

A silver laptop is open on a light-colored wooden desk. The laptop screen is tilted back, and the keyboard is visible. 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 blurred, showing a white cup and some papers.

flypaper

MEGA Conference | Conan Gallaty, President of Digital Media | WEHCO



flypaper

- What we do
- How we're structured
- Profitability & Impact



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 LOCATIONS



HOW ARE WE STRUCTURED ?



HOW ARE WE STRUCTURED ?

1) Blended: Small markets

Core newspaper sales team + Digital Specialists

Agency fulfillment and sales report to core management

2) Competitive: Medium markets

Core newspaper sales team + Digital Specialists vs. Agency Sales Team

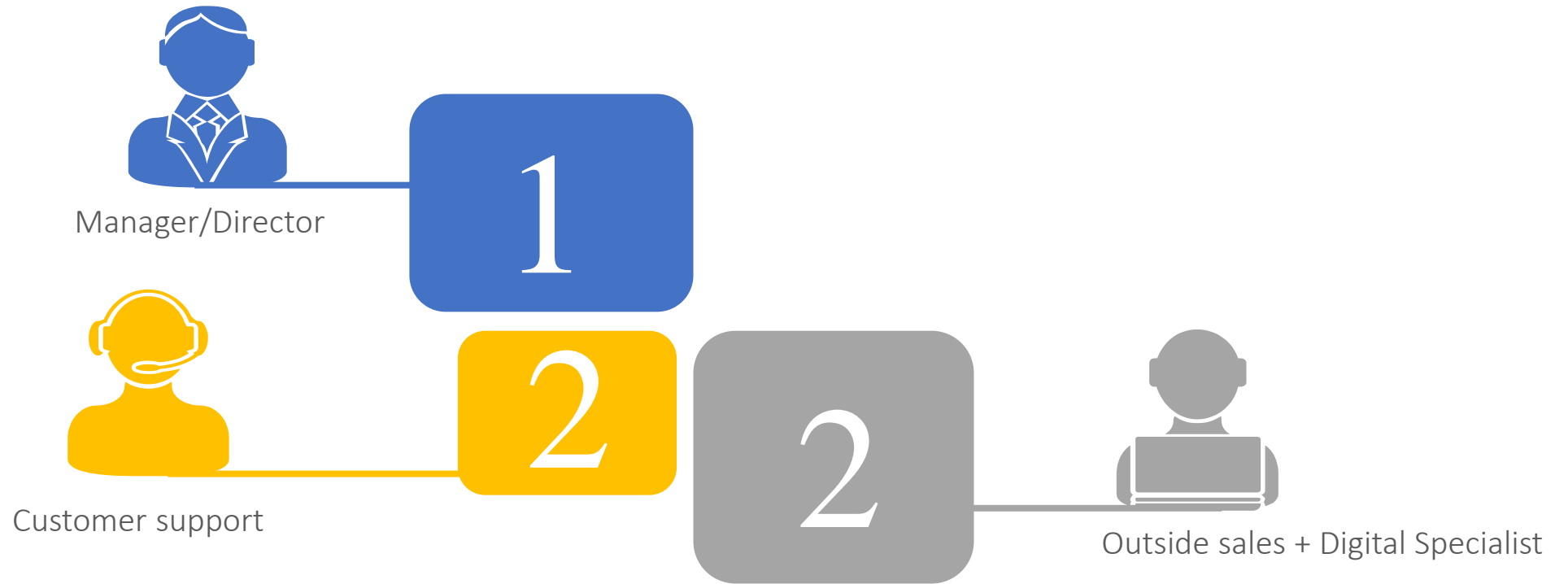
Agency fulfillment and sales report to Agency manager

