhouette, the text 'We rescue horses near death. Be The One to make a difference...', and a 'CLICK TO LEARN MORE' button. A small 'advertisement' label is visible at the bottom right of the ad.



# Targeting, cont'd ...

OrangeObserver.com

ADVERTISE COPS CORNER CALENDARS LEGAL NOTICES E-EDITIONS

WEST ORANGE TIMES & OBSERVER WINDERMERE OBSERVER SPORTS OBSERVER PREPS ARTS & CULTURE PHOTOS

75° Mon. Sep. 12, 2016

NOW OPEN FLORIDA HOSPITAL WINTER GARDEN

Learn More

FLORIDA HOSPITAL WINTER GARDEN advertisement

OBSERVER PREPS - LATEST NEWS

SHARE f t e



Observer Preps

SCHOOLS ATHLETE OF THE WEEK OPINION GAME FILM SCORES RECRUITING ALUMNI HOME

advertisement



**Dr. Fravel**  
Braces For Children & Adults

DrFravel.com



A Lifetime of Smiles

Push'em back, push'em back, waaaay back.

Get discounts up to 40%\*



Jo Sarah, Agent  
317 West Road  
Ocoee, FL 34761  
MF 8:30 - 5:30

# Digital Display

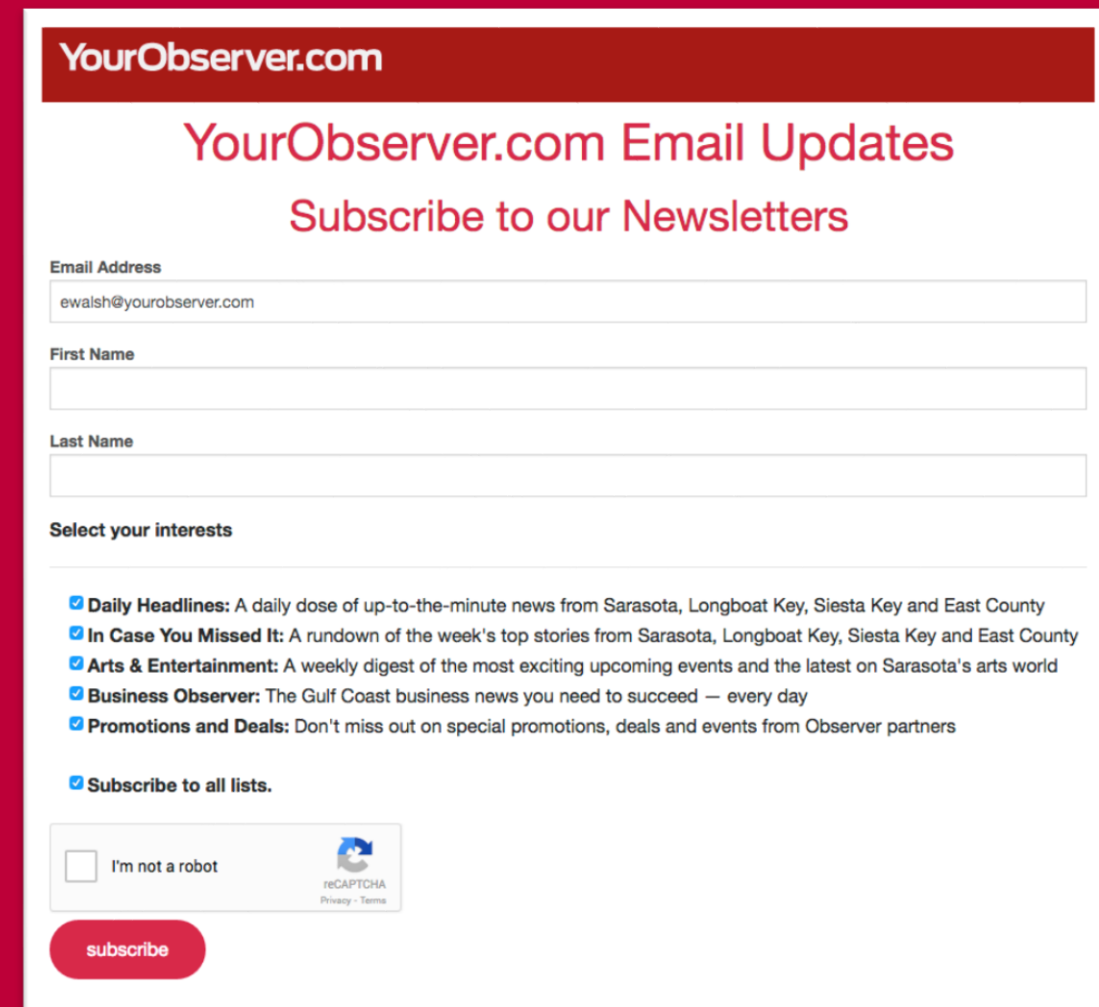
1. Use print frequency model with CPMs and impressions  
Fewer impressions run = Higher CPM  
More impressions run = Lower CPM  
For example: \$10 CPM for 15,000 impressions; \$8 CPM for 30,000 impressions
2. Target sections on your website and charge a premium CPM  
Arts & Entertainment > \$15 CPM  
Arts & Entertainment > Music > \$20 CPM
3. Create a remnant program for any unfilled impressions  
Google Display Network > \$2 CPM  
Remnant > \$5 CPM

