

RedPost

How to
sell like it's
2016

redpost.co/2016megaconf

“The best thing
I’ve seen in 30
years in circ”

“It’s a small add-
on, kind of sexy,
which
newspapers
aren’t”

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Ultimately, we
increase product
sales 10-25%



And expand
your audience

There is no silver
bullet. There is a ton
of buckshot!

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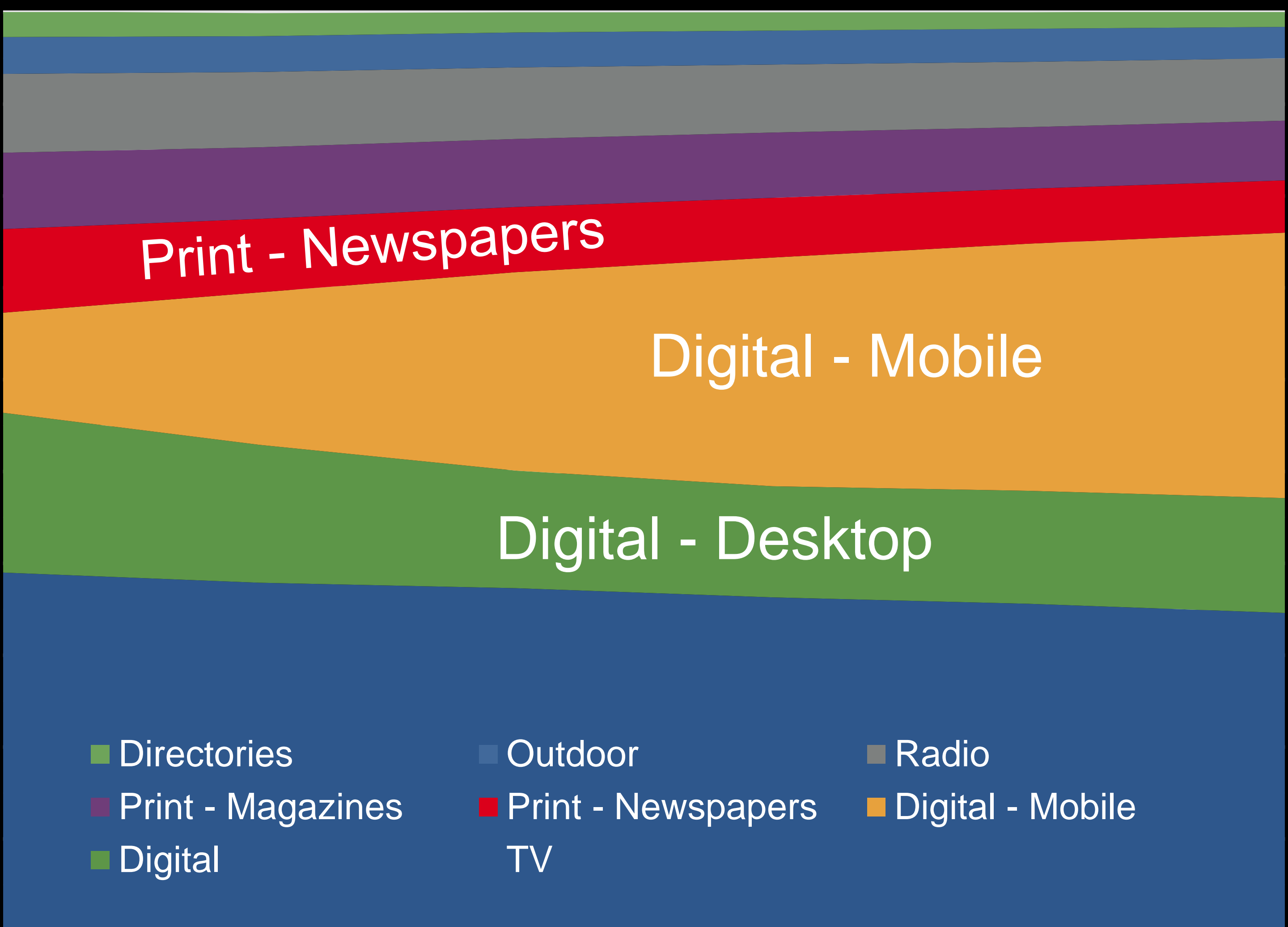


RedPost is a part of
your omni-channel
offering

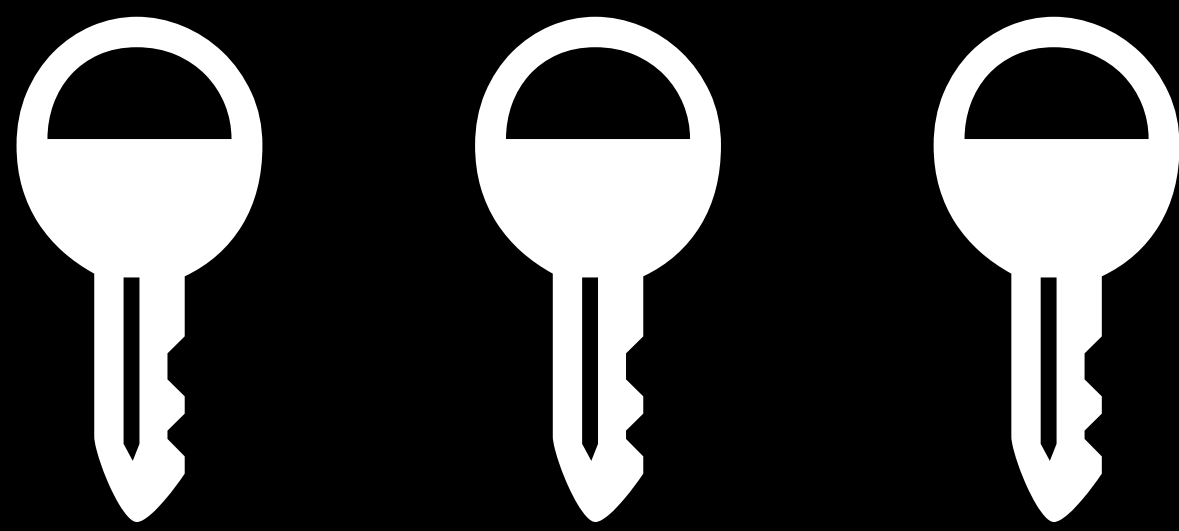
Mobile + DOOH +
POS + digital +
print

Big opportunity:
Target specific people
more often across
more channels

Reduce complexity for
advertisers



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to selling
like it's
2016

Sell results:
Store traffic
New
customers

Not media
Not audience
Not features
Not share of voice

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Utilize at
least 3+
channels

Tons of highly targeted
options to extend your
campaign across
media.

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If it isn't
consistently
consistent,
it's wasted

Creative and messaging
must match everywhere or
your customer is wasting
money.

You'll need a gazillion
different ad sizes and
formats.

And media.

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There is
no “digital
strategy”
just
strategy in
a digital
world
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Learn & improve

What worked last time?

Why? How was it
measured?

Be the advertising
expert in your market,
not the newspaper in
your market.

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Go big

\$10k+

Long-term
contracts

6 -12 months

Omni-channel

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