3) Independent agency: Large markets

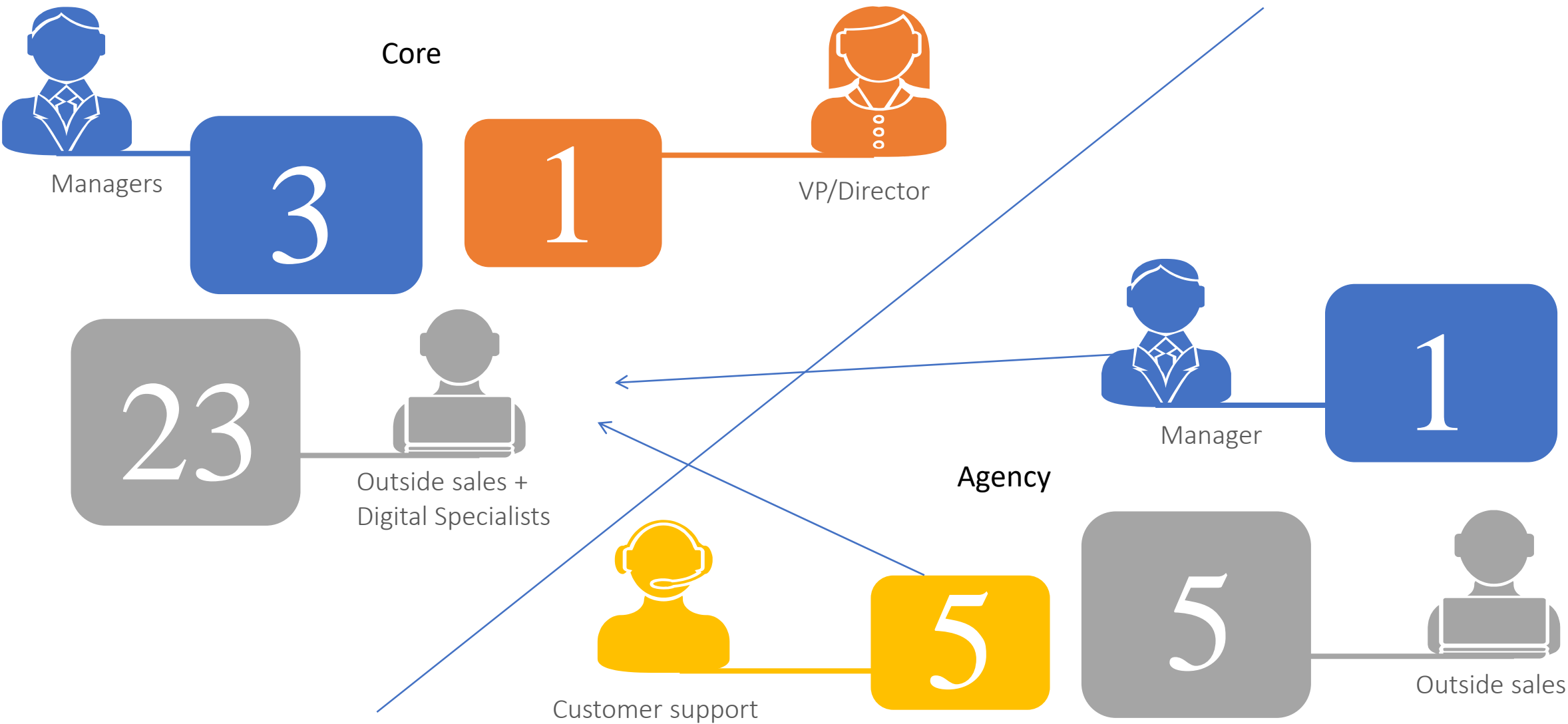
All agency personnel report to corporate agency VP