# Email Marketing

1. eNewsletters
2. Dedicated eBlasts

# Create Your Lists

- Sign-up form on every page
- Segment lists
- Pre-selected opt-in all
- Contests/sweepstakes



The screenshot shows a sign-up form for YourObserver.com. At the top, there is a dark blue header with the text "YourObserver.com". Below this, the main heading reads "YourObserver.com Email Updates" followed by "Subscribe to our Newsletters". The form includes several input fields: "Email Address" (containing "ewalsh@yourobserver.com"), "First Name", and "Last Name". Below these is a section titled "Select your interests" with five checked options: "Daily Headlines", "In Case You Missed It", "Arts & Entertainment", "Business Observer", and "Promotions and Deals". A "Subscribe to all lists" option is also checked. At the bottom, there is a reCAPTCHA widget with the text "I'm not a robot" and a "subscribe" button.



# eNewsletter Opportunities

- Create multiple ad blocks
- Tier pricing from top to bottom  
For example: Top leaderboard \$250 per week; Medium rectangle \$200 per week; Bottom leaderboard \$125 per week
- Roadblock for a premium
- Sponsored Content
- Add 10,000 impressions on media website for discounted CPM

The screenshot displays the layout of an eNewsletter from YourObserver.com. At the top, the website name 'YourObserver.com' is visible, along with a link to advertise in the newsletters. Below this, there are navigation links for 'LONGBOAT KEY • EAST COUNTY • SARASOTA • SIESTA KEY' and 'Daily Headlines'. The main content area features a large photo of a chef in a kitchen with the headline "'Bulls Bistro' debuts on Lakewood Main Street'. Below this is a green banner for 'Life's Too Short. Don't Miss It' and 'Let noun Plan Take Care of Your Home.'. Further down, there are several news items: 'Downtown Sarasota YMCA to close in October' with a photo of a YMCA sign, 'Official offers reward after Siesta Key park vandalism' with a photo of a park, and a list of other news items including 'Deputies thwart murder-for-hire plot', 'Bands rock Ringling Underground', 'SRQ Airport's budget descends', and 'Cities push for more local power'. A red call-to-action box at the bottom right says 'Don't wait until tomorrow, for today's news! Observer Click here to sign-up'.



# Dedicated eBlasts

- Effective
- Separate list from eNewsletter
- Notate paid or sponsored
- Only one per day, one client per week  
For example: MaidPro can only run on Wednesday and cannot run another eBlast campaign until the following Wednesday.
- Optimal time: 6/7 p.m.
- Include “You” or “Your” in the subject line  
For example: *Your* chance to win ...
- Charge a premium, discount if running in conjunction with a digital or print campaign

**Observer**  
PAID CONTENT

**VOTED**  
BEST IN SW FLORIDA  
BY GULFSHORE LIFE  
2016

look who's  
in your  
neighborhood!  
not your standard cleaners...  
because your standards  
are not standard.

**SUPER  
SEPTEMBER**

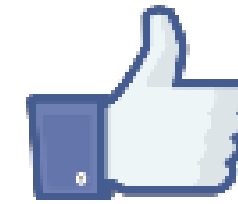
**\$100 FREE PROMOTION!**  
\$50 OFF your 1<sup>ST</sup> cleaning and  
\$25 OFF your 3<sup>RD</sup> and 5<sup>TH</sup> cleaning!  
(with recurring services)

Never underestimate the VALUE of your email list!

