

Generating Revenue with Proven Mobile and Digital Strategies

Are you capturing the digital spend in your market that you should?

September 15, 2016

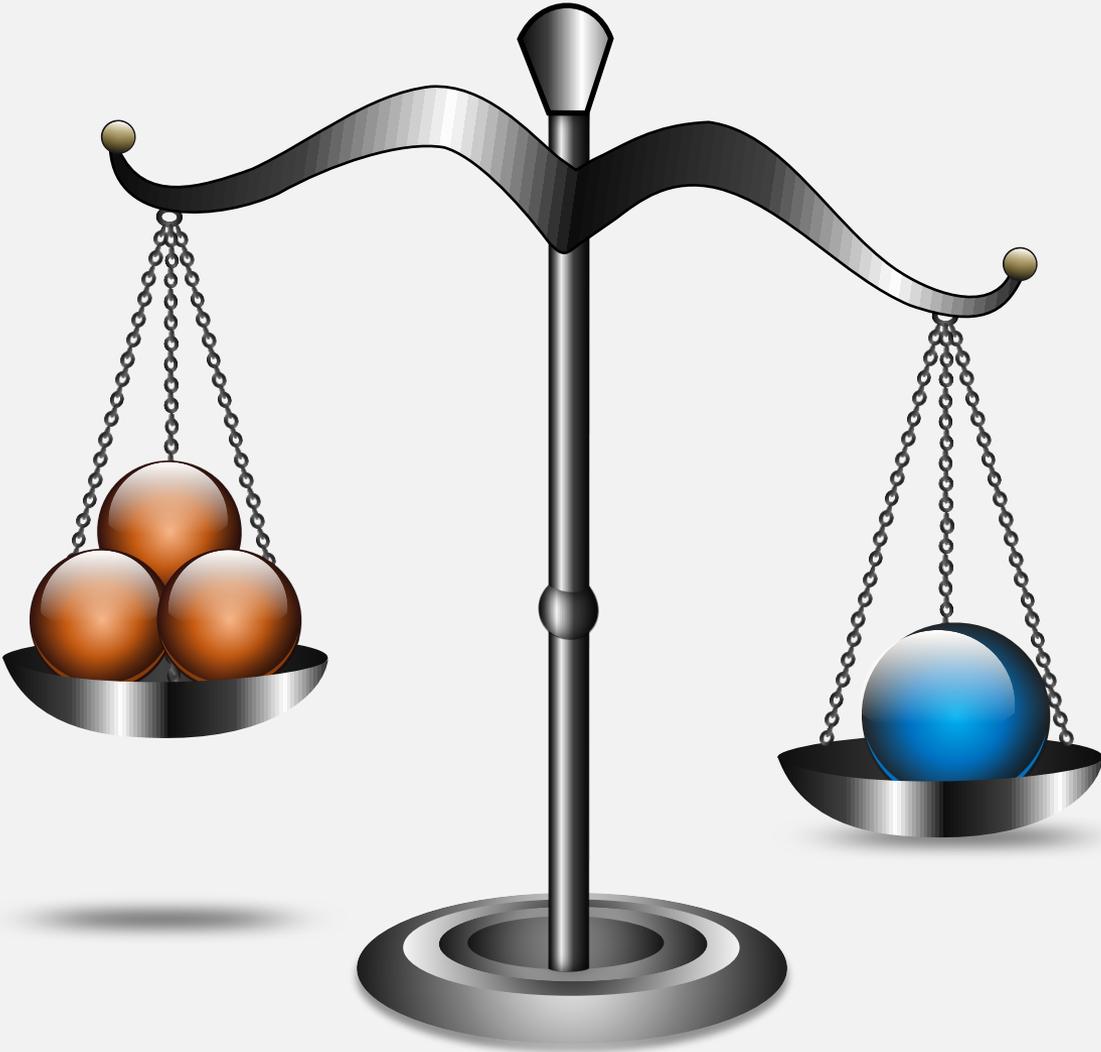


Introductions



- **Case Study – Real Money Can Be Made With Your Current Staff**
- **6 Keys to Unlocking Revenue**
- **Revenue Best Practices**

