



**HEARST**  
BAY AREA

**The MEGA Conference**

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February 26, 2019

“We must be **alarmingly enterprising**, and we must be **startlingly original**. We must be **honest and fearless**. We must have greater variety than we have ever had.”

- William Randolph Hearst

# Hearst Newspapers

San Francisco Chronicle

TIMES UNION

HOUSTON CHRONICLE

San Antonio Express-News

HEARST CONNECTICUT MEDIA GROUP

46 MILE

localedge

dms  
HEARST localedge

INVUE

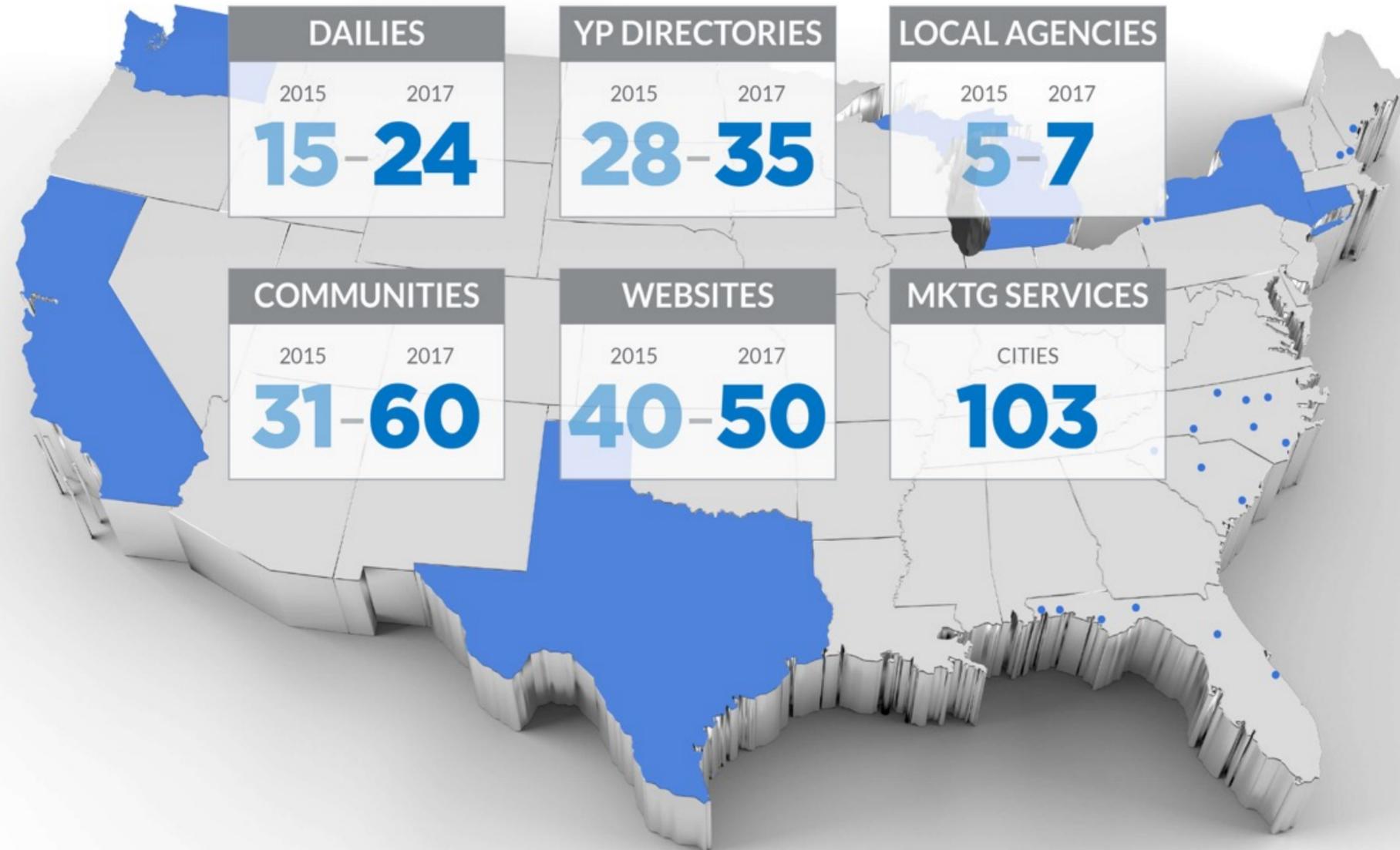
al|muse

TOWER

750  
SALES TEAM

300  
MARKETERS

850  
JOURNALISTS



San Francisco Chronicle

**SFGATE**

seattle  .com

# REASSESSMENT OF MARKET POSITION.

## What are we selling and to whom?

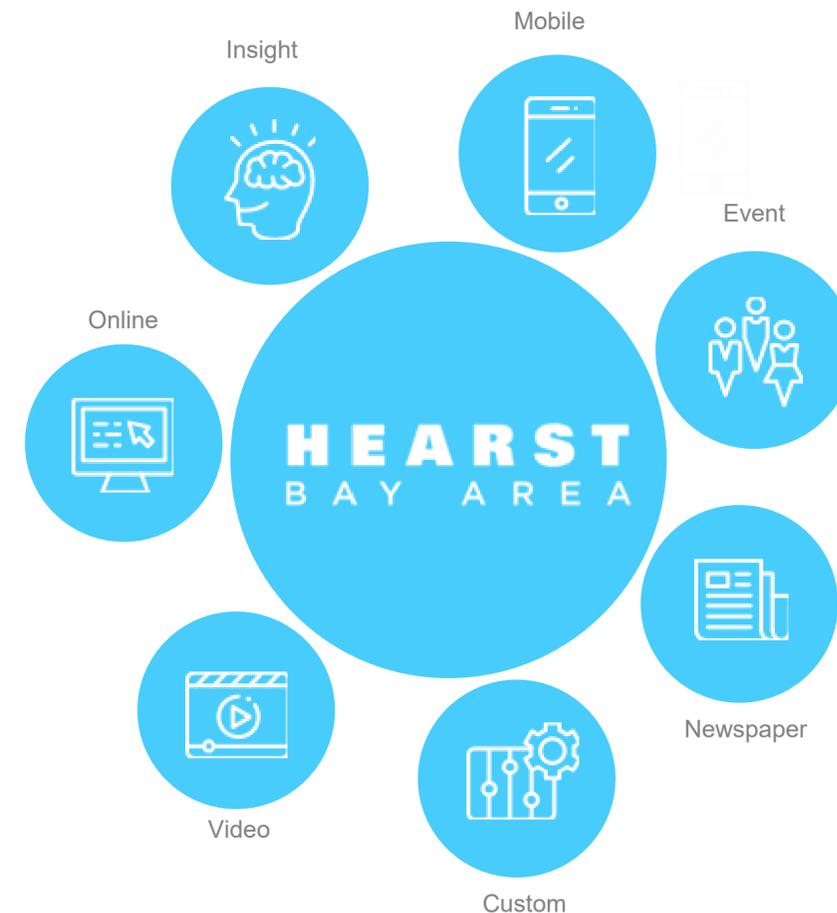
Our partners need help. Our client's are looking for trusted partners that can provide a full suite of advertising solutions that work. The space is getting more crowded which makes differentiation critical.

