

Agencies 2.0: A Vertical-Focused Approach

February 25, 2014





StarTribune

More of what matters to Minnesota. All day. Every day.

Presenter: Jason Erdahl, Executive Director, Digital



Agencies 2.0

Real Estate

- Each realtor is a small business
 - Controls their own marketing budget
 - Have specific products & services and a brand to build
- Good timing for the Star Tribune
 - Strong audience of home buyers
 - Lack of dominant national player
 - Solutions in a need of a refresh

Start with an Advertiser-Focused Approach

- Talked to our realtors
- Identified biggest challenges
 - Need to be in front of Star Tribune’s massive audience
 - Need to show results to their client
 - They have no time
- Built solutions to those challenges
 - Solutions for each stage in the buying process
 - Easy-to-use dashboard for ordering and reporting

Solutions for each stage in buying process

- **Discovery:** Identify location, house features, home shopping tips
 - **Solutions: Star Tribune Content and Tools**
- **Research:** Filter houses by need, save and share
 - **Solutions: Homes Site, Top Homes**
- **Find Realtor:** Find trusted local realtor
 - **Solutions: Realtor Guide, Top Homes**
- **View:** Find open houses, contact listing realtor
 - **Solutions: Homes Mobile, Open House Showcase**





Agencies 2.0 – Real Estate

ARES Dashboard

- Advanced Real Estate System
- Partner: TapClicks
- Four components:
 1. Reporting
 2. B2B Marketing
 3. Ordering
 4. Star Tribune Systems Integration

Agencies 2.0 – Real Estate ARES Dashboard Reporting

Your Active Listings Show entries

Picture	MLS ID	Status	Price	Address	Property Type	Listed	Upcoming Ads	Advertised Online	Open House	
 17	4439729	Active	\$774,500	5336 Abbott Avenue S Minneapolis MN 55410	(SF) Two Stories	01-13-2014	0	yes		Edit » Advertise » Reports »
 6	4447069	Active	\$325,000	4410 Pillsbury Avenue S Minneapolis MN 55419	(SF) One 1/2 Stories	02-12-2014	0	yes		Edit » Advertise » Reports »
 18	4440352	Active	\$279,000	2909 W 48th Street Minneapolis MN 55410	(SF) One 1/2 Stories	01-15-2014	0	yes	02/23 Sun 10-12	Edit » Advertise » Reports »
 18	4448579			410 Monroe				yes		Edit » Advertise » Reports »

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Dashboard My Advertising

Detailed Listing Report for 5336 Abbott Avenue S,

MLS ID: 4439729 Web ID: A4RRD

Daily (last 14 days)

Date	Search Results	Page Details	Phone Calls	Email Leads	Website Views
02/19/2014	2	0	0	0	0
02/18/2014	2	0	0	0	0
02/17/2014	0	1	0	0	0
02/16/2014	20	1	0	0	0
02/15/2014	11	1	0	0	0
02/14/2014	3	1	0	0	0



Agencies 2.0 – Real Estate ARES Dashboard

B2B Marketing

Dashboard

Your property at 5505 40th Avenue S, Minneapolis has an open house Sunday 02-23. We recommend that you advertise in our Weekend Showcase to drive more traffic to your door. [Get started »](#).

Your property at 3435 Elliot Avenue, Minneapolis has an open house Sunday 02-23. We recommend that you advertise in our Weekend Showcase to drive more traffic to your door. [Get started »](#).

Your property at 2909 W 48th Street, Minneapolis has an open house Sunday 02-23. We recommend that you advertise in our Weekend Showcase to drive more traffic to your door. [Get started »](#).

Your Active Listings





Show entries

Picture	MLS ID	Status	Price	Address	Property Type	Listed	Upcoming Ads	Advertised Online	Open House	
	4447069	Active	\$325,000	4410 Pillsbury Avenue S Minneapolis MN 55419	(SF) One 1/2 Stories	02-12-2014	0	yes		Edit » Advertise » Reports »
	4446857	Active	\$139,500	4607 Pierce Street NE Columbia Heights MN 55421	(SF) Split Entry (Bi-Level)	02-11-2014	0	yes		Edit » Advertise » Reports »
	4379524	Active	\$100,000	2308 15th Avenue SW Austin MN	(SF) One 1/2 Stories	06-13-2013	0	yes		Edit » Advertise » Reports »

Agencies 2.0 – Real Estate ARES Dashboard

Ordering

Your Active Listings Show entries

Picture	MLS ID	Status	Price	Address	Property Type	Listed	Upcoming Ads	Advertised Online	Open House	
 17	4439729	Active	\$774,500	5336 Abbott Avenue S Minneapolis MN 55410	(SF) Two Stories	01-13-2014	0	yes		Edit » Advertise » Reports »
 6	4447069	Active	\$325,000	4410 Pillsbury Avenue S Minneapolis MN 55419	(SF) One 1/2 Stories	02-12-2014	0	yes		Edit » Advertise » Reports »
 18	4440352			2909 W 48th					02/23 Sun 10-12	Edit » Advertise » Reports »
 18	4448579									Edit » Advertise » Reports »

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[Dashboard](#) | [My Advertising](#) | [My Listings](#) | [Reporting](#)

Add an ad for 5336 Abbott Avenue S, Minneapolis, MN 55410

(Select A Product)

<p>Print Products</p> <ul style="list-style-type: none"> Weekend Showcase Open House Directory Picture Classified Classified Line Ad Homes Magazine 	<p>Online Products</p> <ul style="list-style-type: none"> Top Homes Featured Property Video
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Print Products

Weekend Showcase [Back to the top of the page ↑](#)

Four colored featured listings in Sunday print and 7 days online. Online ad begins on Friday.

- \$109 for Sunday Weekend Showcase

[Order Now »](#) [More info ⓘ](#)

Open House Directory [Back to the top of the page ↑](#)

Maximize your open house traffic with this consumer-friendly directory published on Saturday and Sunday.

- \$50 for Saturday



Star Tribune Systems Integration

- Ad Serving Solutions:
 - DTI integration for print products
 - DFP integration for digital products
- Financial systems:
 - Full SAP integration
 - eCommerce capability and reporting
- Digital site:
 - Gabriels and Top Homes integration
 - Omniture analytics for near-real-time updates

Agencies 2.0 – Real Estate

The Results?

- A big hit
- Immediate quarter million dollar impact on bottom line
- Real estate sales rising
- The surprise? Whole offices signing on as a group – latest is a 300+ agent office



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