



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

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About X[®]



Our operations

. . . creating value in our partnership

2M

SMB businesses per year

5M

processed orders per year

8K

digital advertising campaigns
under management

- 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.

CONSUMER

AWARENESS

INTEREST

DESIRE

ACTION

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



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.

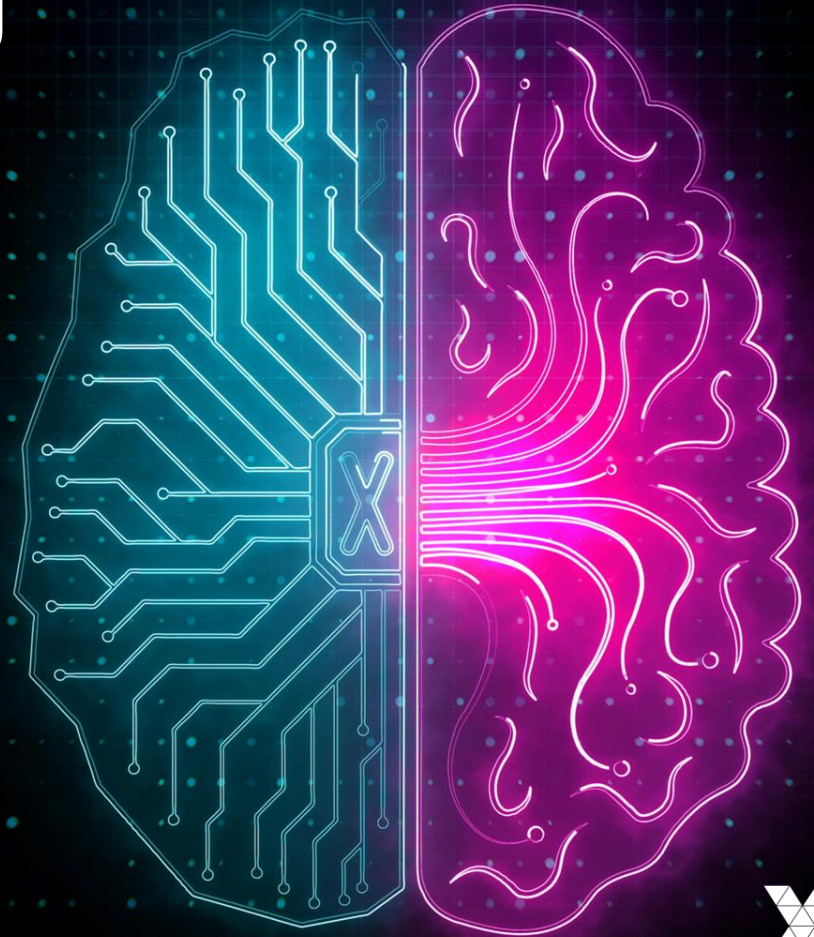
Your clients need to be present throughout that entire journey. **How do we equip our reps to have these detailed conversations?**



Take ownership of learning

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

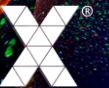


Own the creative

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

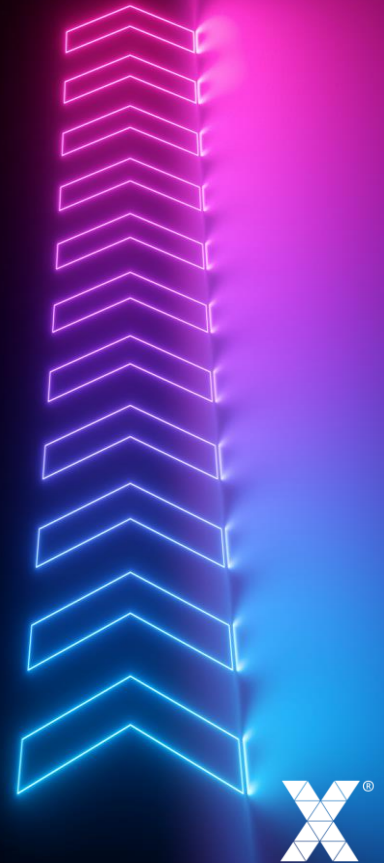


Revenue trajectories

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.