No newspaper or other traditional media owned

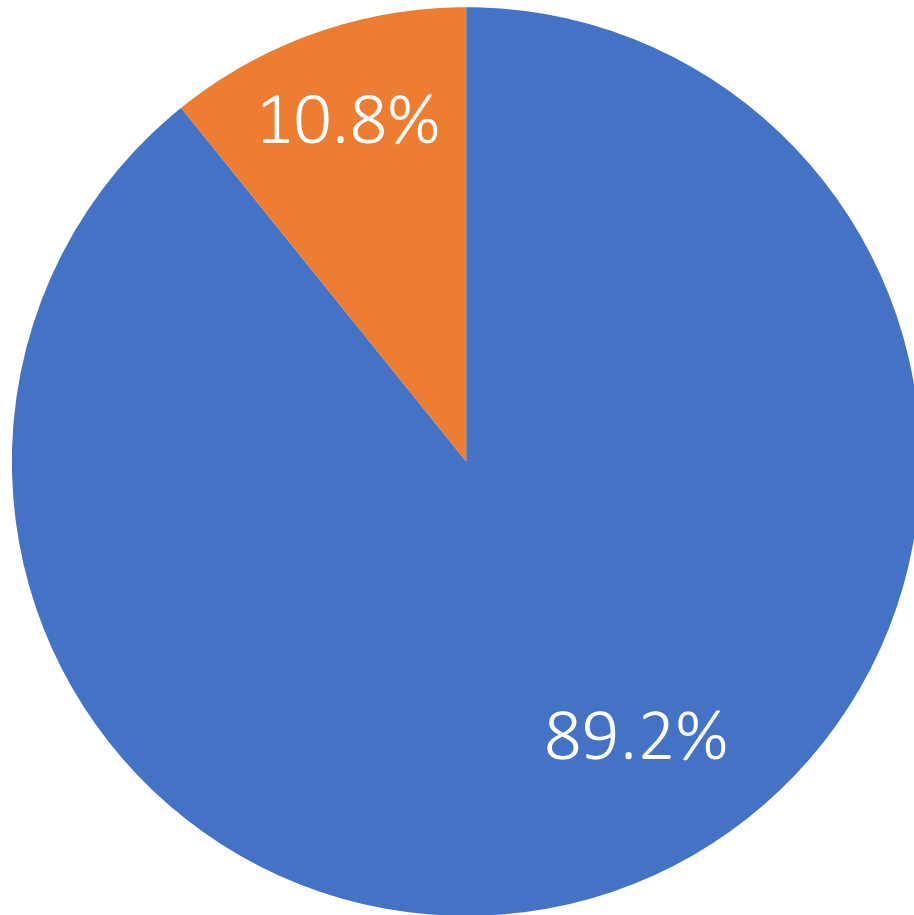
Blended structure



Competitive structure

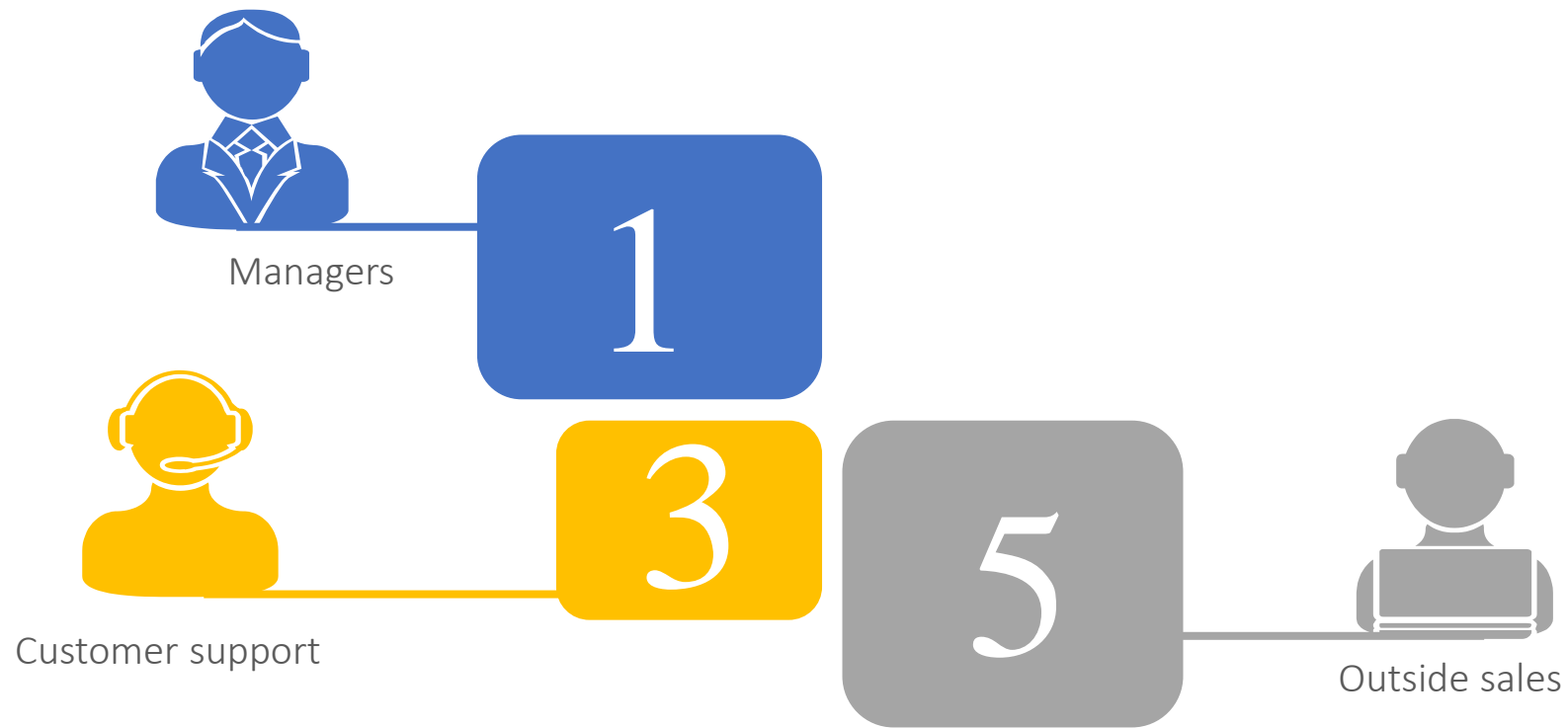


WIDENING OUR FOOTPRINT



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

Independent agency



