

# 80/20 by 2020

## A Revenue Growth Plan

2/14/20



# Transformation

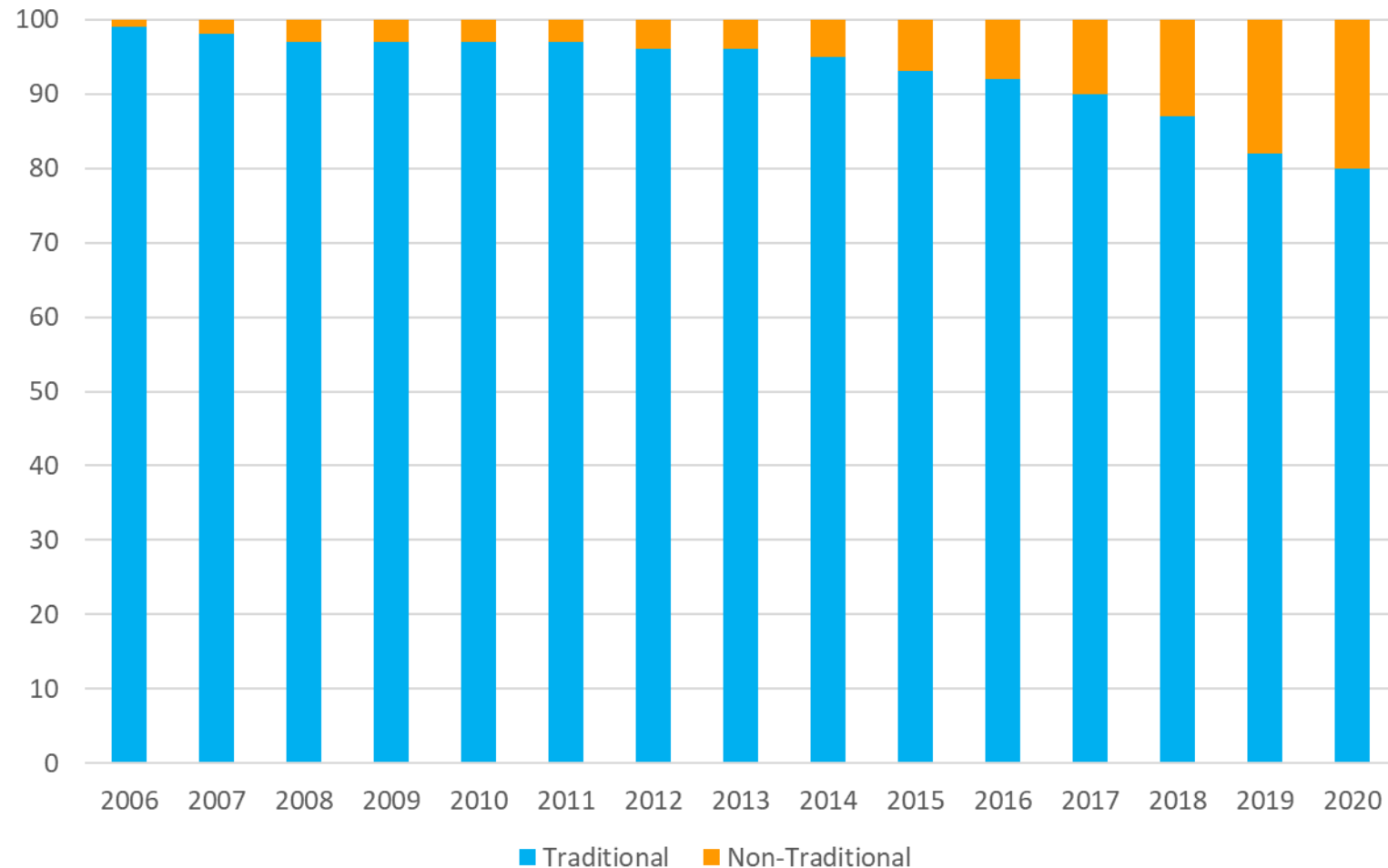
Culture + Strategy = Results

# Mindset

Continue the Culture of  
*Continuous* Change

Succeed or Fail Fast!