Social - Facebook

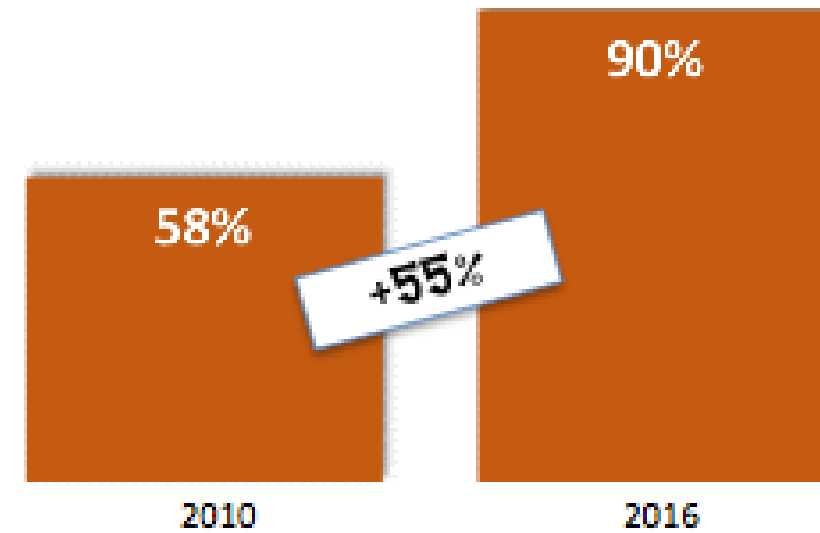


# Social Media is Really 'Liked'

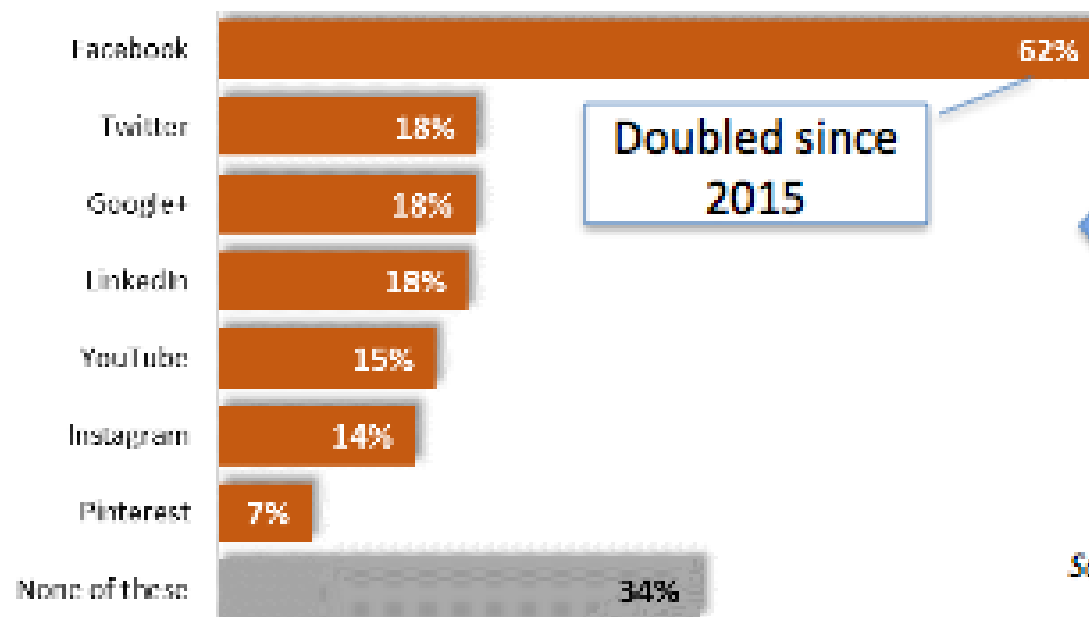


For local advertisers, a social media presence is now nearly ubiquitous.

Q: Do you have a social media page?



Q: Have you ever advertised on these social sites?



Doubled since 2015

Nearly two-thirds are buying ads on at least one social media venue.