FLYPAPER LOCATIONS



MARKET EXPANSION LESSONS

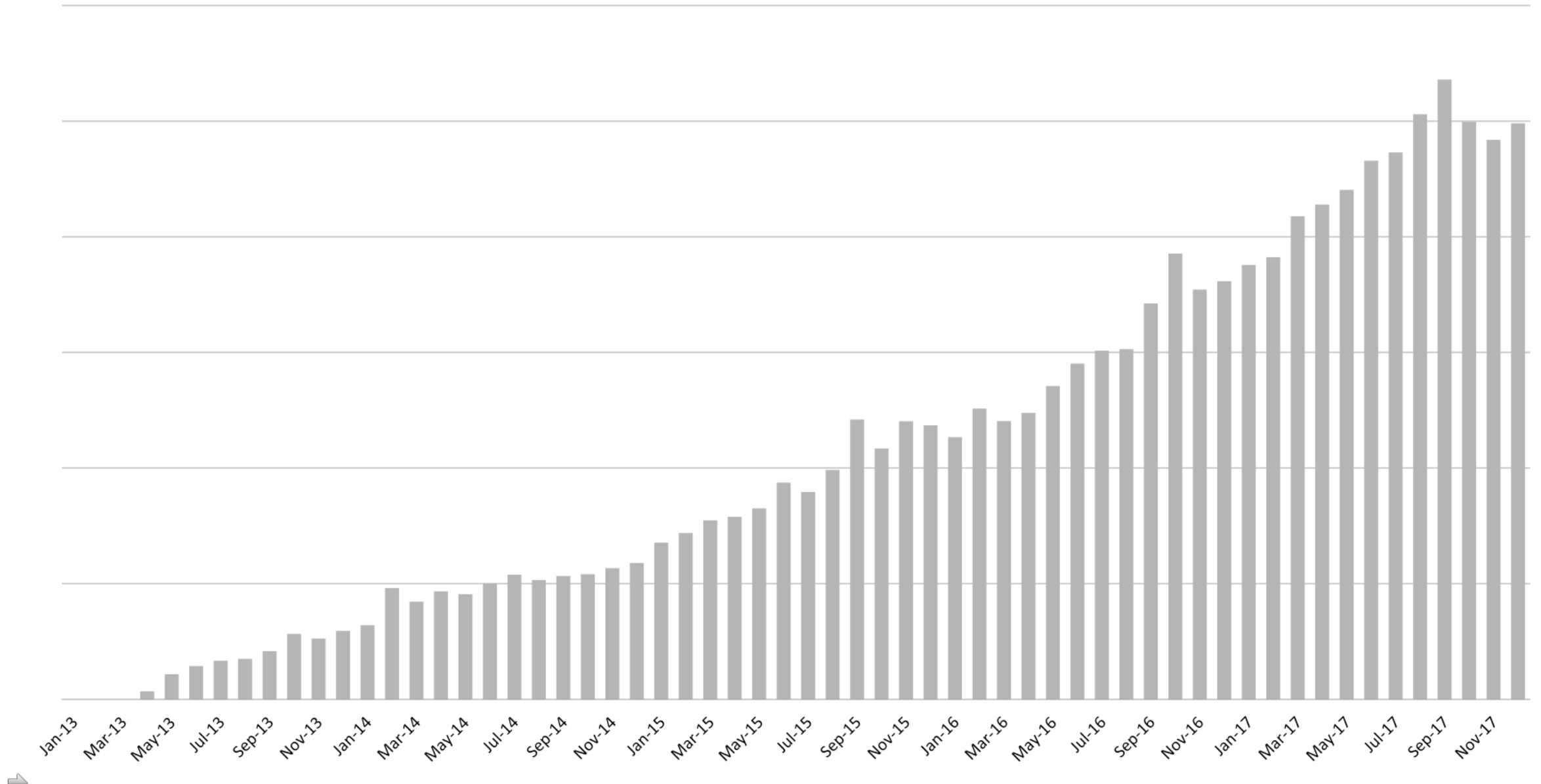


- We are able to grow revenue just as fast (sometimes faster)
- Promotion/marketing doesn't grow sales as much as shoe leather
- Our newspaper brands don't help as much as we thought



