

A silver laptop is open on a wooden desk. The word "flypaper" is overlaid on the image in a stylized font. The "fly" part is purple and the "paper" part is green. The background is a blurred indoor setting.

flypaper

Inland and SNPA Annual Meeting | Monday, September 11 2017 | Conan Gallaty | WEHCO

AGENDA

- How we're structured
- What we do
- Profitability
- Pitfalls and learnings



WHAT WE DO

WHAT KIND OF AGENCY IS FLYPAPER ?

High end boutique



SMB direct service

Large scale, self service

WHAT WE DO

- **Website design**
- **SEO**
- **SEM**
- **Social Media Management**
- **Social Media Marketing**
- **Reputation Management**
- **Email Marketing**
- **Content creation**
- **Video creation**

OUR CUSTOMERS

- **Home Services**
Roofers, Landscapers, Cabinets
- **Professional Services**
Lawyers, Consultants
- **High ticket retail**
Furniture, Jewelry, Appliances
- **Destinations**
Attractions, Entertainment, CVBs
- **Elective medical**
Chiropractors, Plastic Surgeons



STRUCTURE

FLYPAPER TODAY



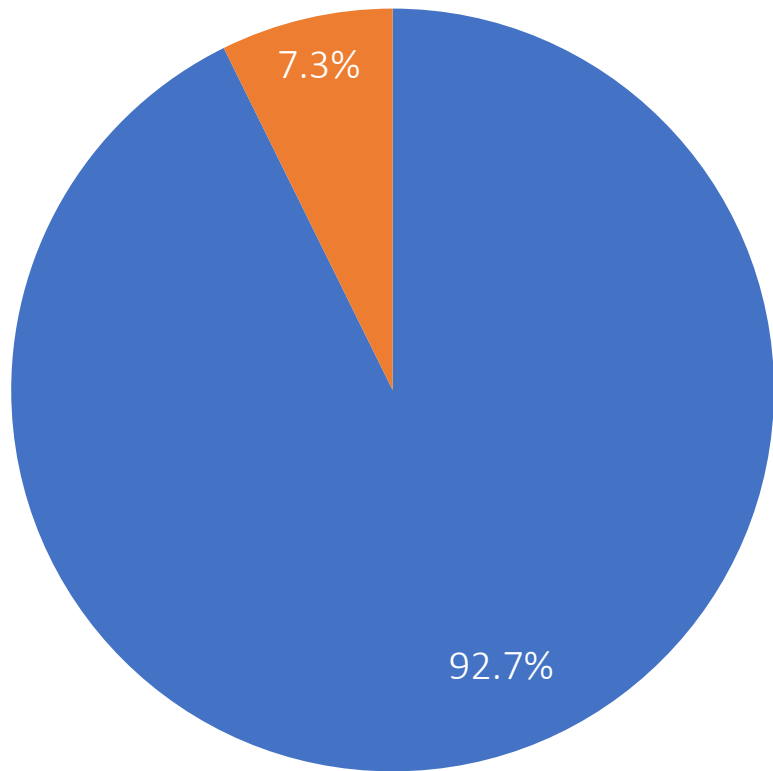
HOW ARE WE STRUCTURED ?



HOW ARE WE STRUCTURED ?

- 1) Competitive: Medium markets
Core newspaper sales team + Digital Specialists vs Separate agency sales
Agency fulfillment and sales report to Agency manager
- 2) Blended: Small markets
Core newspaper + Digital Specialists
No agency manager
Agency fulfillment reports to core management
- 3) Independent markets
Separate agency