## Reevaluate the mission:

**To our community:** We own and operate Northern California's largest news media group in San Francisco

**To our business partners:** We are a **global industry** leader.

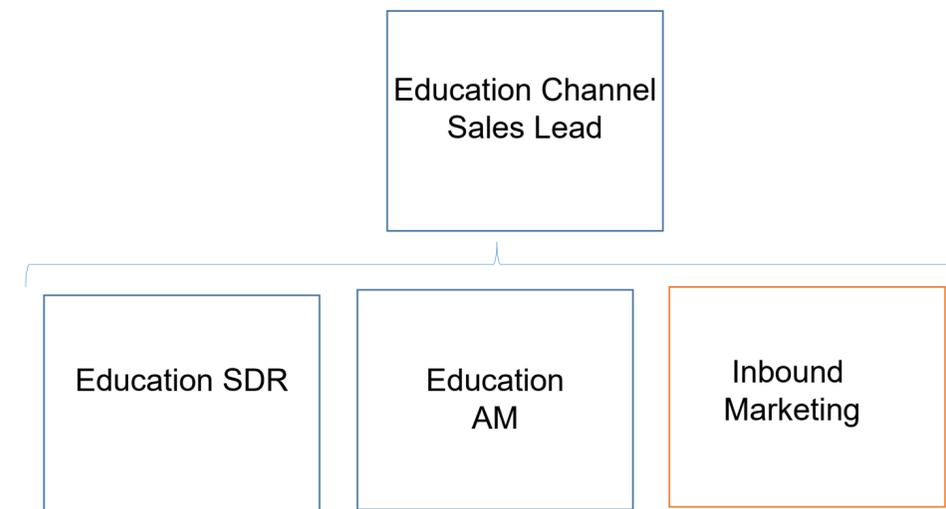
We are a **marketing technology** company that provides comprehensive suite of solutions that connect clients to their target.



# NEW STRUCTURE, NEW RESPONSIBILITIES.

## Develop 90 day plans

- Identify Sub segments (MBA)
- Identify Personas
- Prioritize prospects
- Develop Messaging
- Plan & execute campaigns
- Implements
  - Webinars,
  - White paper
  - Case studies
- Attend and participate in conferences



# CATEGORY DEEP DIVES.

Personalize and humanize the experience in order to channel this through the sales funnel

## Sales Leadership Defines Broad Category Pursuits

How are we organizing our pursuits for the next 90-180 days - Who are we reaching out to and why?

Desired outcome of the deep dives is to solve what problem does Hearst Media solve for the business owner and to define what that is by vertical and niche.

AE/SDR select specific sub-category, distinct business vertical

- ie Education Vertical → MBA

We then divide who is targeted for direct pursuit (AE) versus a demand generation campaign (SDR)

Categories of pursuit include, but are not limited to: Education, Healthcare, Travel & Tourism, Wine & Hospitality, Arts & Entertainment, Finance, Political/advocacy, Energy, Non-Profits, Home Retail, Food & Beverage



# IDENTIFY WHERE YOU FIT IN.

Providing advertisers with a full marketing suite. Solidifying Hearst as a the marketing solution for our partners. Big and small.

We needed to recognize, define and establish ourselves in the market in a different way.

Goal: Establish Hearst Bay Area as thought-leaders in our industry, attract new business, and increase customer retention by creating quality content that educates and informs.