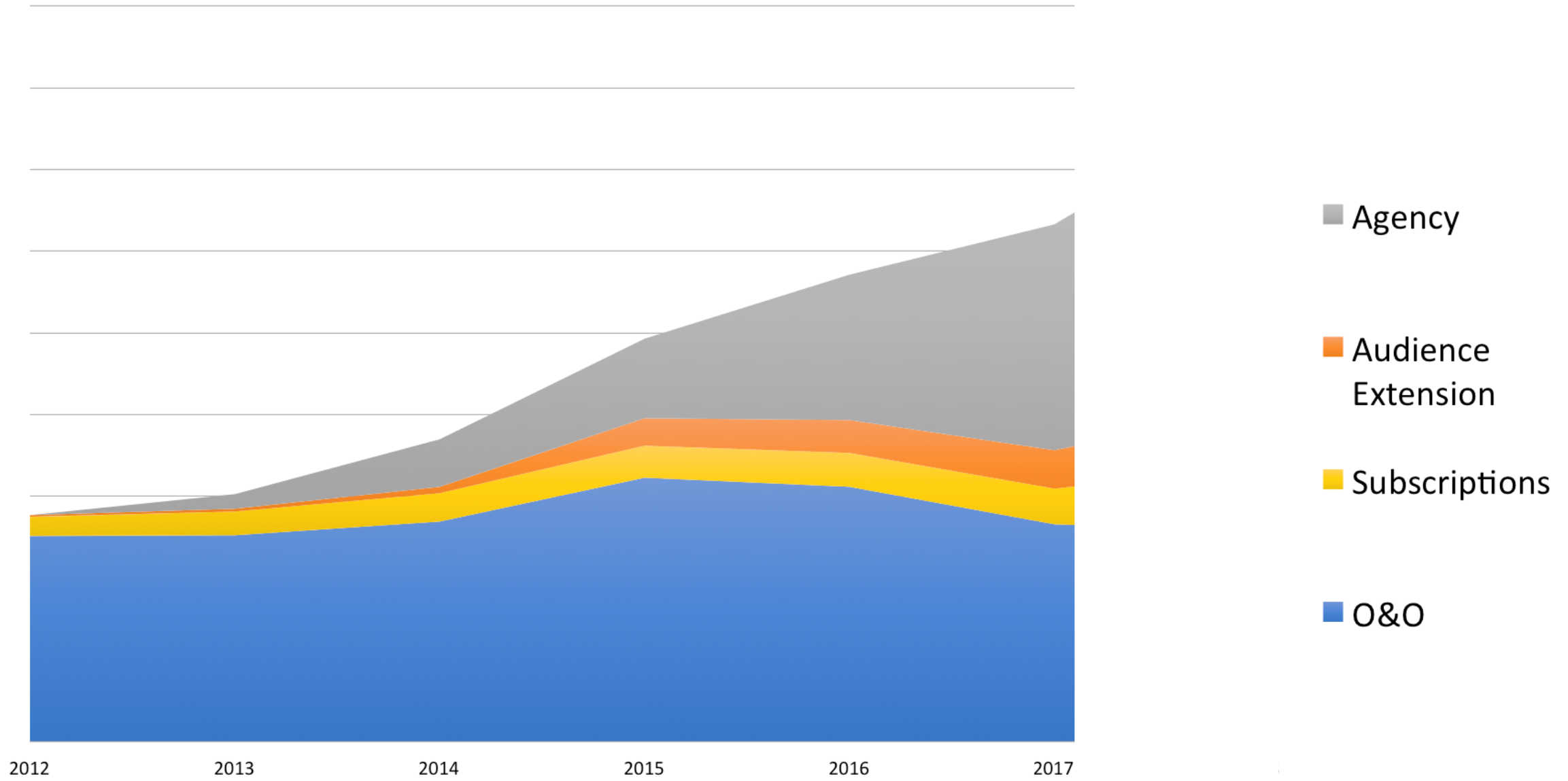
PROFITABILITY

REVENUE GROWTH: 2013 - 2017

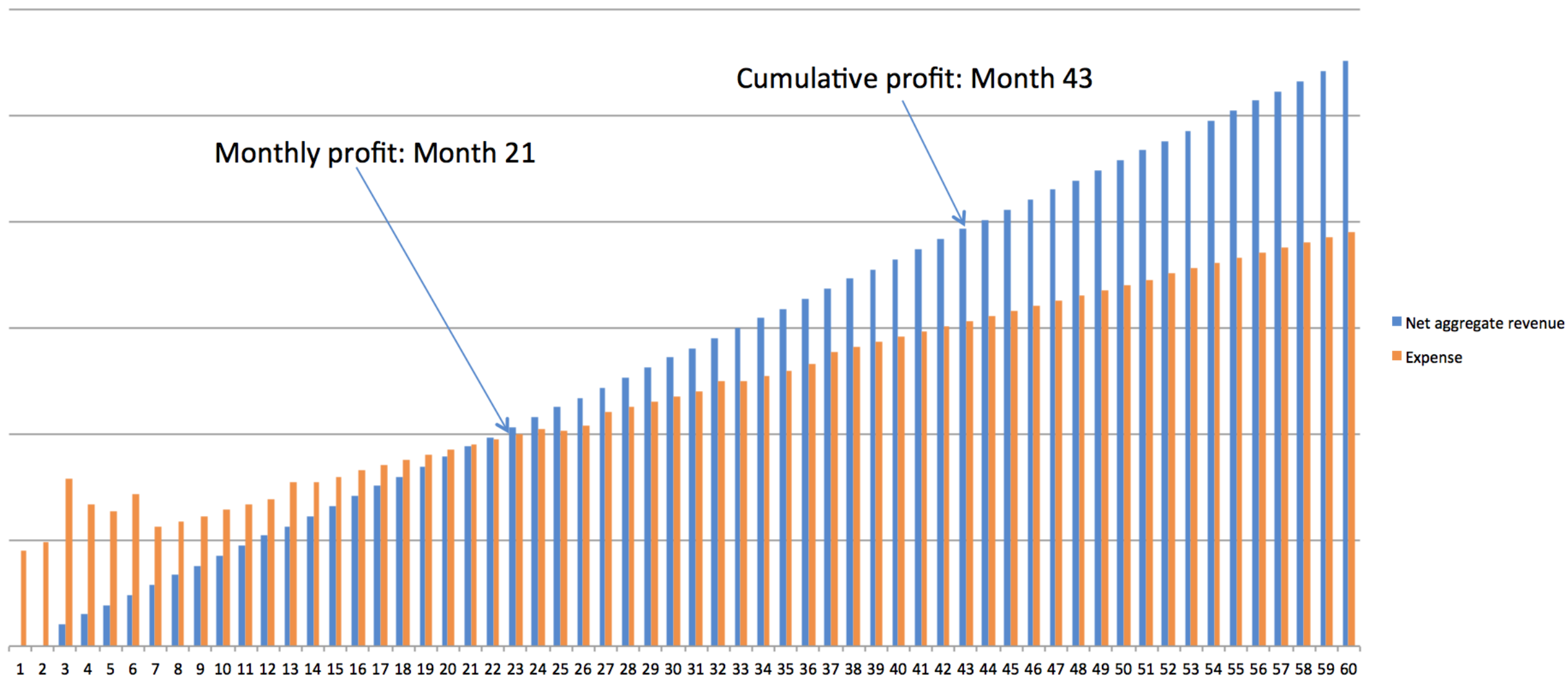