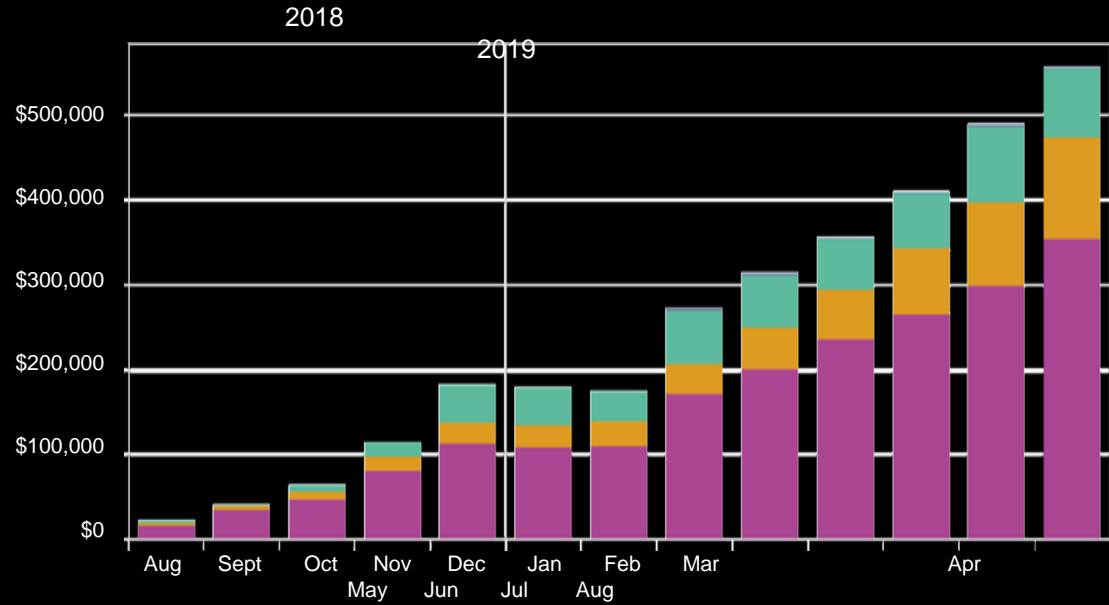
The second slide for each partner gives you a snapshot of activity and the key performance indicators that we watch and measure against. (Keep in mind the runway is different for each.)









Broadcast
Radio
Partner

Example 1

Campaign Revenue Trend Monthly



Broadcast Radio Partner | Example 1

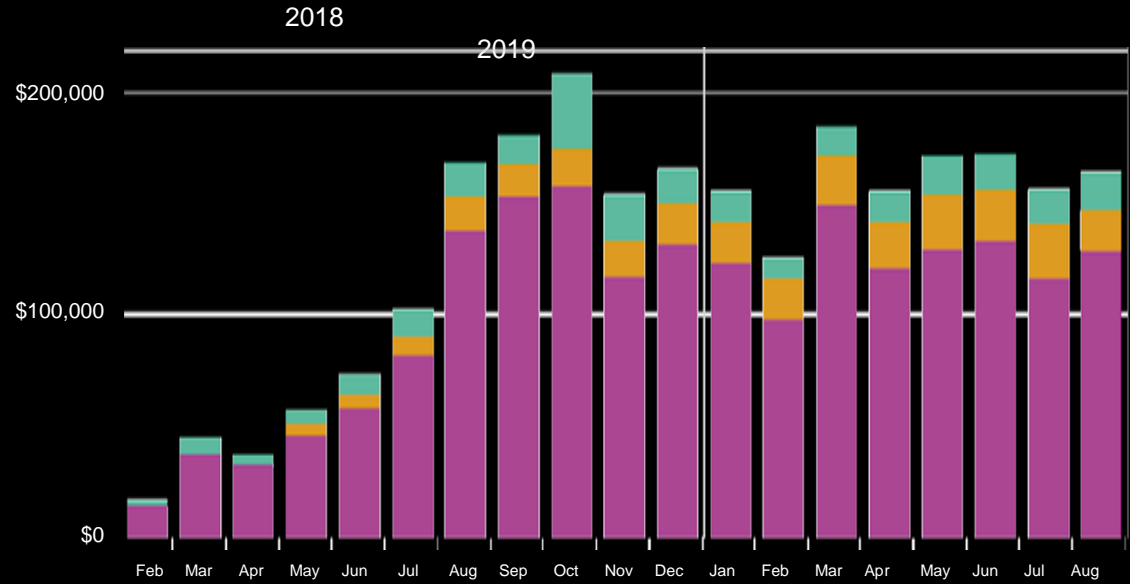
NUMBER OF PROPOSALS		VALUE OF PROPOSALS	
4,435 Created	16,152 Target 	\$82,409,111 Created	\$56,407,732 Target 
587 Sold	4,038 Target 	\$6,513,031 Sold	\$14,097,962 Target 
13.24% Close Rate	25.00% Target 	\$11,095 Average Order Value	\$3,500 Target 



Broadcast
Radio
Partner

Example 2

Campaign Revenue Trend Monthly



Broadcast Radio Partner | Example 2

NUMBER OF PROPOSALS		VALUE OF PROPOSALS	
843 Created	4,212 Target	\$10,576,115 Created	\$14,742,000 Target
324 Sold	1,053 Target	\$3,057,523 Sold	\$3,685,500 Target
38.43% Close Rate	25.00% Target	\$9,437 Average Order Value	\$3,500 Target



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THANK YOU



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