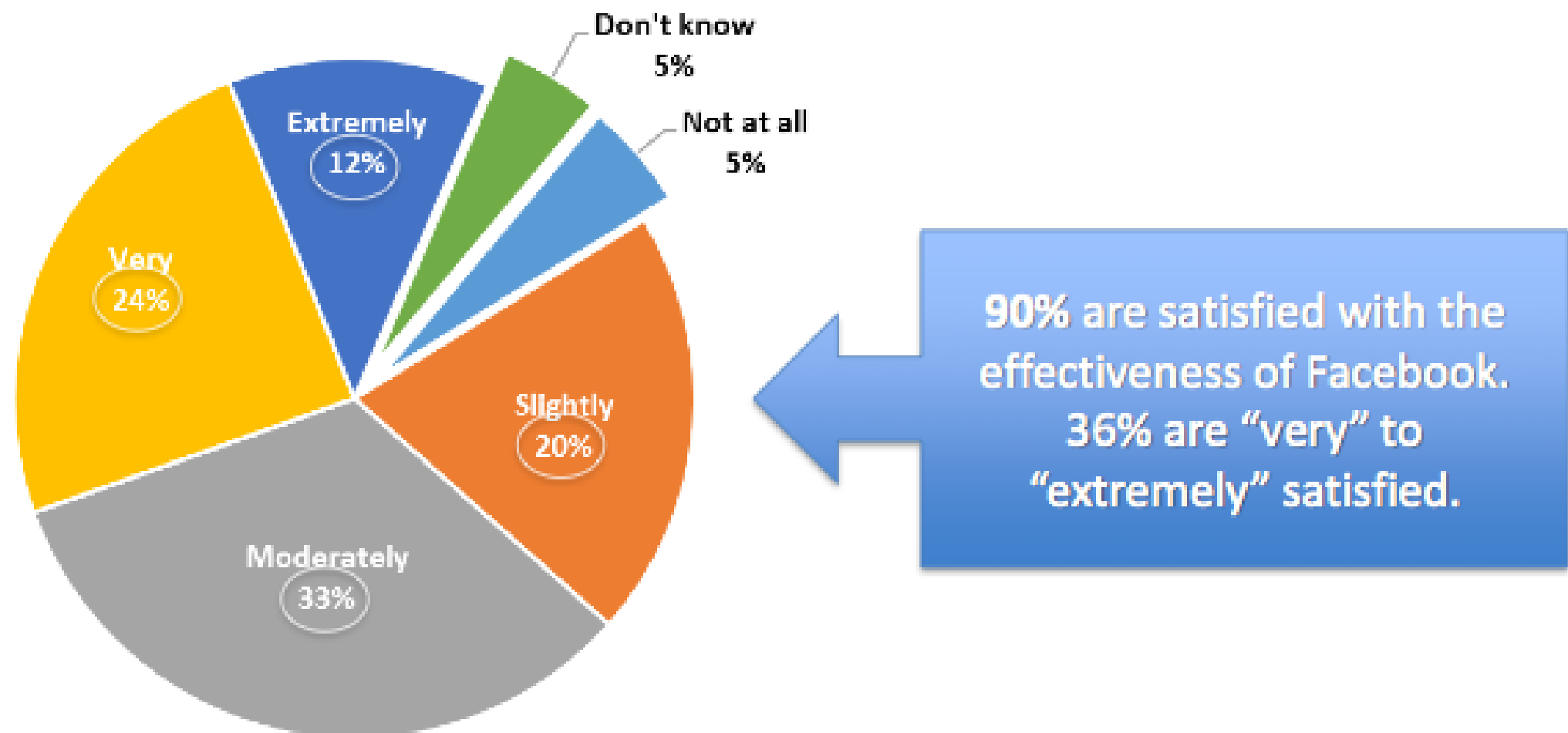
Source: Full SMB survey, Q2-3 2016; N = 7,564 responses



# For Facebook, It's Love



Q: Rate the effectiveness of Facebook.