# Non-Traditional Revenue as a % of Total Revenue



**80/20  
by  
2020**

# 4 Pillars of Transformation

1

**Consumer  
Revenue**

2

**Owned &  
Operated  
Revenue**

3

**Event  
Revenue**

4

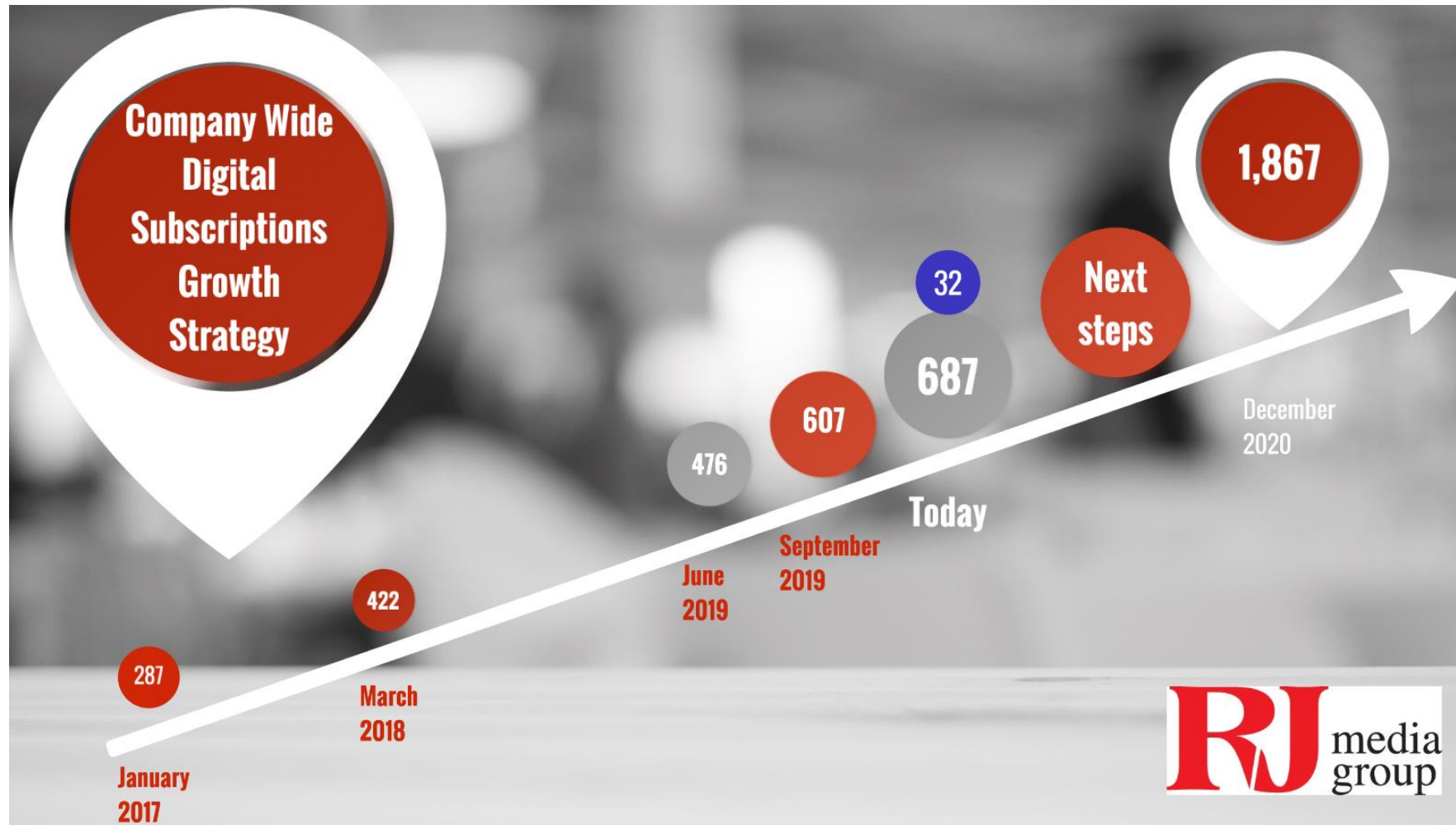
**Homebase  
Digital  
Revenue**