WIDENING OUR FOOTPRINT

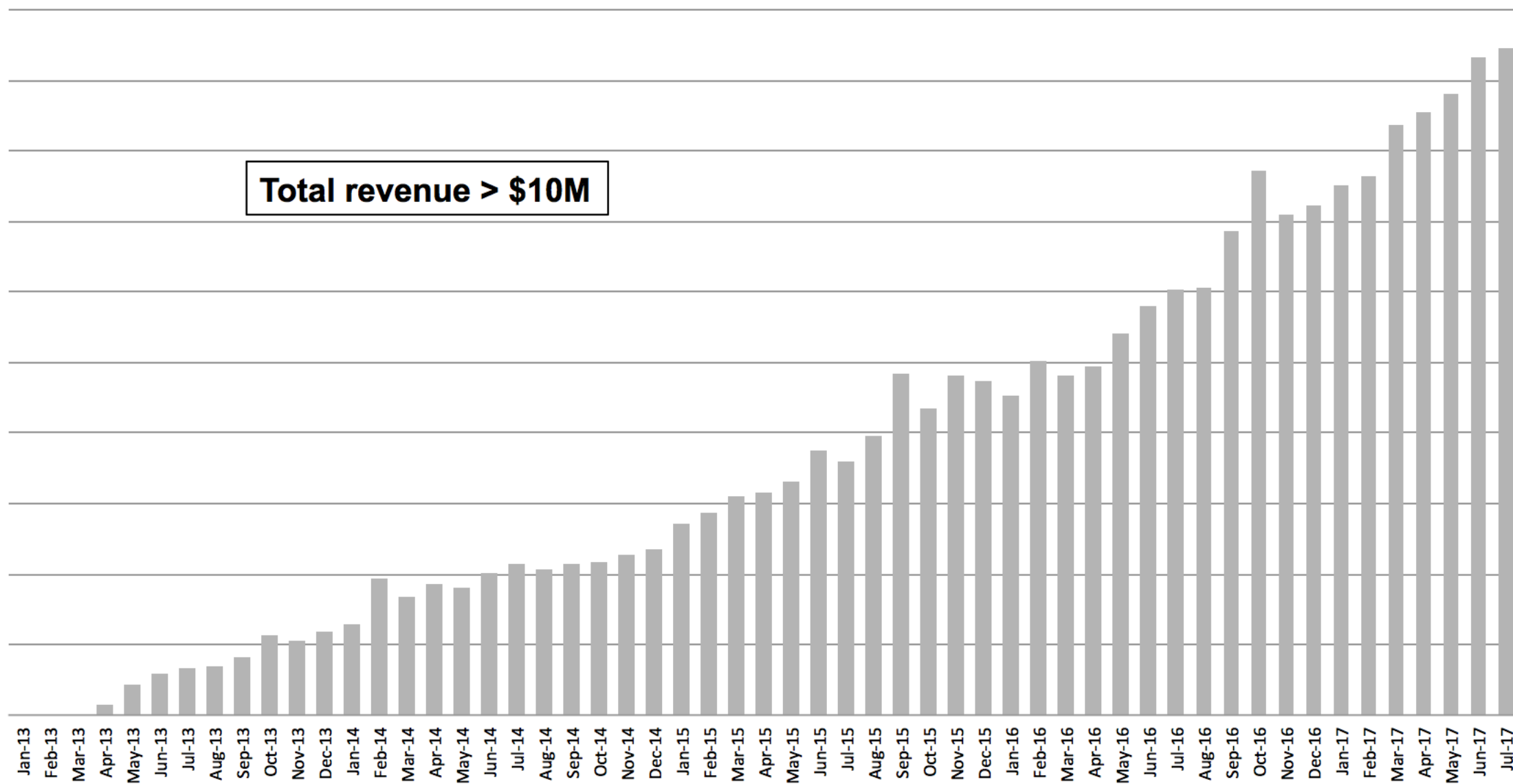


- N** New customers who have never advertised with us
- E** Existing or prior advertisers

