

THE OKLAHOMAN'S B2B LEAD GENERATION CAMPAIGN CAMPAIGN DETAILS

Excerpt:

The Oklahoman's business-to-business lead generation campaign has already generated 190 prospects requests for sales calls and 588+ leads. This campaign is designed to bring in sales leads for the Advertising Department during a time when advertising revenue is down for the entire industry. It is mainly pushed through LinkedIn and is already yielding impressive results in bringing in over hundreds of quality leads.

Challenge:

Over the last several years, the advertising revenue in the newspaper industry has been on a rapid decline. According to News Media Alliance, revenue from advertising is down a third of what it was in 2006. Our challenge was to bring in sales leads for the Advertising Department.

Objective:

Create a business-to-business campaign to drive sales leads, using research to identify the best potential advertisers based on our market.

Campaign:

The "Lead Generation Campaign" is designed to create advertising demand by using data to promote The Oklahoman's audience as the best audience to reach advertisers demographics.

After extensive research, five verticals were identified, which represented the highest potential revenue and closest match to our audience demographic: Restaurants, Healthcare, Financial Services, Real Estate and Politics. We expanded our verticals to include Tax, Grocery, Furniture and Automotive categories.

The campaign uses data that supports those verticals in regard to The Oklahoman having the most affluent mass audience compared to the market average and are more likely to use each of the identified verticals.

For example, 370,000 Oklahoman readers hire financial service professionals every year, and that is 16% higher than the OKC market average when it comes to our readers using stock brokers, financial planners and accountants.

A second execution, 20,000 Oklahoman readers will need a realtor within the next 12 months. Our readers are also more likely to own a home, have a higher home value, own multiple homes and invest in real estate compared to local TV audiences. That makes our audience an ideal target for any Real Estate Agent, Contractor, etc.

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During the tax season, we created an execution that said 138,000 Oklahoman readers will hire a tax accountant this season. We also know that our readers are OKC's most affluent mass audience, and they're also far more likely to rely on tax professionals than the market average or any local TV audience.

We ended each execution with the same call-to-action, "Come Get Your Fair Share." Our audience is the perfect target for each of these verticals, so we simply ask them to come get their piece of it all.

Because the campaign is targeted towards B2B audiences, we started the promotion using LinkedIn and then expanded into direct mail pieces and prints ads.

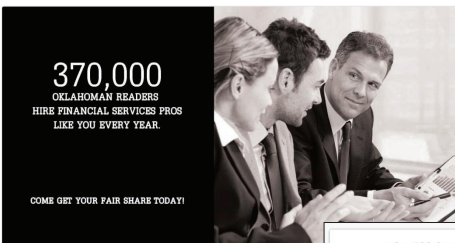
Results:

- 588+ leads (and growing)
 - 190 hand raiser leads (prospects who filled out a form requesting a sales call from one of our account executives)
 - 398 engagement leads
- Nine sales
- 4,408 page views
- 3,685 unique page views
- Outperforming industry benchmarks according to LinkedIn:
 - 0.96% CTR for LinkedIn ads (174.29% above industry benchmark of 0.35%)
 - 5.59% form completion rate on LinkedIn ads (210.56% above industry benchmark of 1.8%)
- 12,264 total views on The Oklahoman's & The Oklahoman Media Company's LinkedIn posts

THE OKLAHOMAN'S B2B LEAD GENERATION CAMPAIGN CAMPAIGN DETAILS

The Oklahoman Media Company
993 followers
2mo • Edited

The question is, are you ready to get your fair share of clients? Fill out our form or call 855.958.0386 to get started now!



370,000
OKLAHOMAN READERS
HIRE FINANCIAL SERVICES PROS
LIKE YOU EVERY YEAR.

COME GET YOUR FAIR SHARE TODAY!