**80/20 by 2020**

**Foundation:**

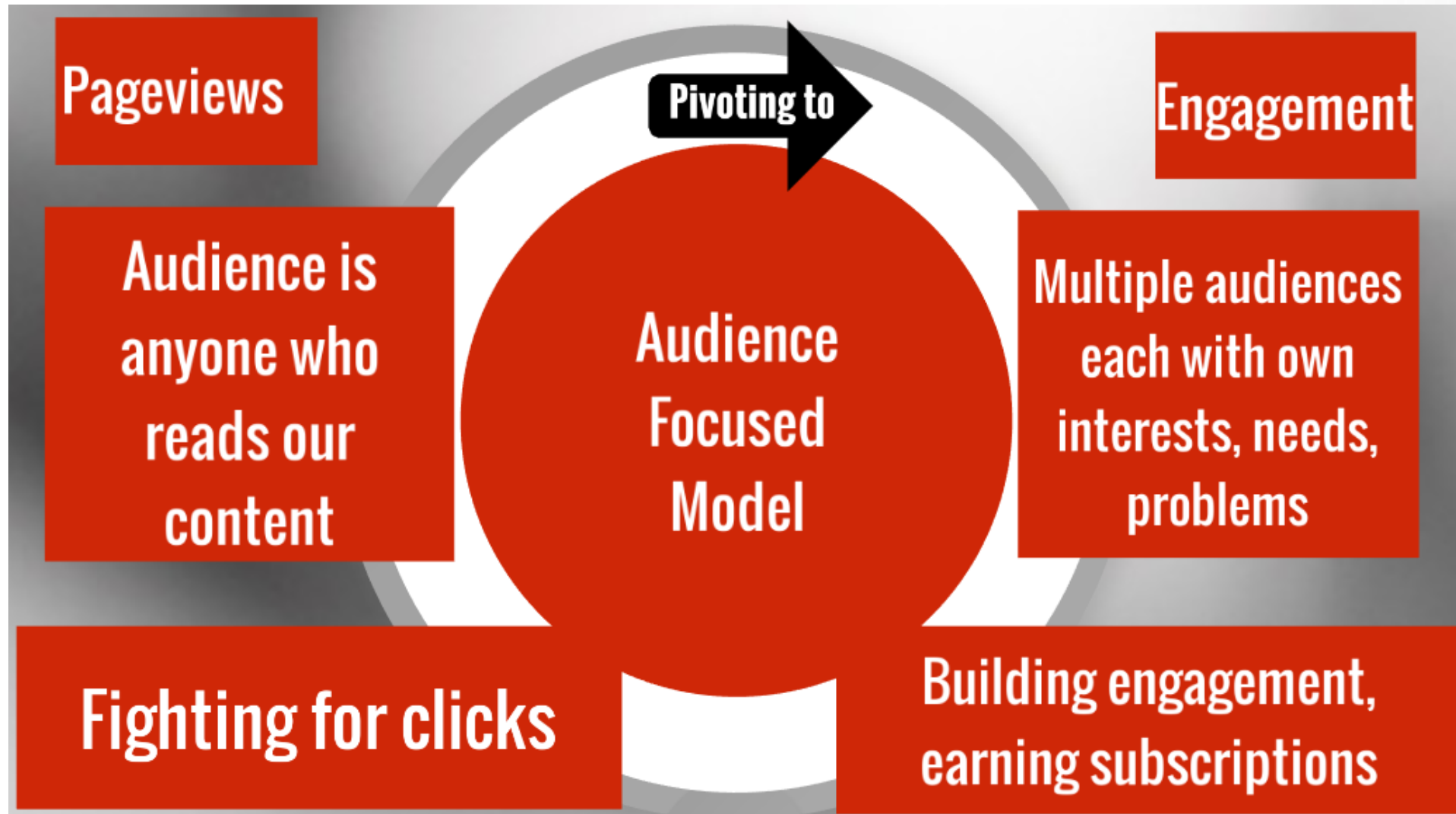
**~ Unique Local Content ~ Strong Local Brands ~  
~ Community Relationships ~**

# 1. Consumer Revenue Team



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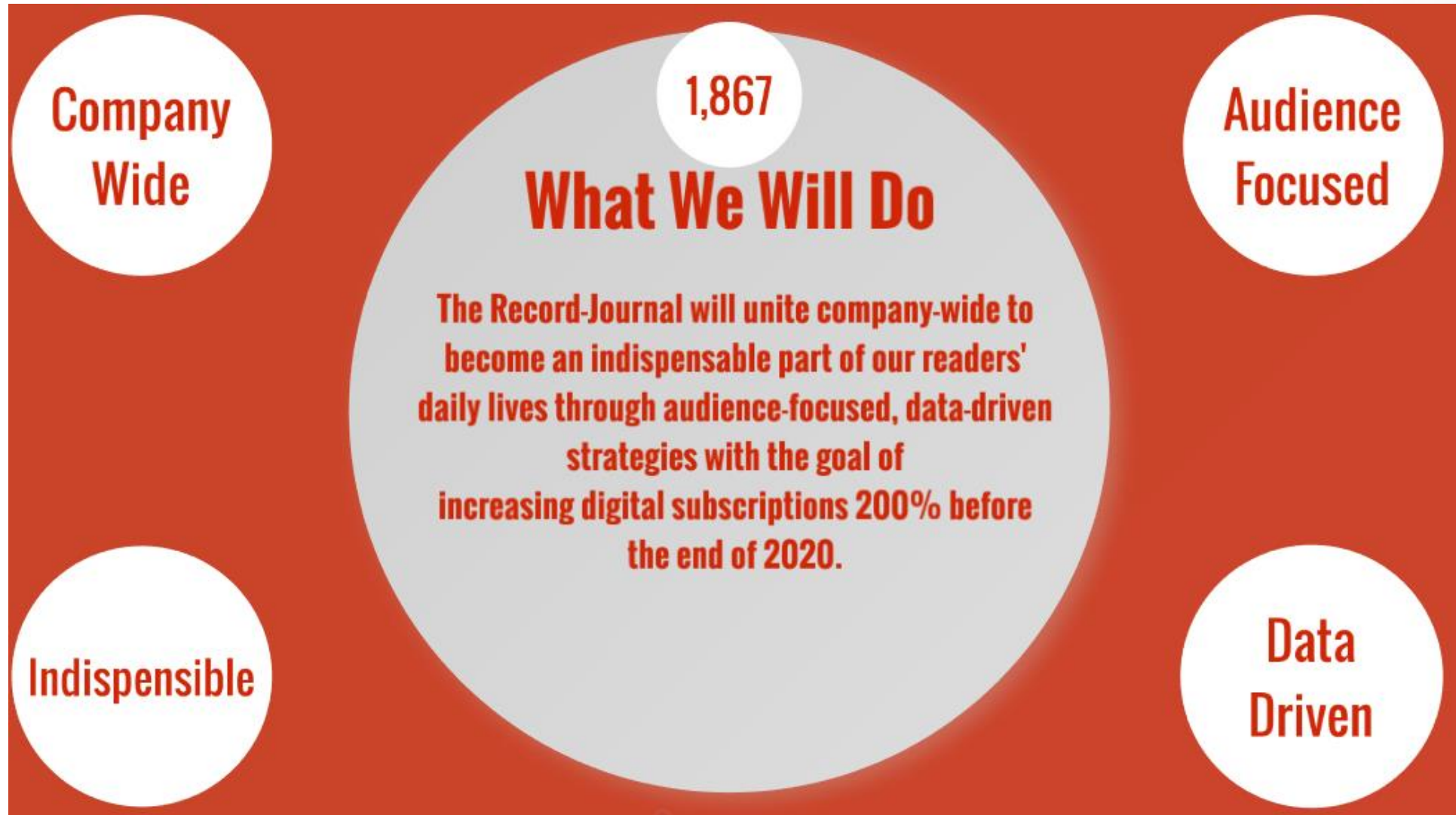
# 1. Consumer Revenue Team