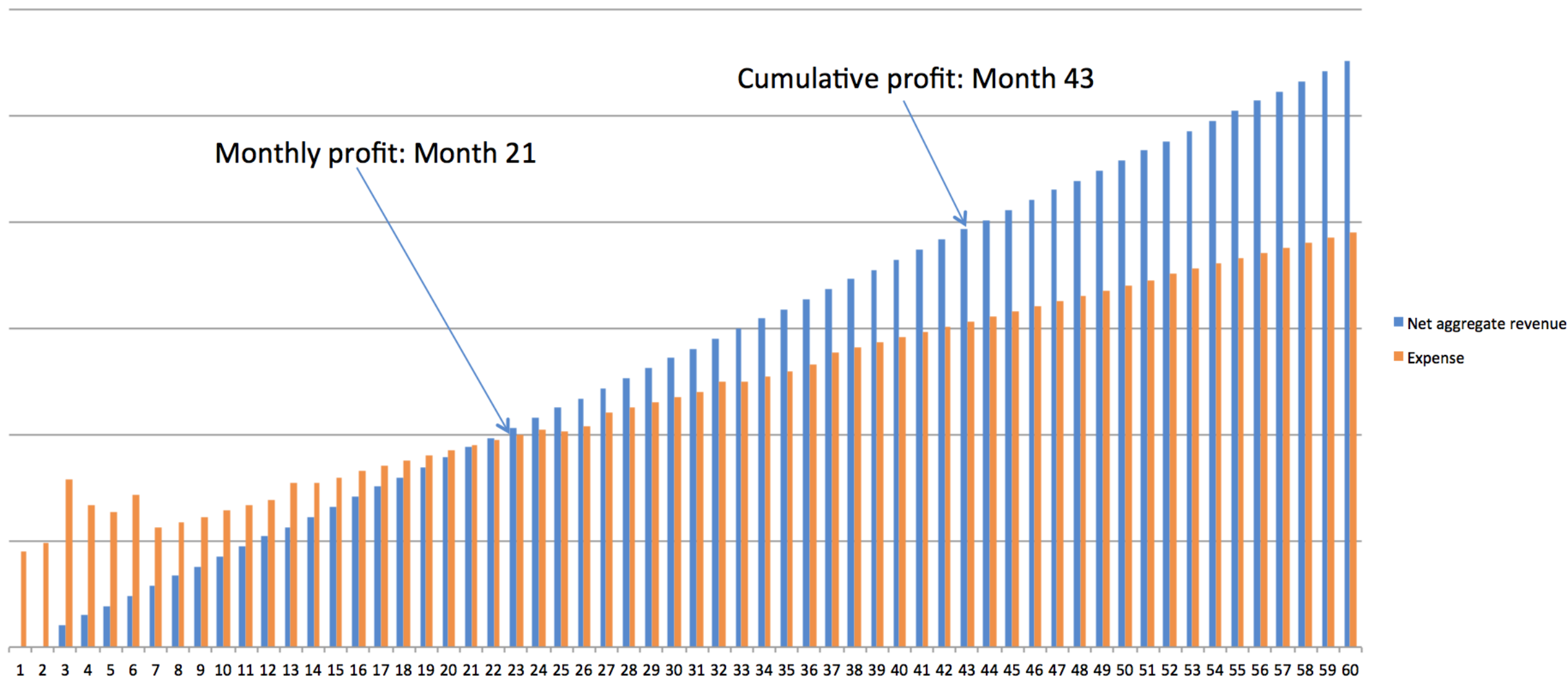


PROFITABILITY

REVENUE GROWTH 2013-2017

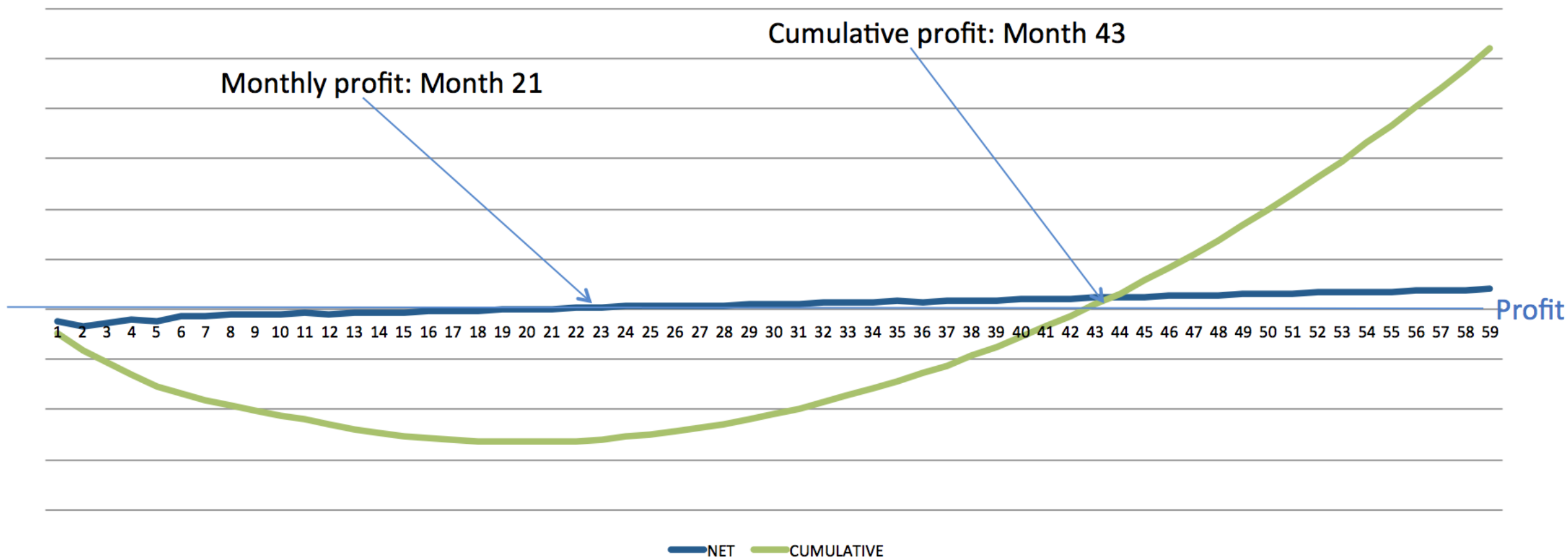


MARKET PROFITABILITY TIMELINE

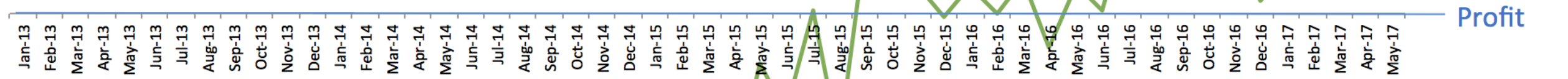


MARKET PROFITABILITY TIMELINE

Profit by month