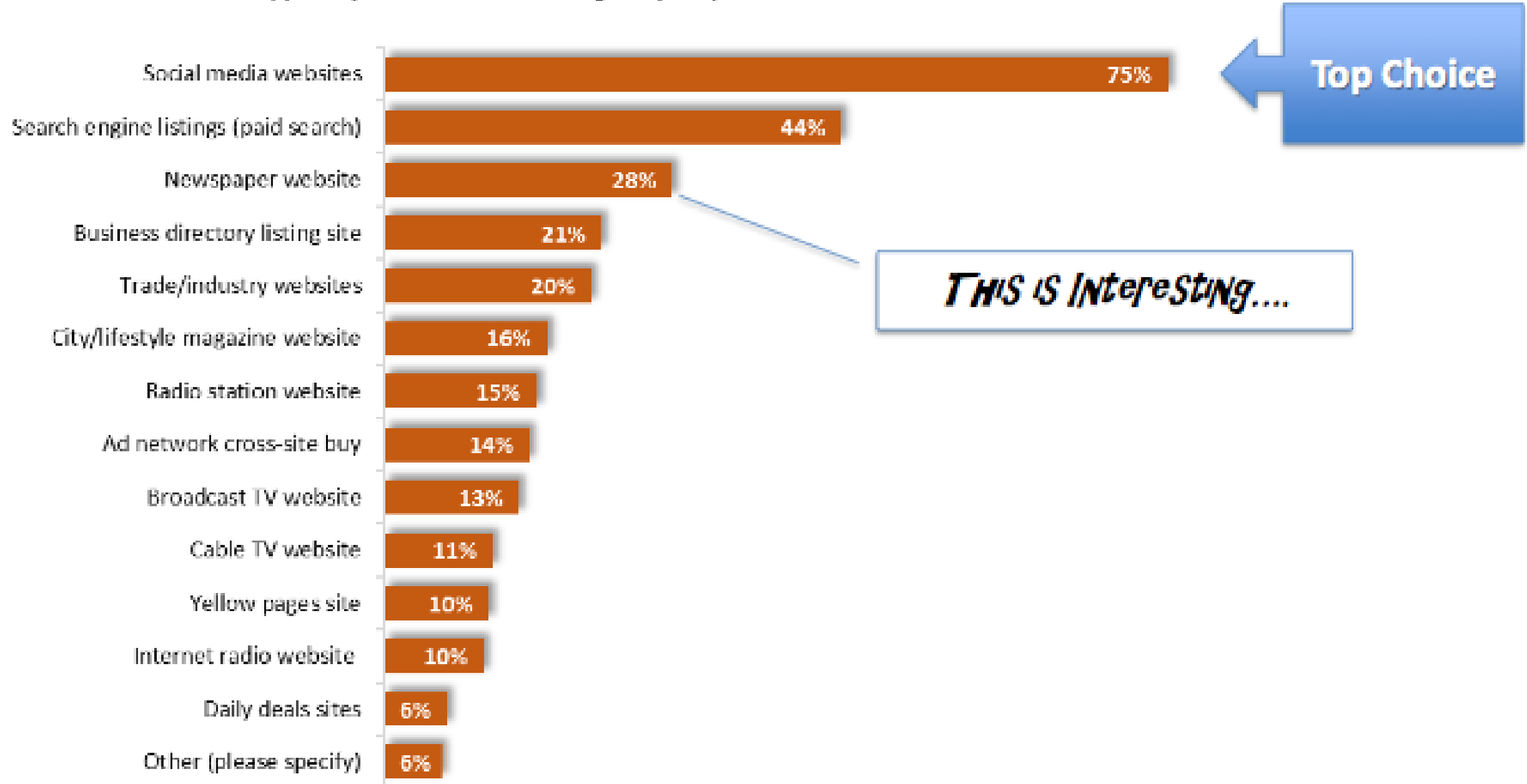


Source: Borrell SMB Panel, August 2016; N = 4,699 buying Facebook ads



# 'Social' Even Beats SEM

Q: Which types of online advertising do you plan to use in 2016?



Source: Borrell Q2-3 2016 Local Advertiser Survey; N = 5,104 planning to buy digital advertising in 2016

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# Sponsored Posts

- Post on Media Facebook Page
- One per day, one client per week
- Charge slightly cheaper than Dedicated eBlast  
But don't charge much less, Facebook is VALUABLE!!!
- Give a discount for running a Facebook sponsored post + a Dedicated eBlast
- Boost post with nominal spend \$40 to \$60
- 20% text rule
- Effective!