DIVERSIFYING OUR REVENUE

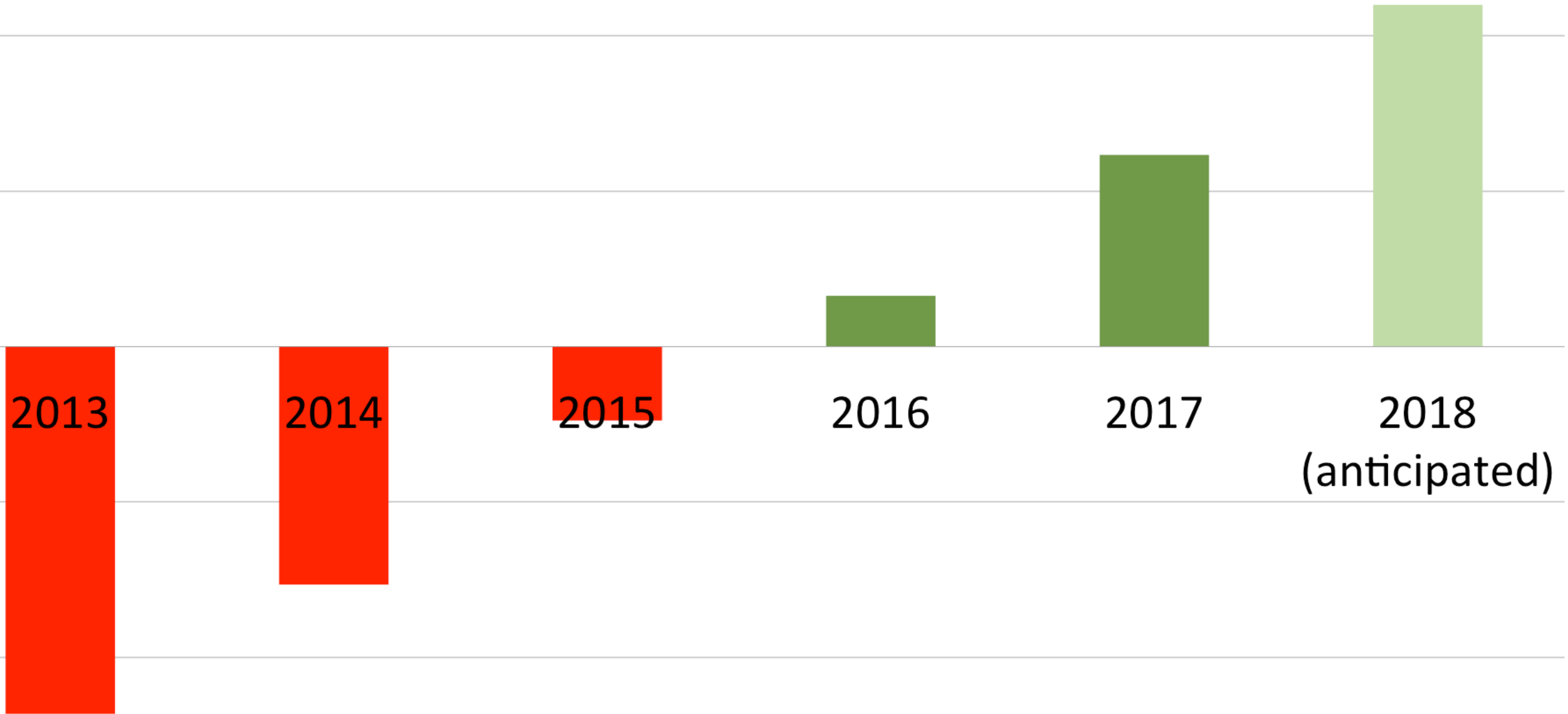
WEHCO digital revenue by type



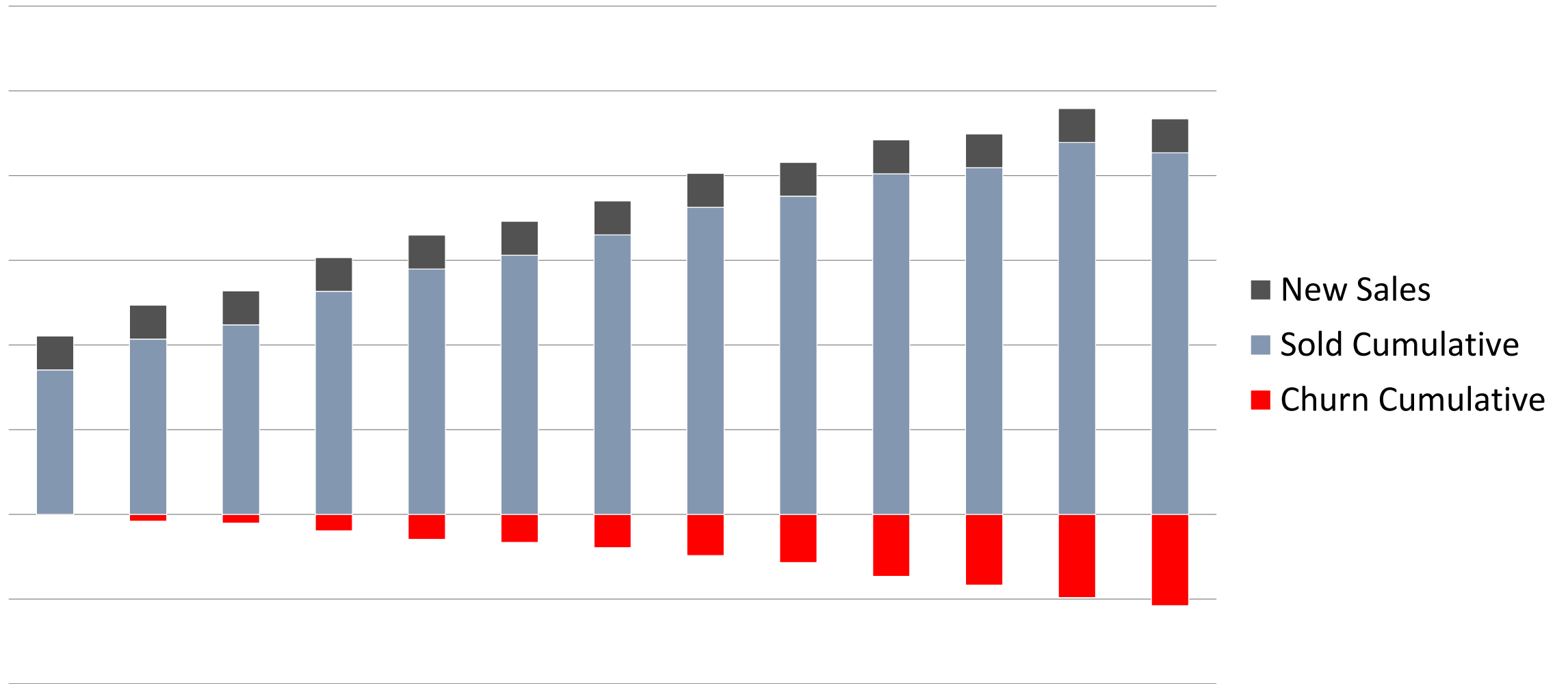