TOTAL PROFITABILITY TIMELINE

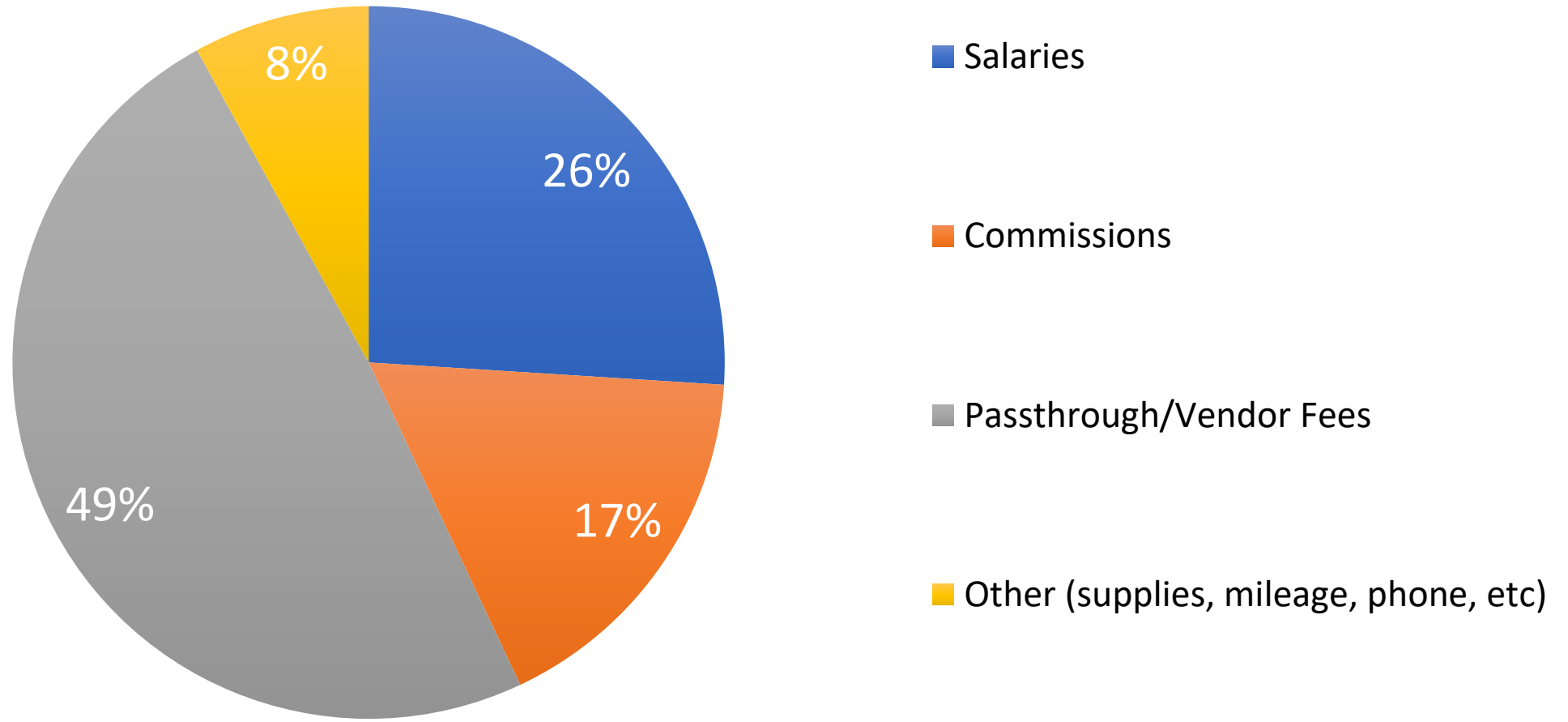


TOTAL PROFITABILITY BY YEAR

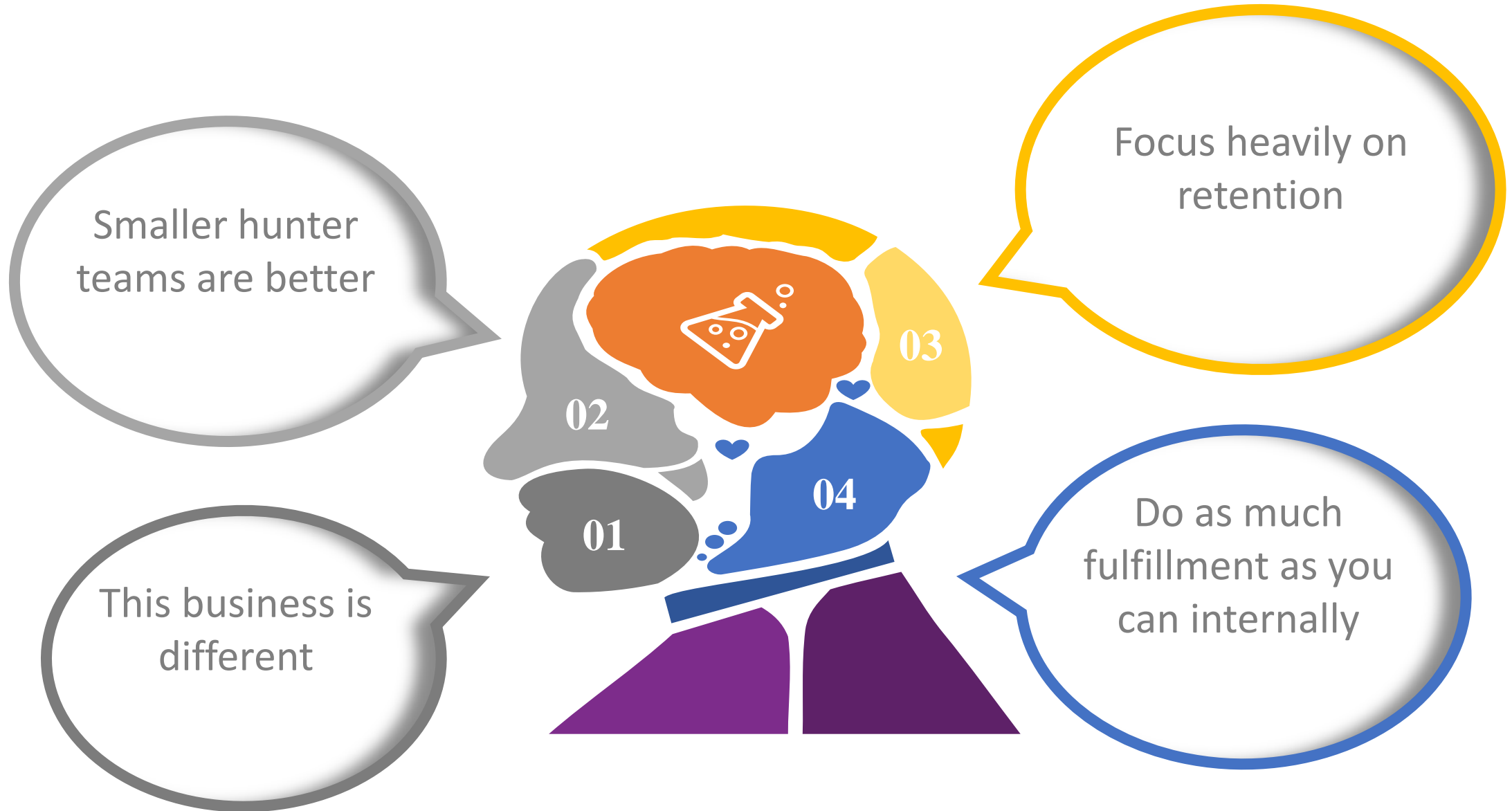


Profit

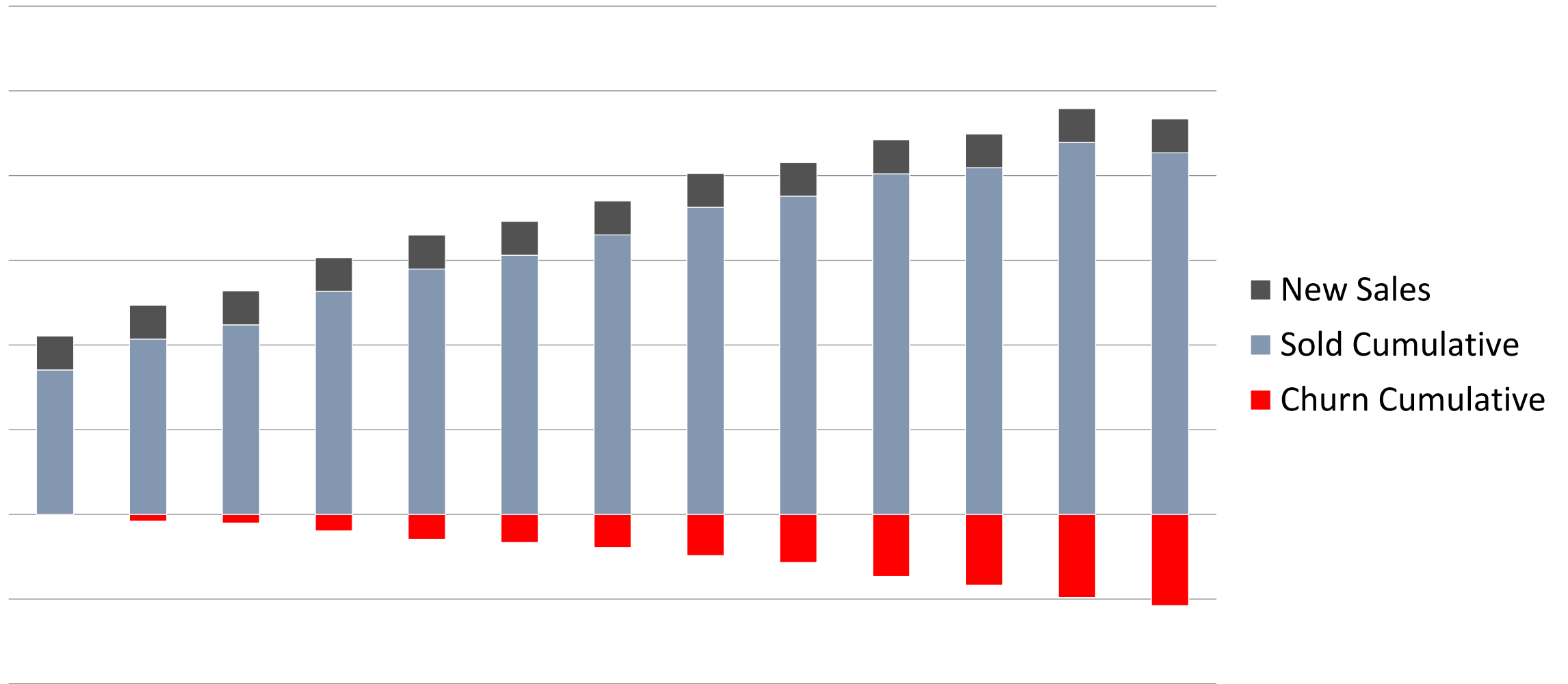
OPERATIONAL EXPENSES



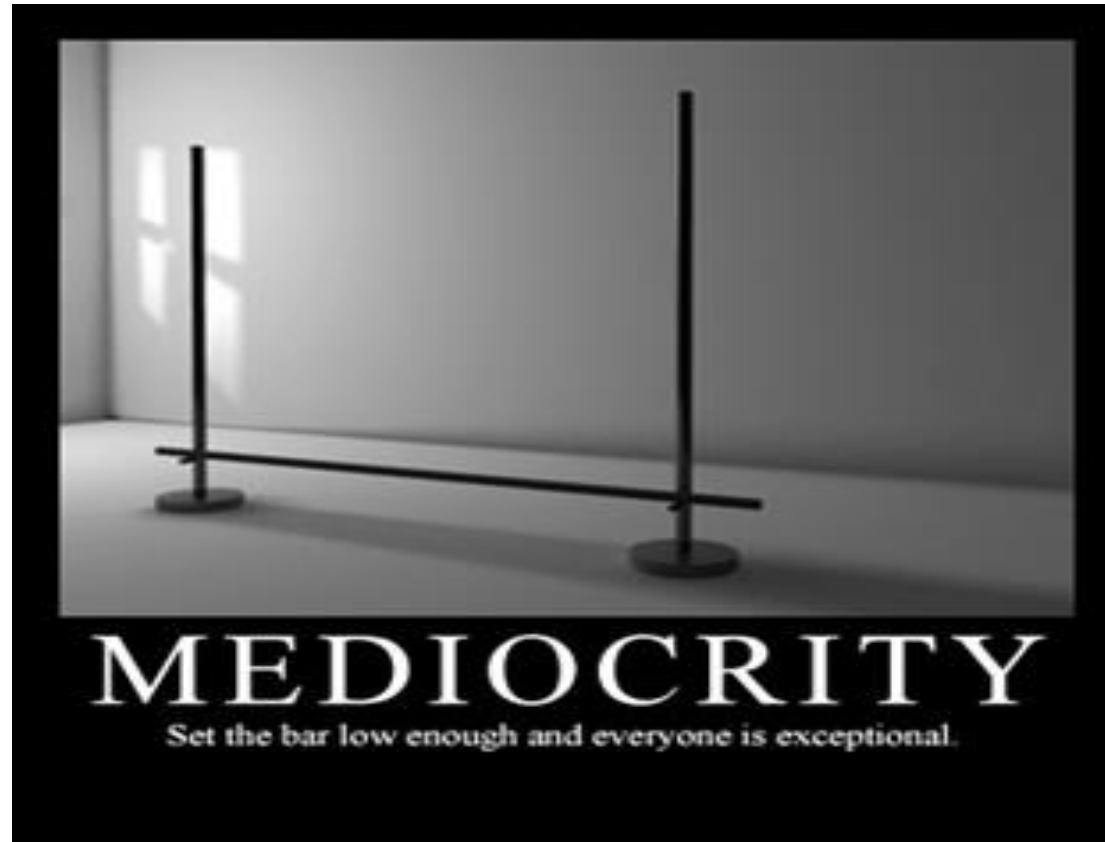
WHAT WE LEARNED



