

DRIVING DIGITAL SUCCESS

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- ACQUIRING TALENT
- MANAGING PERFORMANCE
- WINNING CULTURE
- COMMITTING TO EDUCATION
- DIGITAL SOLUTIONS
- KEYS TO OUR SUCCESS

TALENT

- HIRE 20 REPS TO NET 10
- RECRUITING AGENCIES
- PAID INTERNS
- TOUGH INTERVIEW
- HIRING EVENT



HIRING EVENT



Times-Union Media

November 7 · 🌐

We're hiring! Stand out in the crowd & showcase your competitive sales skills at our hiring event this week, featuring openings for 3 sales positions on our digital & multi-media teams! Receive your exclusive invitation & event details by emailing your resume to coty.adams@jacksonville.com!



Jacksonville.com | Careers | Florida
Times-Union
jacksonville.com

9:00 AM: Introduction of Sales Managers

9:05 AM: Review of Open Positions

- Ideal Candidate, Pay, Benefits, Hours, Hiring Process

9:15 AM: Times-Union Media: Company Review

9:30 AM: Candidate Introductions

- Name; One Sentence Summary; Random Fact

9:45 AM: Group Activity

- 'Sell your Favorite Thing'

10:00 AM: Group Activity Review

- 'What would you buy, and Why?'

10:15 AM: Individual Assignment

- Worksheet to be completed while waiting for interviews.

10:20 AM: 1st Individual Interviews Begin (Moneek, Liz, Coty); 15 Min Each

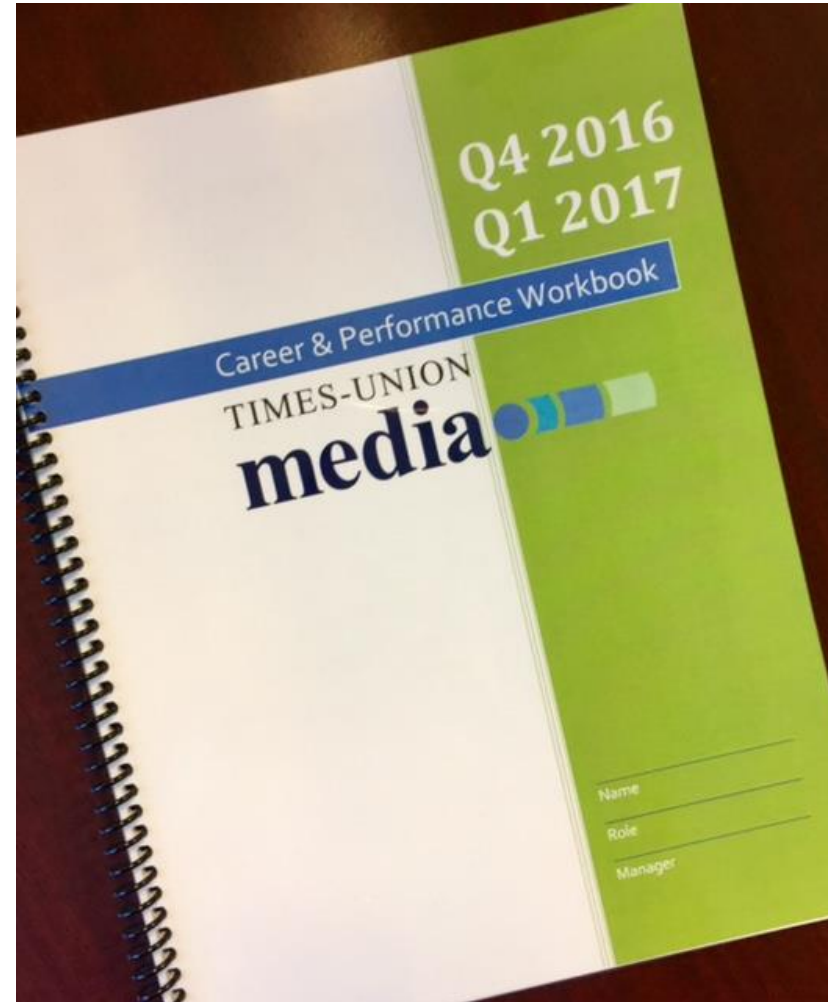
11:30 AM: Conclusion and Invitation to 2nd Interviews