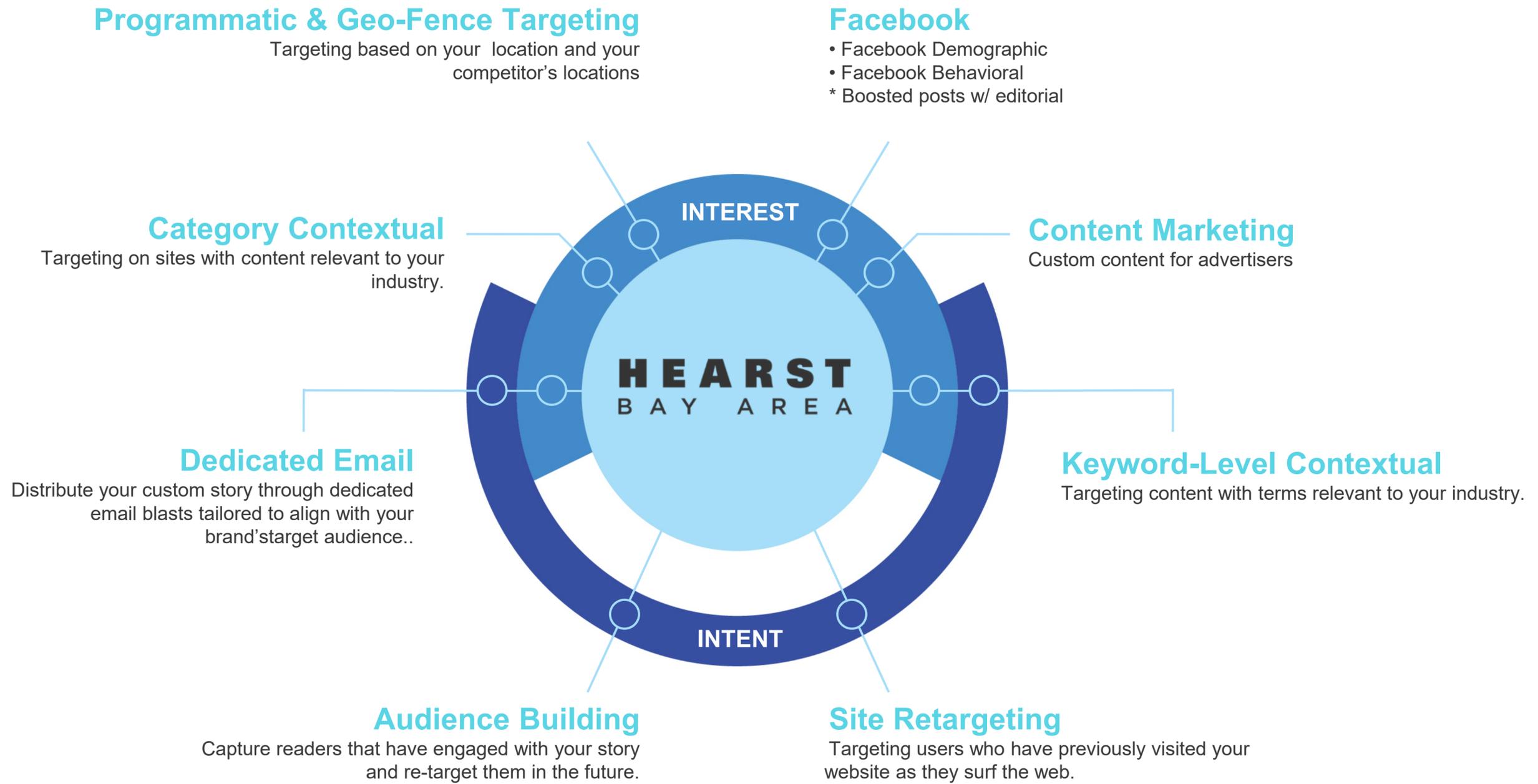
How we help our partners market to their existing customer

How we help our partners market to prospective new customers: (Website, SEO, SEM, SMM, Re-marketing)

How this discovery leads to every product/service we offer: (Content marketing, E-mail, Programmatic, paid Social, print)