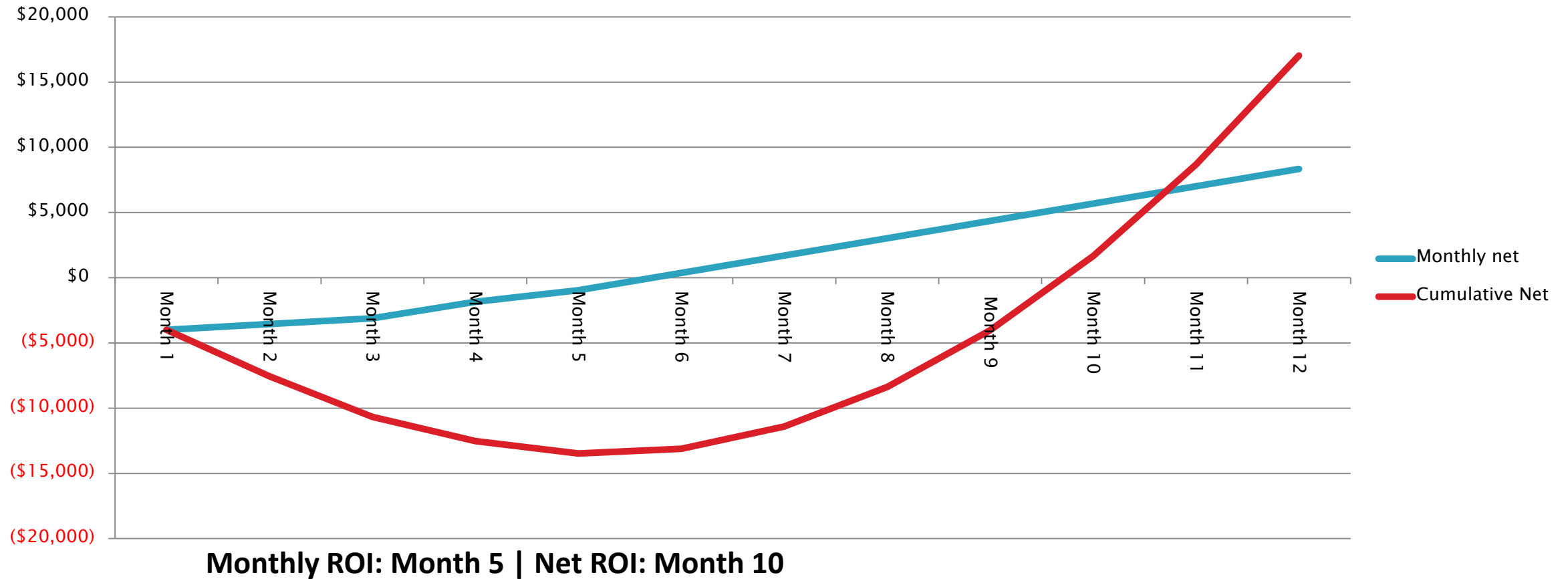
DIFFERENT BUSINESS MODEL



SMALL HUNTER TEAMS ARE BETTER



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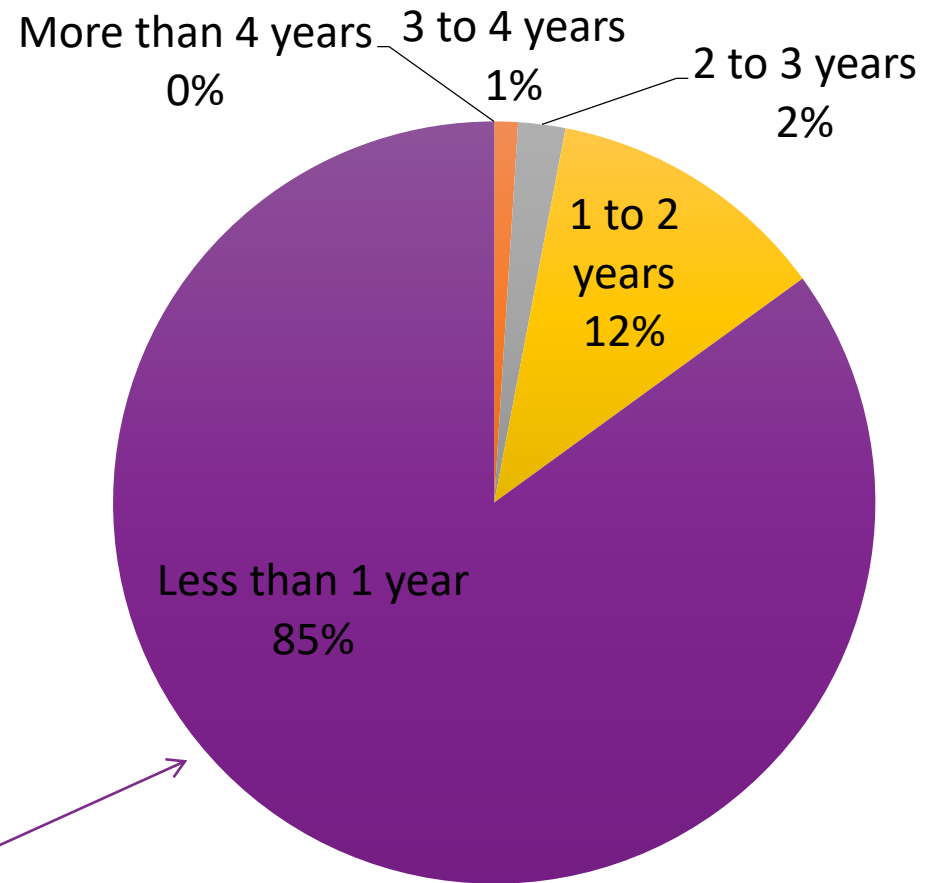


FOCUS ON RETENTION