Lunch

12:30 PM: 2nd Individual Interviews Begin (Lana, Marc)

PERFORMANCE

- ONE/ONE 2.0
- DEFINED CAREER GOALS
- WEEKLY CHECKLIST
- MONTHLY REVIEW
- QUARTERLY REVIEW
- DAILY ZOOM CALLS 5:15



PERFORMANCE

TIMES-UNION
media

Weekly One-on-One

Month: Dec ~~X~~ 11 Week 1 Week 2 Week 3 Week 4

Revenue Goal:	\$20,000	MTD Activities	Goal
Revenue MTD:	\$25,744	Calls:	258 240
		Meetings:	25 24
		Opportunities:	
		Active Accounts:	4 new

1 First Baptist Academy ✓ closed won \$12001

This Week's Opportunities

Beaches Episcopal	✓ closed won	\$1200
Beaches chapel	✓ closed won	\$1200
Lighthouse Christian School	✓ closed won	\$1200
Hobnob	✓ closed won	\$500

To-Do's (Proposals, Follow-Up, Orders, Credit Issues, Etc.):

YMCA ✓ closed won \$4935

YMCA Ads

Restoration Hardware - season saving Adjustment

Email adops (send order#) budget spend from sushi

Mudville Grill CCCS Website live Bear

Gap Plan & Improvement Strategy:

Google Analytics & Adwords

Hubspot Training before dec 23rd

Delete Activity

Other Projects:

*NYNY ; Start Here ; Private Schools ; Web Presences

\$2500

Employee Initials PSB Manager Initials MAL

Q1 95% to goal \$62,878.15 \$3,121.85 to go

TIMES-UNION
media

Weekly One-on-One

Month: Feb 14th Week 1 Week 2 Week 3 Week 4

Revenue Goal:	\$22,000	MTD Activities	Goal
87% to goal		Calls:	150 180
Revenue MTD:	\$19,152	Meetings:	17 18
\$2,848 to go!		Opportunities:	40+ 12
		Active Accounts:	+5 to go 32 37

This Week's Opportunities

Salamander Hotel	✓ closed won	\$
Southside Baptist church	✓ closed won	\$32,700
JCDS	✓ closed won	\$1,500
Bionop Snyder HS	✓ closed won	\$400
		\$2415

To-Do's (Proposals, Follow-Up, Orders, Credit Issues, Etc.):

Make goal \$2,848 to go

game plan:

- summer camp
- other dig (12m)
- focus on closing those I have met in last 2m

Gap Plan & Improvement Strategy:

Other Projects:

