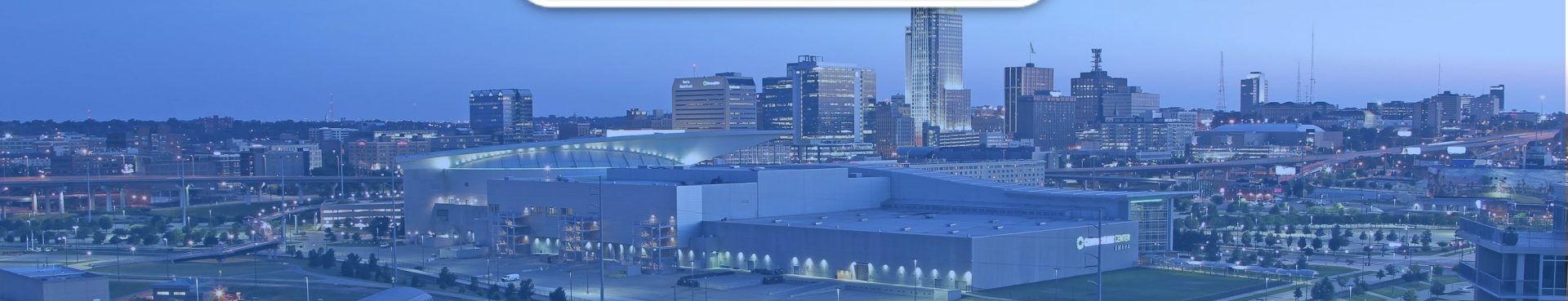


**WIN BACK  
*BIG!***



**Omaha World-Herald**

**BH**

**MEDIA GROUP**

A Berkshire Hathaway Company

# New Business Drive

**Win Back** – *re-engage with former customers*

**Win Big** – *make big pitches anywhere to anyone*



**WIN BACK BIG!**

## Win Back +\$108,000

- 403 letters sent, 371 called
- 72 appointments made = 19% return rate
- 26 sales – 36% close
- Average \$4,115

## Win Big +\$419,000

- Taught us to be creative and put together aggressive proposals

**Total SOLD +\$527,000**



# Letter

**BH** MEDIA GROUP  
A Berkshire Hathaway Company

**TERRY J. KROEGER**  
*President and Chief Executive Officer*

January 17, 2017

MIDLANDS PIRATE FESTIVAL FEST LLC  
BELLEVUE BERRY FARM 11001 S. 48th ST.  
PAPILLION, NE 68133

It has not escaped our notice that our advertising products have not been part of your marketing plan for some time. Whatever the reason for this disruption in our business relationship, we want to earn back your business. I am writing to ask you to consider giving our team just *30 minutes* so we can learn about your 2017 goals. You are not obligated to buy anything. Just by meeting with us, you will be entered into a drawing for a **\$5,000 marketing plan** to be given away on March 1, 2017.

Today the Omaha World-Herald continues to tell the important stories of our community as it has for more than 150 years. At a time when “fake news” is rampant, we continue to be your trusted source. Our trained team of journalists is committed to providing information on the issues and events that impact all of us.

Like many local businesses, technology has changed the way we reach customers. Not that long ago, we only delivered a newspaper. Now, in addition to our daily print edition, we connect to readers through *search engines, e-mail, websites, video, mobile apps, social media and digital radio.* Thanks to a growing number of digital channels, The World-Herald’s audience is larger than it has ever been! That puts us in *position to help local businesses thrive in our community.*

We’ve added key positions to build a team of marketing experts. We help our customers create digital strategies, navigate social media opportunities and measure results through analytics. Any media outlet or advertising agency can sell digital products, but with our award-winning journalism, we are able to offer the best local audience to drive results for your business.

We will be telling this community’s stories for generations to come. And we’d like to help your business navigate the marketing opportunities available to you.

Tara Simons will contact you soon to set up an appointment. Please take the time to meet with Tara and your business will be automatically entered into the drawing for a **\$5,000 marketing plan.**

We wish you great success in 2017. As always, feel free to contact me directly if I can be helpful to you.

Sincerely,



Terry Kroeger  
Publisher, Omaha World-Herald  
CEO, Berkshire Hathaway Media Group



**Omaha World-Herald**



**WIN BACK  
BIG!**

# Calling *WinBack Clients*

***The goal of these calls is to get appointments with people who used to do business with us but have not in at least 1 year***

*We want to reach out as soon as possible after the letter drops to ensure a higher appointment ratio.*

Most customers only tried print or one other product with us, and thus most need to be educated about what else we offer.

In addition to a letter that is going out to your client from Terry Kroeger you will be equipped with multiple offers.

First, just for meeting with you, they are entered into a drawing for a \$5000 ad package.

Second, if they choose to advertise with us again they can do one of the attached great bundles or a standard 25% off all advertising.

## **The initial call should include the following:**

- Reference the letter from Terry Kroeger, and assure customers the call will be short and you will respect their time.
- Explain your mission. Simply educate on all our changes in recent years, and what we offer.
- Remind customers to enter the \$5,000 ad package drawing.
- Inform customers you will provide some free information on their digital presence as a thank you.
- Set a firm face-to-face appointment.



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