20 FOR ‘20
REVENUE IDEAS THAT WORK!

Presented by Ryan Dohrn
Founder, Brain Swell Media
RyanDohrn.com
Over 500 magazine and newspaper titles. Over 20,000 ad sales reps trained in 7 countries.
Ad Sales Training Advice Blog

- Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales
- TARGET Your Media Sales Message to Grow Results
- 6 Ways To Show Your Advertisers Some Love
- 10 Proven Ways To Exceed Your Sales Goals
- Selling Santa? A Fun Sales Tale.
- 10 Ways To Boost Your Fall Sales Numbers

Proven Ad Sales Training For Media Companies! Over 3,000 ad sales reps trained to date!
There is a future in paper... WATCH!
The ideas today are provided as a service to you. The presentation of these ideas is not meant to imply an endorsement of the product or service.
Revenue idea #20 made $650,000 for a newspaper in a mid-sized market in a Southeastern state.
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REVENUE IDEA #1:
Topic Specific eNewsletters

Only landscapers
Only homes with pools
Only homes at the lake
Only insurance providers
Only dentists
Only restaurants
Only home improvement
Only marinas
Only bars and pubs

Stunning custom home built by Jimmy Garren. Lush landscaping & front entry with impeccable curb appeal featuring 4 bedrooms, 3.5 bathrooms & optional 5th bedroom in basement. Elegant foyer welcomes guests. Cozy great room accented by coffered ceiling & fireplace. Study, sunroom, half bathroom, laundry room w/join & cabinetry on main level. Located off formal dining room this chef's kitchen features: breakfast area Click here to learn more.

Fabulous three acre estate, custom built by Marc Simons, features hardwood floors, soaring ceilings, formal living & dining rooms, family room with fireplace, and updated gourmet eat-in kitchen that includes granite counter tops, stainless appliances, subzero refrigerator, two ovens, ice maker, warming drawer, loads of cabinet and counter space, center island, bar, & sitting area. Click here to learn more.

This is a mock-up example for educational purposes.

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REVENUE IDEA #2: Incredible Kids Promotion

Source: https://lab.secondstreet.com/articles/stl-magazine-kids-sweeps/
REVENUE IDEA #3: Ask the Expert / Q&A

Ask the Gardner
Ask the Family Counselor
Ask the Mechanic
Ask the Banker
Ask the Chef
Ask the Handy Man
Ask the Insurance Pro
Ask the Realtor
REVENUE IDEA #4: Track Readers to Advertisers

Load subscriber data
Exact match to home address
Mobile ID at home is recorded

Load advertiser addresses
Geo fence advertiser location

Track readers by mobile ID when they enter the store
# REVENUE IDEA #5: Comparative Selling Strategy

**Market Intelligence Report**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Kroger $35,000 - $45,000</td>
<td>$35,000 - $45,000</td>
<td>565,000</td>
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<td>H-E-B $45,000 - $55,000</td>
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<td>IGA $35,000 - $45,000</td>
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**PROTECT YOUR TURF!**
REVENUE IDEA #6: Featured Eats and Treats

Harry’s Coffee Shop
Summer heat got you feeling a tad hot? Harry’s Energy Shake will quench your thirst and give you that needed boost. Thick and cool, it combines vanilla non-fat frozen yogurt, fresh orange juice, strawberries, and banana. Assamite, here’s that refreshing!

Nosh Delicatessen
East Coast meets West Coast at La Jolla Village’s newest authentic New York-style delicatessen, serving all the classic favorites. For the health-conscious, go for the Grilled Chicken Avocado premium jumbo turkey turkey breast, mounted on perfectly ripe tomatoes of assorted, resting on a bed of greens and surrounded by slices of summer’s freshest tomatoes, cucumber, and red onion. Find Nosh in La Jolla, as well, for elevates the pleasurable.