# KNOWING YOUR PRODUCT SUITE.

**Solution selling. Identify the products you have and make them work for the advertiser.**



# DEMAND GENERATION OVERVIEW.

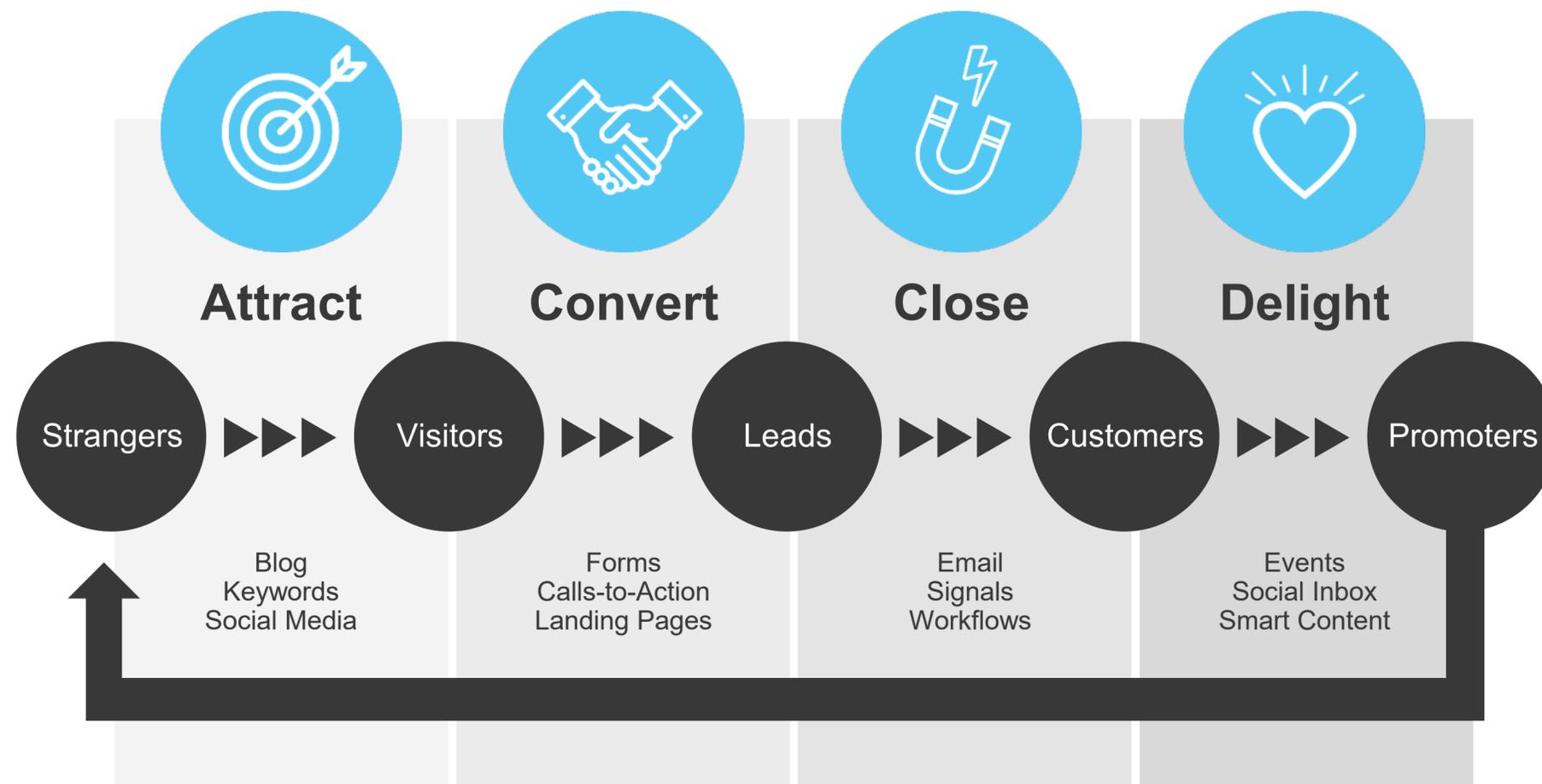
Building a comprehensive business development process to improve pipeline development and sales conversion

- Using an ongoing 90-day planning cycle to drive outbound campaigns and targeted messaging
- Augmenting this with:
  - Ongoing Inbound marketing opportunities
  - Targeted list of qualified accounts for AE
  - Hosted events/Attending key trade events
  - Strict use of Salesforce for pipeline management
- Continuous product refinement/feedback loop
- Effective reward systems

# INBOUND.

Draws customers “in” to the sales funnel with targeted, relevant, useful content designed with the buyer persona in mind. Metrics of success include new leads as well as reconversions.

**Our goal is to establish Hearst Bay Area as thought-leaders in our industry, attract new business, and increase customer retention by creating quality content that educates and informs.**



# OUTBOUND.

Goal: Close more sales.