MARKET PROFITABILITY TIMELINE



Agency profit by year

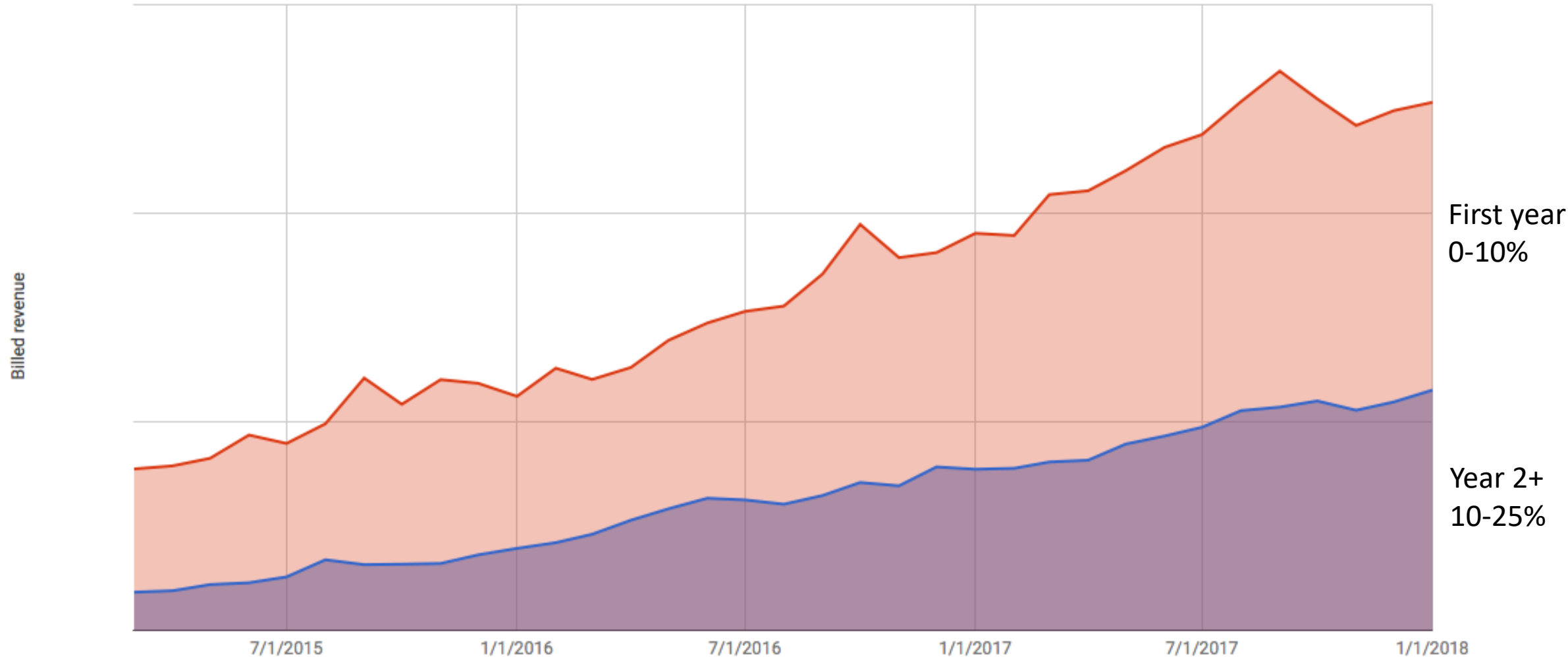


DIFFERENT BUSINESS MODEL



NOT JUST HOW MUCH, BUT HOW LONG

Composition of total revenue







THANK YOU

MEGA Conference | Conan Gallaty, President of Digital Media | WEHCO