Real Results Are Possible



Individual Units

- Mobile/digital standalone
- Just another ad unit
- Avg. deal size: \$420
- Sales potential/rep: \$161K

Targeted Bundles

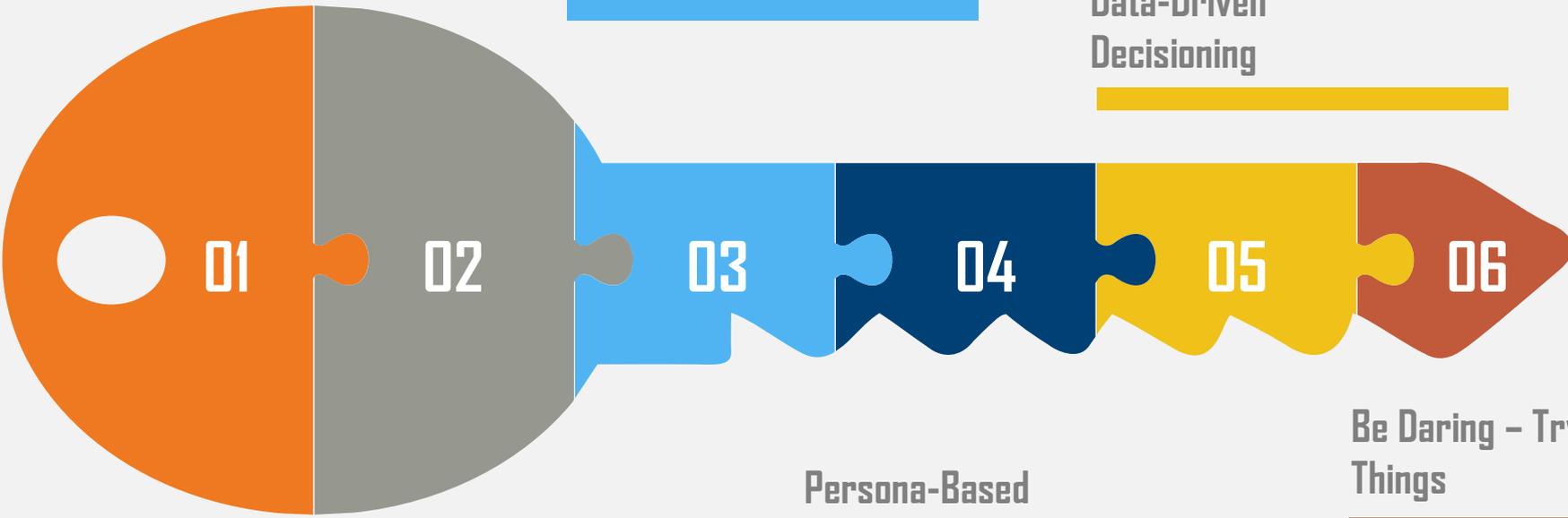
- Solution oriented bundles
- Higher value solution
- Avg. deal size: \$3,600
- Sales potential/rep: \$1,4M