<https://prezi.com/view/yrpZviFCfXRLnIRA4YzD/>



# 1. Consumer Revenue Team



<https://prezi.com/view/yrpZviFCfXRLnIRA4YzD/>



# 1. Consumer Revenue Team

**#FACTSARENTFREE**



<b>BOB WHITE</b> President & Publisher	<b>LEE WHITE</b> President & Publisher	<b>RALPH ROMANUS</b> Sr. Vice President & Editor	<b>ERIC COFFIN</b> Managing Editor	<b>BRANDT CAMPBELL</b> Sports Editor	<b>MICHAEL HARRIS</b> Managing Editor	<b>SHERRI JONES</b> Senior Youth Writer	<b>NICHOL BATHACK</b> Assistant Managing Editor, Digital Content & Analytics	<b>ASHLEY KUB</b> Audience Engagement Editor	<b>MARY KUCIEMBA</b> Sports
<b>BOB BOWEN</b> Lead Web Developer	<b>MIKE CAMPBELL</b> Photo Editor, Photo Studio	<b>JOSEPH KUEZ</b> Editorial Page Editor	<b>DAVID REICHERT</b> Editorial Accounts	<b>ANTHONY JANDROW</b> Marketing, Training & Education	<b>LAUREN HARRIS</b> Marketing, Training & Education	<b>JEAN MCDONALD</b> Marketing & Graphic Design Staff	<b>LAUREN BELL</b> Marketing Plans	<b>SARAH WRIGHT</b> Senior Digital Content Producer	<b>AMY ELLEN OGDEN</b> Business
<b>BRUCE ROMAN</b> Marketing Plans	<b>MICHAEL GAGNE</b> Marketing Plans/Content	<b>JOHN LATH-YERGIN</b> Sales, Specialty	<b>EVERETT WISCH</b> Photo Services, Graphics, Headshots	<b>DAVID ZARIC</b> Photographer	<b>JAMIE FLAUM</b> Photography/Digital Content Producer	<b>JOHN BOKE</b> Editor - Children's World	<b>SARAH JAMES HANLEY</b> Editorial Accounts	<b>MARSHY MENDENHALL</b> Reporter	<b>ERIC JORDAN</b> Sports Reporter

Facts aren't free, but rumor, opinion and false information are.

Join a fact based source you can trust. One that is independently owned and produced by people that live and raise families in the same community that you do.