Jill & summer

Summer camp tickets

Beaches chapel make good

Employee Initials _____ Manager Initials _____

CULTURE

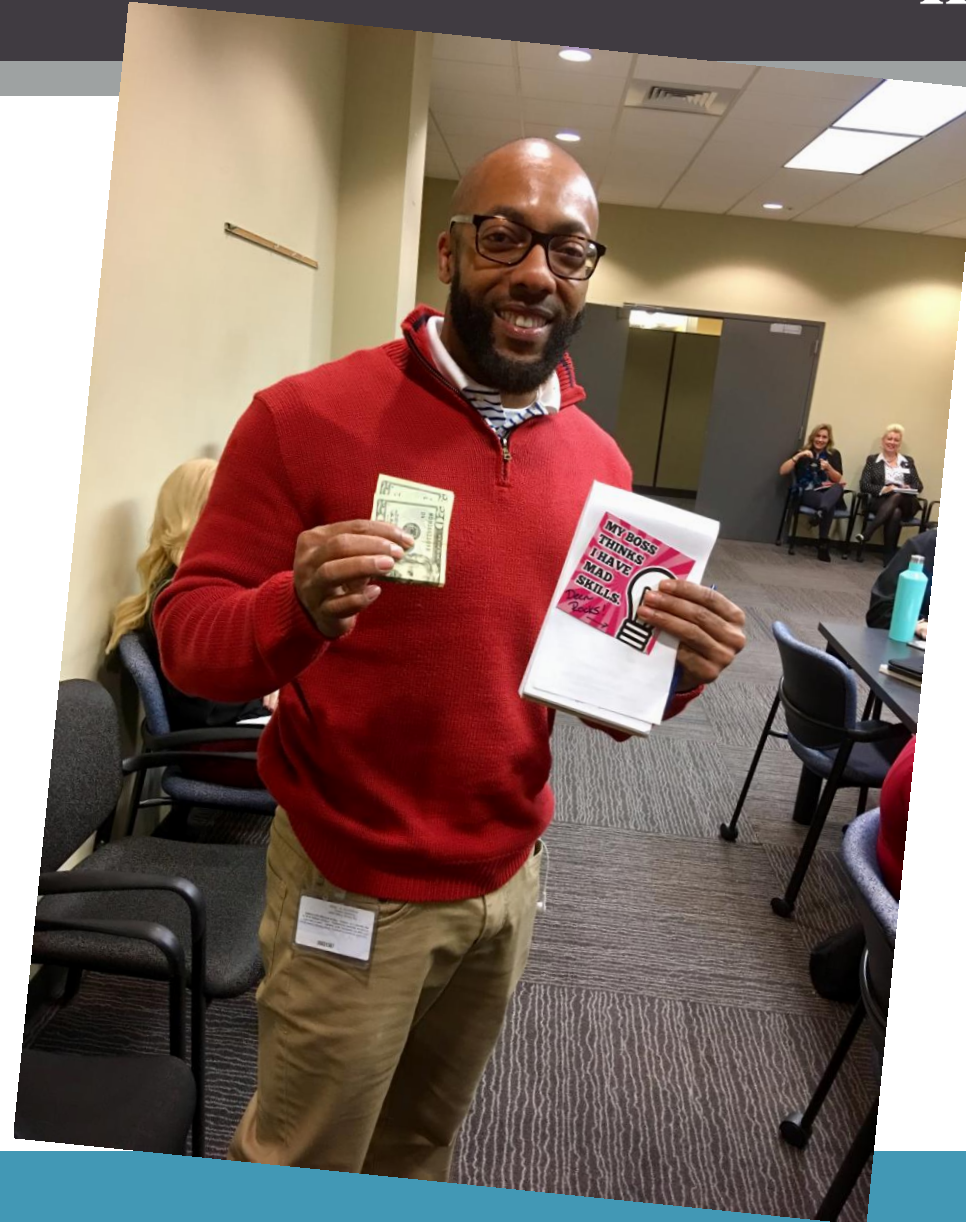
- REWARDIA
- QUARTERLY INCENTIVES
- CONCERTS
- DAYS OFF
- AIRLINE TICKETS

#WINNING



EDUCATION

- WEEKLY DIGITAL TRAINING
- SALES VALIDATION
- TESTS AND QUIZZES
- GOOGLE CERTIFICATIONS



DIGITAL SOLUTIONS

- WEB DEVELOPMENT
- SEARCH (SEO/SEARCH)
- REPUTATION MANAGEMENT
- SOCIAL MEDIA MANAGEMENT
- TARGETED MEDIA
- CONTENT PRODUCTION
- CONTESTS/SPONSORSHIPS
- VIDEO PRODUCTION

VIDEO

MEET THE HOST!



Matt Pittman will cover some of the remarkable and iconic destinations unique to Jacksonville.



Start Here is a series of hosted video tours of the neighborhoods of Jacksonville, and the places that make our city an amazing place to call home.

As a part of our Discover Jacksonville publication, Start Here community video tours will be added to our multi-media presentation at discoverjacksonville.com, as well as jacksonville.com/video, the Jacksonville.com YouTube channel, and promoted on the Jacksonville.com and The Florida Times-Union social media networks.

SHOWCASE YOUR BUSINESS!