Click to Get More Info on Targeting the Ideal Audience
oklahomaunfolding.com

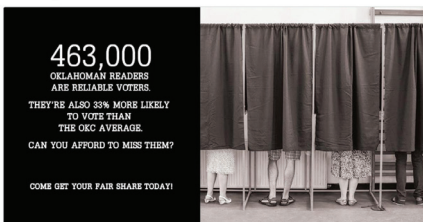
13 Likes

Like Comment

LinkedIn

The Oklahoman Media Company
993 followers
2mo • Edited

With primary elections coming up, it's never too late to reach out to an audience that you know will rock the vote ... Start today by filling out our form OR calling 855.958.0386!



463,000
OKLAHOMAN READERS
ARE RELIABLE VOTERS
THEY'RE ALSO 33% MORE LIKELY
TO VOTE THAN
THE OKC AVERAGE
CAN YOU AFFORD TO MISS THEM?
COME GET YOUR FAIR SHARE TODAY!

Get More Info Today!
oklahomaunfolding.com

2 Likes

Like Comment

The Oklahoman Media Company
993 followers
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The Oklahoman's audience is more likely to own a home, have a higher home value, own multiple homes and invest in real estate, compared to local TV.



20,000
OKLAHOMAN READERS
WILL NEED A REALTOR
WITHIN THE NEXT 12 MONTHS.
WILL IT BE YOU?
COME GET YOUR FAIR SHARE TODAY!

Get Your Fair Share of New Clients - Only in The Oklahoman
oklahomaunfolding.com

The Oklahoman
2,257 followers
1w

Dealers, supplement your TV buy with advertising in The Oklahoman. Why? Because Oklahoman readers are 22% more likely to buy a vehicle in the next 12 months than any local TV audience. What's more, Oklahoman readers ...see more



**DRIVE MORE
SHOWROOM TRAFFIC
WITH THE OKLAHOMAN**

OKLAHOMAN READERS
BOUGHT 35% OF ALL VEHICLES
SOLD IN OKC IN 2017*

DEALERS, COME GET YOUR FAIR SHARE TODAY!

1 Like

Like Comment

LOOKING FOR NEW PATIENTS?

366,000
OKLAHOMAN READERS HAVE
USED HEALTHCARE SERVICES
IN THE PAST 36 MONTHS.



COME GET YOUR FAIR SHARE!

Are you a doctor, physicians group, or hospital aiming to fill your waiting rooms with new patients? Then we encourage you to turn to The Oklahoman now.

Here's why - 437,000 of our readers have health insurance, and a massive 366,000 have used healthcare services in the past 36 months alone. That's 15% higher than the OKC market average.

We deliver OKC's largest and most lucrative healthcare audience and the tools to help you reach them:

- The Oklahoman, OKC's most affluent mass audience
- NewsOK.com, the state's highest trafficked website
- BigWing, the state's largest digital marketing agency
- The Oklahoman Direct, the state's most advanced direct marketing agency

Call 855.958.0386 or Visit oklahomaunfolding.com/BYB

THE OKLAHOMAN MEDIA COMPANY
The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing

**LOOKING TO PACK
YOUR RESTAURANT
THIS WEEKEND?
THEN CALL US NOW.**

**475,000 OKLAHOMAN READERS
VISIT A RESTAURANT
EVERY 30 DAYS ...
... AND 80,000 OF THOSE DO SO
6-9x EVERY MONTH.**

COME GET YOUR FAIR SHARE TODAY!

direct mail



**IF YOUR OKC RESTAURANT WASN'T PACKED THIS WEEKEND,
CALL US NOW - WE HAVE THE TOOLS TO TURN YOUR TABLES!**

Did you know nearly half a million Oklahoman readers visit a sit-down restaurant every 30 days, and 60,000 of those do so 6-9 times every month? Can you afford to miss a target that big and juicy?

If your restaurant wasn't packed to the gills this weekend, come see us at The Oklahoman. Our readers dine out more than any other local TV or print audience, and since they're also the state's most affluent mass audience, they're likely to spend more at your restaurant as well.

We deliver the right audience to fill your restaurant and the tools to help you reach them:

- The Oklahoman, OKC's most affluent mass audience
- NewsOK.com, the state's highest trafficked website
- BigWing, the state's largest digital marketing agency
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