**When you support The Record-Journal,  
you support YOUR COMMUNITY, you SUPPORT FACTS.**

<https://prezi.com/view/yRpZviFCfXRLnIRA4YzD/>

# 1. Consumer Revenue:

## #FactsArentFree Team

### 4 Task Forces Formed in December 2019

1. Content Engagement Strategies

2. #FactsArentFree Marketing

3. Retention & Onboarding

4. New Pricing Offers

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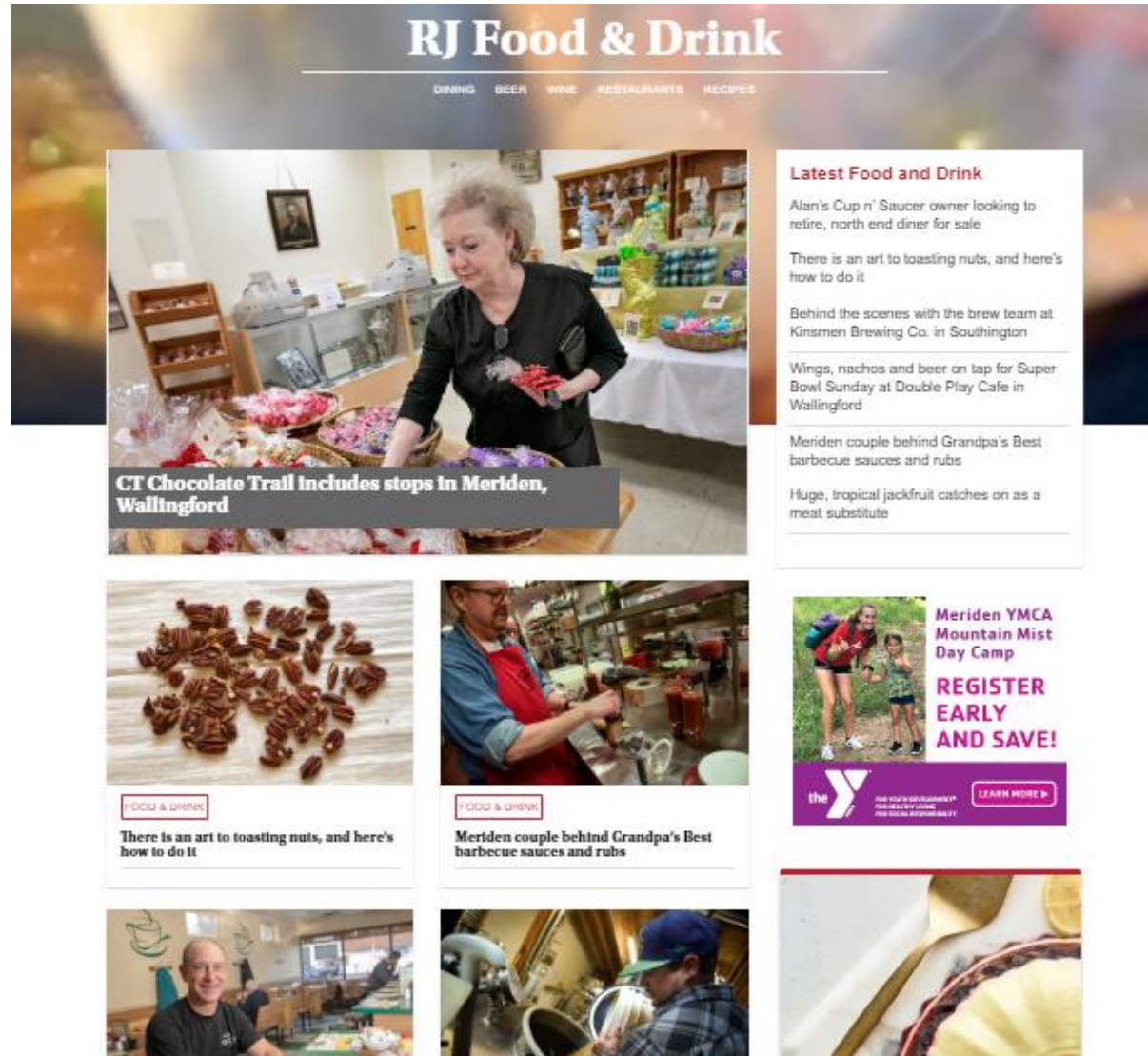
**#FactsArentFree**  
Local. Community. News. By real journalists.



# 1. Consumer Revenue:

## #FactsArentFree Team

- Experiment










# 2. Owned & Operated Digital Revenue - Content Sponsorships





# 2. Owned & Operated Digital Revenue Content Sponsorships



**RE**  
REAL ESTATE  
MARKETPLACE

ATTRACT NEW LISTINGS & NEW BUYERS WITH OUR PRINT, ONLINE, SOCIAL AND EMAIL MARKETING SOLUTIONS

30% of new buyers and sellers don't know who to contact when they're ready to buy or sell.

**PRINT**  
Featured with *The Market* (Saturday) and *Property Transfers* (Sunday)

ATTRACT NEW LISTINGS & NEW BUYERS FOR YOUR AGENCY!

**ONLINE**  
Featured with *The Market* and *Property Transfers*

myrecordjournal.com

ON THE MARKET: A historic colonial built by the Ball Family in 1910 in Watlingford

Market's Property Transfers Nov. 4 - 5

**OPT-IN EMAIL BLAST**  
Featured with *The Market* and *Property Transfers*

Property Transfers

Real estate sales in Meriden from Nov. 2 to 9

Real estate sales in Southington from Nov. 9 to 10

Real estate sales in Cheshire from Nov. 10 to 11

Check out the new, free market analysis!

**SOCIAL**  
Featured on all Facebook pages with *The Market* and *Property Transfers*

Real estate sales in Watlingford from Nov. 12 to 13

Real estate sales in Cheshire from Nov. 13 to 14

Your print ad will be featured in the *Record-Journal*, *Southington* and *Cheshire Citizen*. Published every Saturday/Sunday in the R.J., Thursday in the *Cheshire Citizen* and Friday in the *Southington Citizen*. Estimated total weekly reach is 200,000 readers!

Your Online ad will be featured on the Feature section, Photo Galleries and Latest News on myrecordjournal.com. These are visible to town. Average reach is 35,000 viewers per month! Ad size 782x90 or 300x250 pixels.