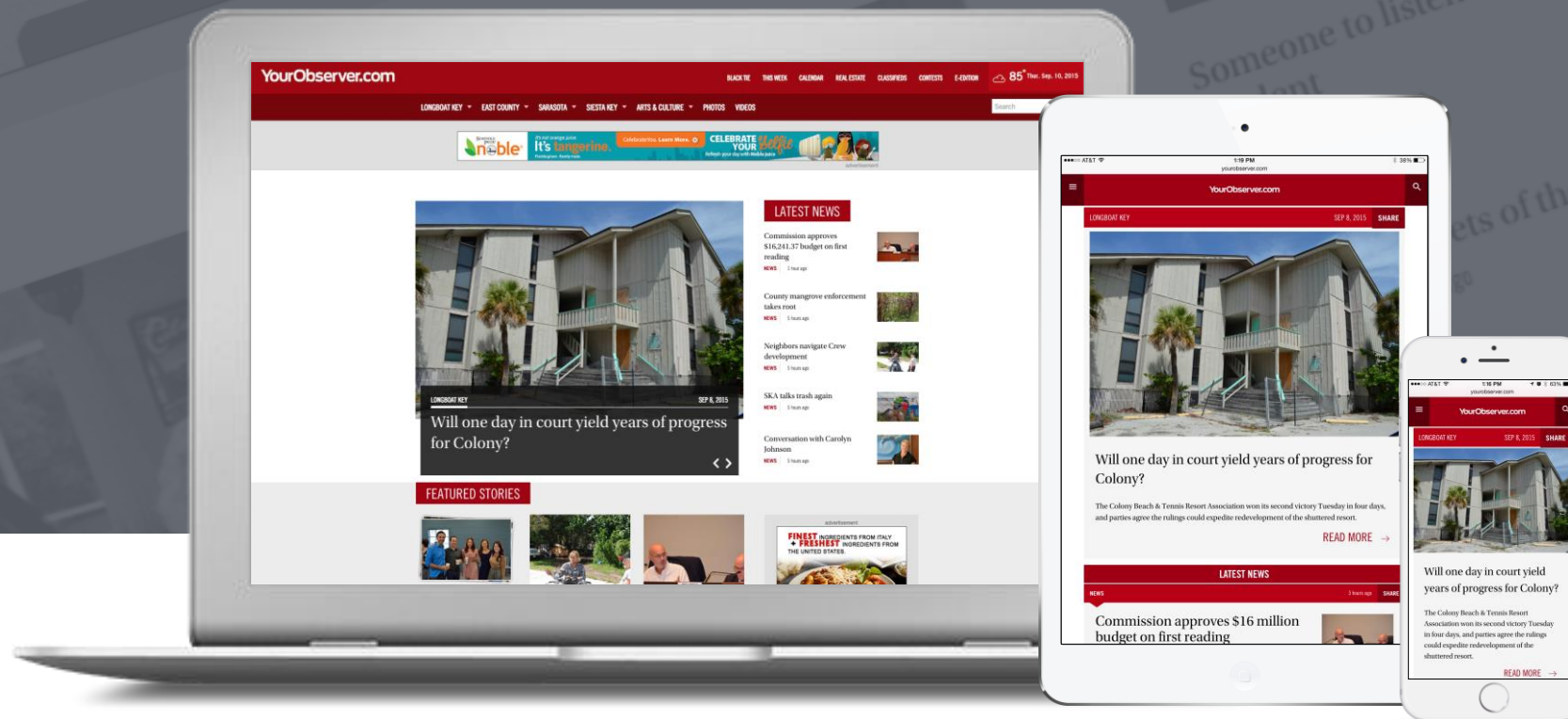
**The Observer**  
Published by Marisa Abby Merlino · August 12 at 6:15pm ·

{SPONSORED POST}

Sarasota woman invents the first all natural anti-aging face cream that ACTUALLY works from pearls! Her solution is free of chemicals and preservatives, deriving its power from the inherent muscle tightening properties in pearl. To watch a short video of Dr. Anna Baker explain the science and see results of a local celebrity, click here [www.pearlcreambydranna.com](http://www.pearlcreambydranna.com)

Join her August 19th at 1:00 pm to learn how you can get a face-lift with natural results and avoid the high costs and risks of surgery and Botox. First 10 to sign up will receive a special offer from Dr. Anna. Call quick, we're not getting any younger... 941-921-2662!

**GUESS HOW OLD SHE IS**



## Questions?

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