Bella Vista Social Club & Caffe
Pleasing refreshments over the ocean with a healthy Old Lite Salad, and enjoy the perfect summer meal at this Torrey Pines hot spot. Grilled onion and gorgonzola on a bed of fresh spring mix, along with tomatoes, olive, cucumber, avocados, and hard-boiled egg. Dine with House-Roasted olive oil to your heart’s content.

Girard Gourmet
Really, on a hot summer’s day, what tastes better than a bowl of fresh-picked heirloom tomatoes, sweet peppers, sun-ripened strawberries, pomegranate, and a variety of mesclun—a mixture of mushrooms, tomatoes, and other citrus fruits—an oil that just puts the finishing touches on it!
REVENUE IDEA #7: Audience Based Programmatic

Customization of programmatic audiences is hard for advertisers to comprehend

Build defined audiences and sell as a part of their monthly ad program

Private Schools: Target where Mom’s go
Retail: Target other stores with a like or complimentary product set
Spa and Wellness: Target where Mom’s go
REVENUE IDEA #8: Top On It Deals

100% permission based

Offers sent to users phones

TapOnItDeals.com
REVENUE IDEA #9: Local Event Listings

Great for web traffic and output to print too

Pay to play or not

Can be sponsored

Partner: Transparensee.com
REVENUE IDEA #10: Landscape Sales Materials
REVENUE IDEA #11: Audience Extension Emails

Data pulled from ethical and trusted sources

- Who has a car lease coming up in Clinton, IA?
- New home owners in Kinder, LA?
- Parents with high school kids in Vegas?
- People with dogs in Augusta, GA?

Email List Segmentation Results

- Increased Open Rates: 39%
- Greater Email Relevance: 34%
- Lower Out/Unsubscribe Rates: 28%
- Better Deliverability: 24%
- Increased Sales Leads: 24%
- Greater Revenue: 24%
- Greater Customer Retention: 21%
- Greater No. of Transactions: 18%
- Greater Customer Acquisition: 15%
- Lower Spam Complaints: 15%
- Improved Word-of-Mouth: 14%
- Other: 4%

Source: Lyris, Inc.
REVENUE IDEA #12: Meet the Maker Videos
REVENUE IDEA #13: Outsource Sales Tasks

- Directory sales
- Appointment setting
- Marketing reports
- Spec ads
- Ad material collection
- Surveys
- Reader impact
telemarketing
REVENUE IDEA #14: Topic Driven Podcasts
# Revenue Idea #15: Marketing Impact Reports

**ABC, Inc. - Marketing Impact Report**

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<tr>
<th>Type of Media</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
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<td><strong>PRINT:</strong></td>
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<td>Heartland Herald</td>
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<td><em>4 color full weekly page ad - 15,000 weekly readers</em></td>
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<td><strong>eMail-push to 15,000 users per push</strong></td>
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<td><em>Logo image and text link to your website, sent once per month to 15,000 opt-in readers</em></td>
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<td><strong>Banner Ads, HeartlandNews.com - 728x90 and 300x250 ads</strong></td>
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<td><strong>Events and special marketing boost projects</strong></td>
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<td><strong>TOTAL EXPOSURE:</strong></td>
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Total with banner impressions: 2,253,000

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REVENUE IDEA #16: Seasonal Apparel Photo Ads
REVENUE IDEA #17: Ask the Expert Youtube Channel
REVENUE IDEA #18:
Curated Content Section Sponsorships

Budget to promote via social

Must promote via eNewsletter

Manage expectations
REVENUE IDEA #19: Self Service Sales

- 80% of potential customers desire to get 100% of their information about your product from your web site.
- 86% of buyers said they would rather visit the dentist than talk to a sales person.
  – SAP Consumer Buyer Study
- 64% of 78 random conference attendee websites surveyed had limited or no information about advertising on their web site. Contact info only was the most common observation.
REVENUE IDEA #19: Self Service Sales
REVENUE IDEA #20: Best of the Best Voting

$630,000+ revenue for paper

1,500+ person winners’ event

21,000+ unique users

79,000+ votes
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Partner: Second Street
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