Your email ad will be featured in *Property Transfers* and *The Market* on site. 1,500 monthly views with an average open rate of 33% (vs. 18% national avg)! Special click here for Market analysis included in the email directs them to your webpage. Ad size 550x200 pixels.

A co-branded social post is made for your agency on our Facebook page for *The Market* and *Property Transfers*. 18,000 monthly views with an average 50 reactions and 10 shares per post!

We are making this special package exclusive to just one Brokerage.

**\$2,500 PER MONTH**  
six month trial

PRINT + ONLINE + EMAIL + SOCIAL This exclusive package puts your agency right in their path as they search the local market.

Deadline to participate January 25, 2019

media group

# 2. Owned & Operated Digital Revenue Content Sponsorships



**Healthy LIVING**  
CONTENT SPONSORSHIP

The graphic features a stethoscope, a measuring tape, and various fruits (apple, banana, grapes, orange) in the background.

## PRINT

Featured every Wednesday with Healthy Living content



YOUR AD  
10.5" x 2"

Reach paid subscribers in Meriden, Wallingford, Southington and Cheshire.

**EXCLUSIVE STRIP AD**  
Specifications: measuring 10.5" x 2" in the Record-Journal.

Over 40,000 weekly local readers.

## ONLINE

Featured with Healthy Living content



Content is included in the Lifestyle section of myrecordjournal.com. Content flows through Latest News & Town sections and appears in Featured Content on the homepage.

**DIGITAL LEADERBOARD**  
Specifications: 970 x 90 at the top of / Healthy-Living and a 300 x 250 digital ad throughout the content.

5,057 total average page views per month on myrecordjournal.com.

## SOCIAL

Featured with Healthy Living post



Healthy Living content is posted and shared on our social media outlets.

**Facebook**  
**Twitter**  
**Instagram**

**CO-SPONSOR**  
Tagged as a co-sponsor of content on Facebook each week.

30,127 total average local Facebook users monthly.

## VIDEO

Featured with Healthy Living post



**VIDEO IS POSTED IN FOUR SEPARATE WAYS:**  
1) within the article on myrecordjournal.com  
2) standalone video post on Facebook  
3) video appears on video player on myrecordjournal.com  
4) video posted on YouTube.

Logo will be embedded into video and you will be verbally mentioned as our premier sponsor in each video.

15-second pre-roll advertisement on video content (video provided by sponsor).  
8,870 total average video views per month with 198 total average Facebook reactions and 50 total average shares.



# 2. Owned & Operated Digital Revenue




## Promotions



<input type="text" value="Email"/>	<input type="text" value="Password"/>	<input type="button" value="Login"/>	 <a href="#">Facebook Login</a>	<input type="button" value="Help"/>	New User: <input type="button" value="Register Now"/>
<a href="#">Welcome</a>	<a href="#">Submission</a>	<a href="#">View Entries</a>	<a href="#">Vote</a>	<a href="#">Winners</a>	<a href="#">Registration</a>



Are you the cutest couple?



BROUGHT TO YOU BY  
**Dental Group**  
Meriden-Wallingford

**This Valentine's Day...**  
**Prove that you're the cutest couple!**  
Submit a photo that shows why you're the cutest couple!

[ENTER HERE](#)

**Submit!**

Submit your Cutest Couple photo from **January 18 to January 31.**

**Vote!**

Voting will run from **February 1 to February 7.** Come back and vote once per day!

[SUBMIT YOUR PHOTO TODAY](#)


Take a look at this exclusive special offer from our sponsor:

**Receive a FREE Gift Card!**

Make your cleaning appointment between 8 am and 2 pm, Mon - Fri


**And Receive a \$10.00 Dunkin' Donuts Gift Card**

\*Offer good for new and existing patients. Expiration Feb. 28, while supplies last.



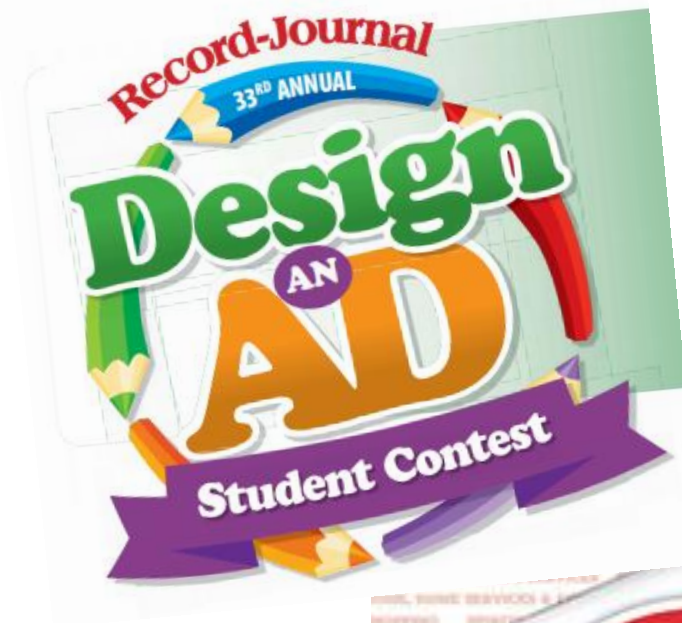
**Dental Group**  
Meriden-Wallingford

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Call us today!  
  