As a sponsor, you have the opportunity to highlight your local business in the Start Here video section for your neighborhood.

SPONSORSHIP RATE: \$895⁰⁰

OCTOBER PRODUCTION SCHEDULE

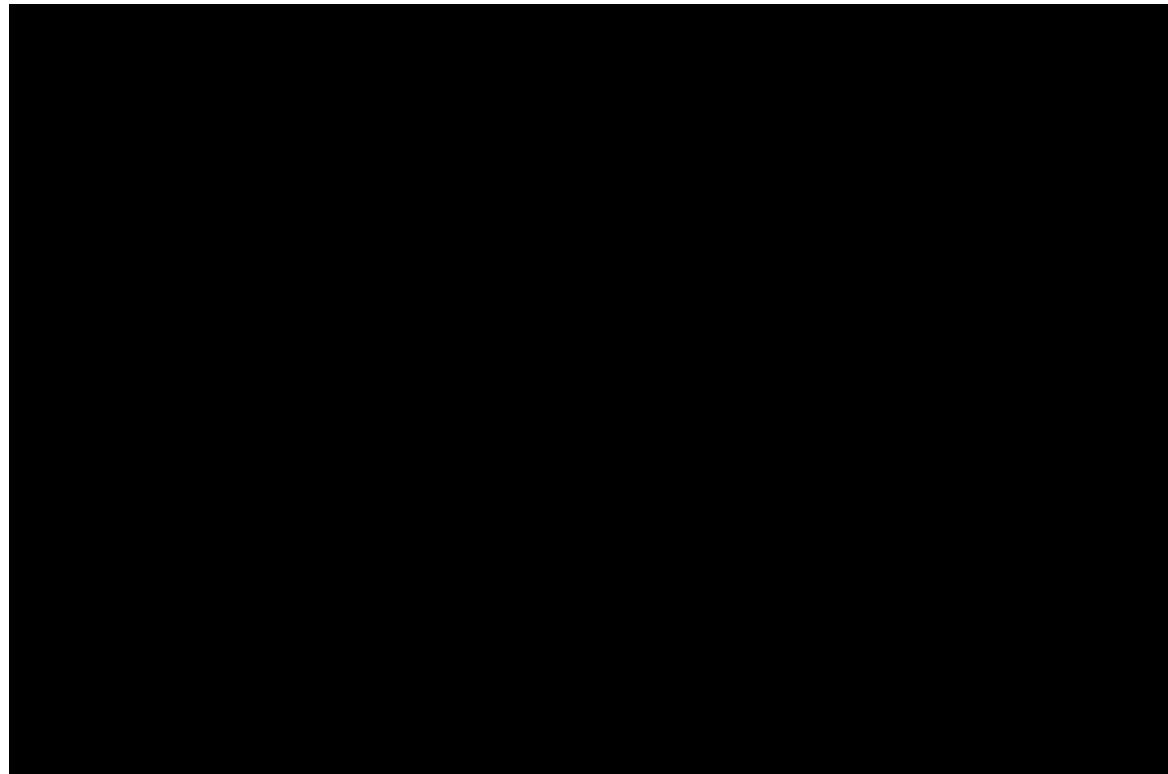
SAN MARCO

October 18th & October 19th
9am, 1pm, and 3pm

RIVERSIDE

October 25th & October 26th
9am, 1pm, and 3pm

START HERE VIDEO DISCOVERY SERIES



KEYS TO OUR SUCCESS

- GOOGLE PARTNER, 63 CERTIFICATIONS , 18 ANALYTICS
- INVESTMENT IN CLIENT ENTERTAINMENT
- TEAM OF EXPERTS SLIDE IN EVERY PRESENTATION
- CREATIVE CONCEPTS WIN RFP'S
- TAKE OUR OWN MEDICINE... SOCIAL, BLOGS, WEBSITE
- INBOUND AND OUTBOUND MARKETING
- METRICS DRIVEN SALES MANAGEMENT
- POWER UP/GOOGLE PARTNER EVENTS MONTHLY

POWER UP EVENTS





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