AFFINITY X

6 BEST PRACTICES TO MASTER IN ORDER TO CREATE A COMPLETE GROWTH ENGINE

Mega Bonus Session | February 17, 2020
Sara Droke, AffinityX
About X®
Our operations

2M SMB businesses per year
5M processed orders per year
8K digital advertising campaigns under management

... creating value in our partnership

- Data-driven management
- Predictability of delivery with high quality
- Reduce churn through additional products and services as well as delighting the customer
- Expand gross margins through a lower cost to serve and produce digital advertising products
The six best practices to master

1. Be Willing to Evolve
2. Take Ownership of Learning
3. Always use a Needs Analysis
4. Create Winning Proposals
5. Own the Creative
6. Demonstrate ROI
Be willing to evolve

The question I’m asked most often: “How do we get our Account Executives to sell comprehensive media plans?”

Borrell and Associates research has found that a **BIG SHIFT** occurred where digital marketing is bought with traditional marketing.
Back in the day . . .

Traditional Media was the only way to get a message out to potential customers.
What did this consumer do?

1. Saw the ad.
2. Maybe asked some friends about the product.
3. Went to the local store made a purchase.
Flash forward to today

Media is consumed through multiple devices on multiple screens... ALL DAY LONG
And today:

Customer sees traditional media ad
  Googles brand or product
  Goes to website
  Forgets

Targeted with ads promoting product
  Goes to website
  Forgets

Sees/hears ad on traditional media
  Researches other brands online
  Checks reviews of products
  Compares brands online

Targeted with ads promoting Brand
  Asked friends on Social Media
  Checks online for offers
  Checks stores for offers

Targeted with ads promoting offer
  Buys in store

Targeted with ads on Social Media
  Follows brand on Social Media
  Signs up for newsletter
  Signs up for monthly service from brand
  Tweets questions about product

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Moral of this story?

- Consumers are using a variety of media channels across various platforms all the way through the customer journey, including post-purchase.
- We can enter and exit at any moment for any reason. No two journeys are the same.

Your clients need to be present throughout that entire journey. How do we equip our reps to have these detailed conversations?
Train your sales team in key areas:

- **Top 3 platforms SMBs are buying**
  - Paid Social Media
  - Email Advertising
  - Search Engine Marketing
- **Impact on Legacy Media:** understand the current state of your legacy media
- **Certifications & training:** learn digital media
  - Google Certifications: Analytics, Adwords, Display, YouTube
  - Local Media Association Trainings
    - Fundamentals of Sales Certification,
    - Advanced Digital Sales Certification
  - DSP Training: Simpli.fi Bullseye
  - **Your client’s industry:** find one you are interested in and own it
- **Your client’s current activity:** elevate to a true consultant and show your prospect you know their industry

Always use a needs analysis

You can’t develop a comprehensive media plan without an intensive conversation designed to understand your client’s business and goals

- Average Order Value
- Lifetime Value of the Customer
- Current and/or Desired Cost of Acquiring a Customer
Create Winning Proposals

• Know what local businesses want to see in a proposal
• Craft a proposal designed to meet your client’s goals!
  - No Packages
  - No Shiny Objects
  - No Comfort Levels
Own the creative

49% of a brand’s sales lift from advertising is due to the creative quality and messaging. Simply put, creative drives results.

Don’t let your campaigns fail to deliver because the advertiser or your salesperson has to create the ad -- or an automated tool has scraped poor images from the web.
Demonstrate ROI

Why do local businesses fire their marketing partner?

“Did not deliver on promises”

30% said this was a top three reason
50% of the home & trade services industry said this was their #1 reason
By the numbers . . .
What is the impact on your digital revenue?

- 50% increase in average order value
- 33% sales closing rate
- 120% digital growth rate
Revenue trajectories
Revenue trajectories

The following dashboards represent a sampling of revenue trajectories since the date of launch with two broadcast partners.

The color variations in each bar are allocations by major product buckets. They are not inclusive of SEO/Web Development or Email.

The second slide for each partner gives you a snapshot of activity and the key performance indicators that we watch and measure against. (Keep in mind the runway is different for each.)
Example 1

Campaign Revenue Trend Monthly

- Aug      Sept       Oct      Nov      Dec       Jan       Feb       Mar
- Apr
- May      Jun       Jul        Aug

2018
2019

Broadcast Radio Partner
### Broadcast Radio Partner | Example 1

<table>
<thead>
<tr>
<th>NUMBER OF PROPOSALS</th>
<th>VALUE OF PROPOSALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Created</strong> 4,435</td>
<td><strong>Created</strong> $82,409,111</td>
</tr>
<tr>
<td><strong>Target</strong> 16,152</td>
<td><strong>Target</strong> $56,407,732</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sold 587</th>
<th><strong>Sold</strong> $6,513,031</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target</strong> 4,038</td>
<td><strong>Target</strong> $14,097,962</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Close Rate 13.24%</th>
<th><strong>Average Order Value</strong> $11,095</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target</strong> 25.00%</td>
<td><strong>Target</strong> $3,500</td>
</tr>
</tbody>
</table>
### Broadcast Radio Partner | Example 2

<table>
<thead>
<tr>
<th>NUMBER OF PROPOSALS</th>
<th>VALUE OF PROPOSALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>843</strong> Created</td>
<td><strong>$10,576,115</strong> Created</td>
</tr>
<tr>
<td><strong>4,212</strong> Target</td>
<td><strong>$14,742,000</strong> Target</td>
</tr>
<tr>
<td><strong>324</strong> Sold</td>
<td><strong>$3,057,523</strong> Sold</td>
</tr>
<tr>
<td><strong>1,053</strong> Target</td>
<td><strong>$3,685,500</strong> Target</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Close Rate</th>
<th><strong>38.43%</strong></th>
<th>Target</th>
<th><strong>25.00%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Order Value</td>
<td><strong>$9,437</strong></td>
<td>Target</td>
<td><strong>$3,500</strong></td>
</tr>
</tbody>
</table>
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THANK YOU

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