DrSunitaKalluri

brought to you by  
**DENTAL GROUP OF**  
MERIDEN-WALLINGFORD

# 3. Event Revenue



**SAVE THE DATE!**  
**Sunday, June 24, 2018**

**Reserve Tickets Now!**  
[myrecordjournal.com/best2018](http://myrecordjournal.com/best2018)

3RD ANNUAL  
**Record-Journal  
BEST OF THE  
BUNCH  
BRUNCH**

**SUNDAY, JUNE 24, 2018**

**A Red Carpet High School  
Athletes Awards Event**

**Aqua Turf Club**  
**10:30 AM to 1:00 PM**  
556 Mulberry Street, Southington, CT

Record-Journal Scholar Athletes  
& Brunch Sponsor

**MxCC**  
Middlebury College  
The College of Our Community

**Jim Calhoun**  
KEYNOTE SPEAKER





# 3. Event Revenue



Revenue:  
\$25,000 in 2016  
to  
\$235,000 in 2019





# 4. Homebase Digital Revenue

## Why Launch a Separate Digital Brand?

- Businesses said they don't want to buy digital from a newspaper
- But many businesses also like that a digital brand has a stability behind it and is established in the local community



### A Partnership for Success and Growth

**1. Understand Your Goals**

**2. Develop Your Strategy**

**3. Implement Your Customized Solutions**

**4. Deliver Measurable Results**

**GROW YOUR BUSINESS**

**ENGAGE YOUR AUDIENCE**

**ACTIVATE YOUR BRAND**

#### Some of Our Clients

**Bongiovanni Insurance & Financial**  
"The Homebase team listens to our goals and creates customized solutions to help us grow our business. We are very pleased to have them as our partner."

**Meriden-New Britain-Berlin YMCA Child Care**  
"Homebase Digital's expertise drove amazing results for us. We saw an immediate increase in website enrollments."

**Heritage Commons**  
"We're thrilled with the success that we have received from our digital campaign in only a few short months! We're definitely seeing increased traffic. Congratulations, team!"

**Leslie K. Salen**  
"I am very pleased by the work that Homebase has done. They have been great coaches leading me in the right direction to grow my business. I would highly recommend working with them to market your business."

#### Your Homebase Digital Toolkit

**Branding & Creative Services**  
Our world-class creative team will work with you to develop a highly visible and effective brand as well as innovative marketing solutions.

**Website Design**  
Our talented team of designers will create a dynamic website that represents your brand and expands your visibility. Our all-inclusive web solutions are fully customizable and allow you to take control of your content.

**Search Engine Optimization (SEO)**  
Put simply, SEO is the work that goes into your website to have it appear on the first page of a Google search. Reach your audience online where they are seeking your products or services. Our search engine optimization team will evaluate your existing web presence, research your competitors, and implement a personalized strategy to improve your brand's organic search engine ranking.

**Reputation Management**  
The majority of consumers trust online reviews and business listings. Grow your business with better reviews and accurate listings. Provide a five-star customer experience throughout the relationship.

**Social Media Management & Advertising**  
Social media is today's word-of-mouth. With more than 2 billion users on Facebook alone, it's no coincidence that businesses who engage their customers via social media grow faster than those who don't. We will build and boost your social presence, create and post content, and engage new and existing customers on your behalf. Social media ads allow you to reach your ideal customers locally or globally. Our ad-writing experts will customize, launch, and optimize effective campaigns based on your specific goals, whether that means growing your brand, selling more products, or finding new leads.

**Search Engine Marketing (SEM)**  
Also known as pay-per-click (PPC), SEM allows businesses to bid for premium ad placement on search engine results pages. You only pay when your ad gets clicked.

**Targeted Audience Extension (Display - Video - Audio - OOH - Native)**  
Targeted advertising served across hundreds of high-brand, high-traffic and trusted websites and other platforms. Ads are targeted using the following criteria:  
• Geography: city, zip code, DMA or state  
• Demographics: age, gender, income, etc.  
• Behavior: site/brand/contentual - browser history, search queries, content consumed online

**Email Marketing**  
Today's consumers are always on the go using their mobile devices. Email is a targeted and personal tool to connect with them directly. We'll help you deliver relevant messages to the audience you want to reach.

**OTT (Over The Top Streaming Video)**  
The majority of people in the US use Internet Streaming TV. Reach your audience at their convenience with your message on Amazon Fire, Roku, Apple TV and more.

**Contests**  
Contests are an effective and fun way to build your brand and fan base, engage your audience and gather rich data from potential new customers to meet their needs. From sweepstakes to photo contests, we will create a fully customized contest to attract new customers and generate warm leads.

**Videography**  
Visually showcasing your business allows your audience to better understand your brand and why your business is unique. Let us help you create videos that can help you build relationships, educate your potential customers and drive new sales.

**Content Marketing**  
Educating your audience is the first step to establishing your business as an expert that they can trust. We will write customized content designed to build trust between your business and your potential customers so they will turn to your business when they have the need.