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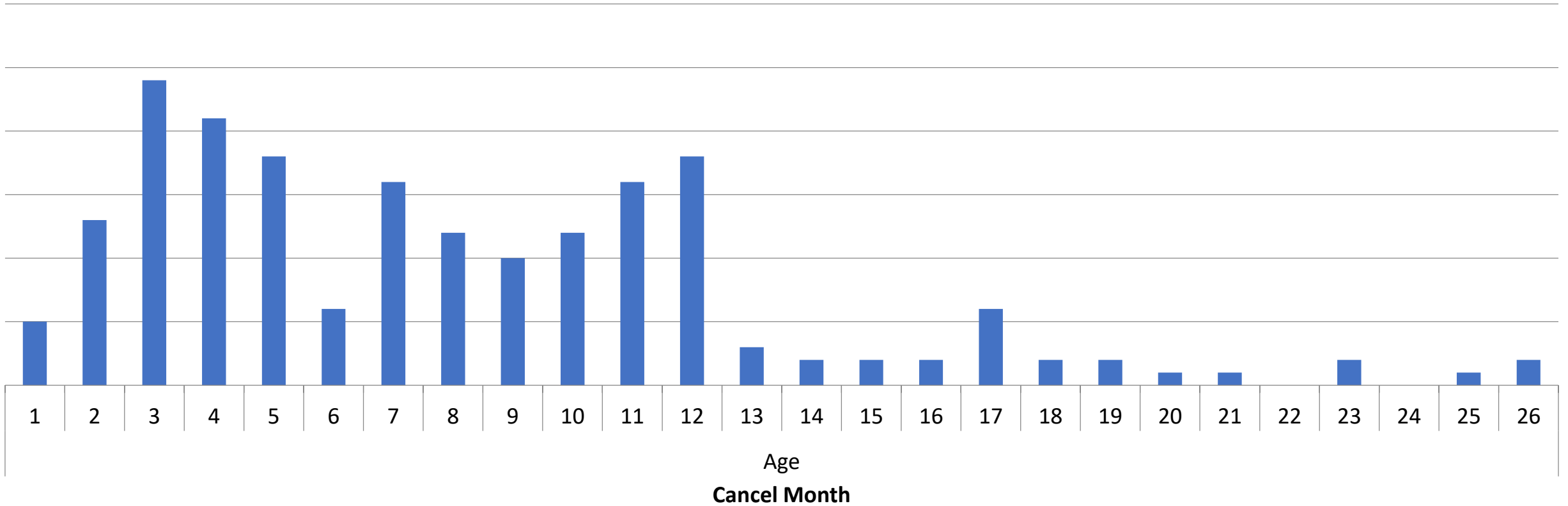
Age of all cancelled accounts



Of first year cancellations, 69% occur within the first four months

FOCUS ON RETENTION

Cancellations By Month



DO FULFILLMENT INTERNALLY



DO FULFILLMENT INTERNALLY

EFFECT AFTER INSOURCING



Website Design

+43% profit per sale



Social Managment

+22% profit per sale



SEM

+6% profit per sale

A top-down view of a meeting around a round white table. A man in a dark shirt and glasses is on the right, looking at a smartphone. Two women are at the bottom, with their hands on a document. On the left side of the table are a black keyboard, a small mouse, and a large black headset. A power strip with several cables is also visible. The background is a wooden floor.

THANK YOU