# 4 Pillars of Transformation



**Foundation:**

~ Unique Local Content ~ Strong Local Brands ~  
~ Community Relationships ~

Owned & Operated Digital Revenue

& Events

& Homebase Digital...

12-Month Media Plans

# 12-Month Media Plans

## Culture Shift

Transactional  Long-Term



# 12-Month Media Plans

1. CNAs with prospects
2. Weekly Brainstorm Sessions – Sales Team, Creative Team, Fulfillment Team, Managers
3. Build Customized List of Product/Service Solutions for Each Prospect – Input from media consultant, manager & 3 fulfillment partners
4. Build 12-Month Planning Calendars
5. Build Multimedia Proposal with Spec Ads & Visuals

# 12-Month Media Plans

## Holiday Hill 12 Month Media Plan Proposal

1/30/20

### Client Objectives

Brand Awareness	Holiday Hill Day Camp is a "hidden gem" in Prospect. Objective is to make Holiday Hill Day Camp a household name
Education	Staffing is accredited with little turnover. Tons of great activities to do, all food is included, family owned, bus stops all over ct.
Lead Generation	Have your prospective parents of campers sign up for camp
Target Audience(s)	Parents of children 3-13 within the state of Connecticut (maybe narrow focus to 30 mile radius of Prospect). Income of \$100k+.
What are your expectations? Metrics, phone calls, walk ins, clicks, website growth, etc.	Increase camp registrations
What's your capacity?	Unlimited
Other	Main objectives are to increase conversions & awareness

### Client Locations

Number of locations	1
List of locations	43 Candee Rd. Prospect, CT 06712

	January	February	March	April	May	June	July	August	September	October	November	December
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### Client Seasonality

						X	X	X	X	X		
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### Solutions

Print	FULL PAGE FULL COLOR PRINT AD Premium positions: Back page of CC, SC, NHC, PC, BC, TT, TP Page 3 / 5: Record-Journal, Cheshire Herald Covering 100% of 9 towns - Meriden, Wallingford, Southington, Cheshire, Berlin, North Haven, Plainville, Durham, Middlefield											
Record-Journal		X	X	X	X	X	X	X	X	X	X	X
The Cheshire Herald		X	X	X	X	X	X	X	X	X	X	X
Cheshire Citizen		X	X	X	X	X	X	X	X	X	X	X
Southington Citizen		X	X	X	X	X	X	X	X	X	X	X
North Haven Citizen		X	X	X	X	X	X	X	X	X	X	X
Plainville Citizen		X	X	X	X	X	X	X	X	X	X	X
Berlin Citizen		X	X	X	X	X	X	X	X	X	X	X
Town Times		X	X	X	X	X	X	X	X	X	X	X
The Post		X	X	X	X	X	X	X	X	X	X	X

Print Special Sections	January	February	March	April	May	June	July	August	September	October	November	December
Business & Industry - Full page ad, article & photo					X							
Back To School - Full page ad							X					
Camp & Activities Pages - 2x4 ad			X	X	X	X	X	X	X	X	X	X

# 12-Month Media Plans

Print Special Sections	January	February	March	April	May	June	July	August	September	October	November	December
Business & Industry - Full page ad, article & photo					X							
Back To School - Full page ad							X					
Camp & Activities Pages - 2x4 ad			X X	X X								
Ad Notes	January	February	March	April	May	June	July	August	September	October	November	December
Covering 100% of 9 towns - Meriden, Wallingford, Southington, Cheshire, Berlin, North Haven, Plainville, Durham, Middlefield												
Reach: 125,245 households				X		X						
Promotions	January	February	March	April	May	June	July	August	September	October	November	December
Win a Free Week of Summer Camp! Lead Generation Contest		X X X X										
Events / Sponsorships	January	February	March	April	May	June	July	August	September	October	November	December
Design An Ad - Event Sponsorship Hosting the R-J event at Nelson Hall				X X								
Wallingford 350 Jubilee Countdown Champion Sponsorship		X X X X	X X X X	X X X X X	X X X X X	X X						

Digital Marketing Services	January	February	March	April	May	June	July	August	September	October	November	December
Youtube Non-Skippable Pre-Roll Ad Campaign		X X X X	X X X X	X X X X X	X X X X							
Facebook & Instagram Ad Campaign		X X X X	X X X X	X X X X X	X X X X							
SEM (Google Ad Words)		X X X X	X X X X	X X X X X	X X X X							
Targeted Display Ads - 100,000 impressions/month		X X X X	X X X X	X X X X X	X X X X	X X X X						
Targeted Email Campaign - Parents with Children 3-13, Household income \$100,000+, 20 mile radius of Prospect Reach: 83,226		X	X	X	X							

# 12-Month Media Plans

Weekly Brainstorm Sessions – Sales Team, Creative Team, Fulfillment Team, Managers



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**DAVID LEMEL**

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**Transportation is included – Bus service**



**FUN**

**SECOND TO NONE**

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Prospect, CT 06712

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media  
group



# Questions

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