The 6 Keys to Unlocking Revenue

Think Like a Product Company

Sales Acceleration

Data-Driven Decisioning



Organizational Alignment

Persona-Based Marketing

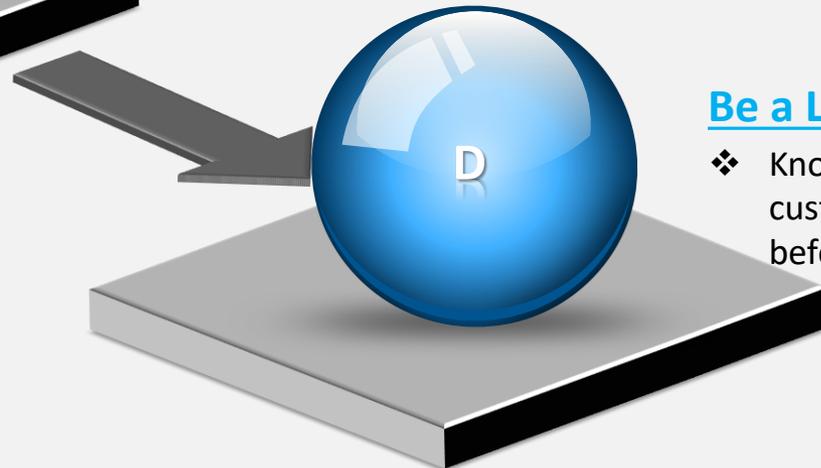
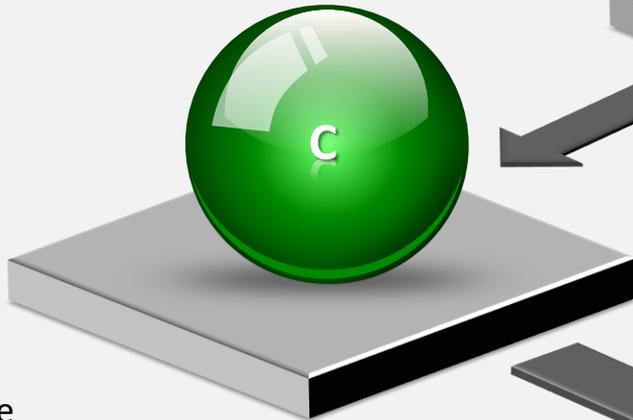
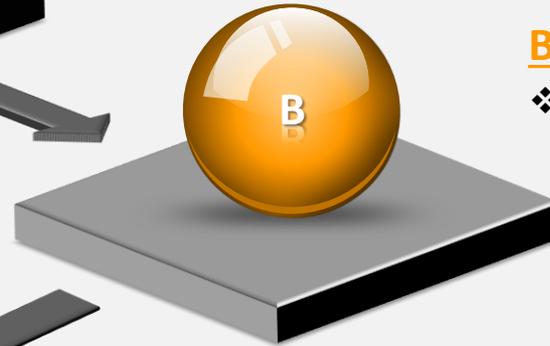
Be Daring - Try New Things

Think Like a Product Company



Be Aware

- ❖ Know who is in your market



Be Aligned

- ❖ Segment your market

Be Unique

- ❖ Create unique value propositions

Be a Leader

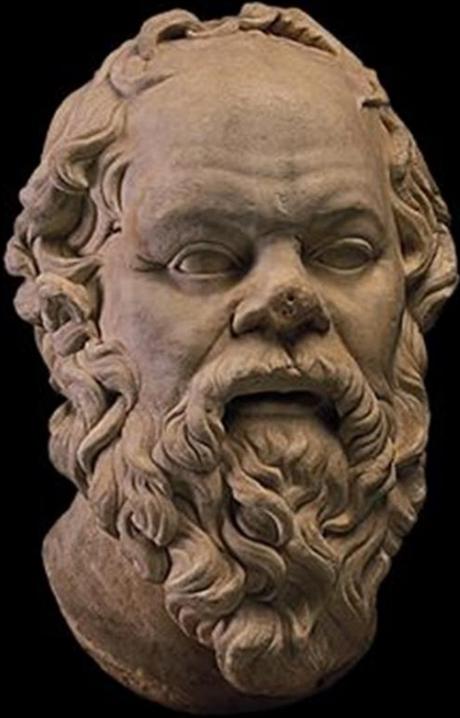
- ❖ Know what your customers need before they ask

Align Your Organization



A Different Approach: The Socratic Method of Sales

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The only true wisdom is in knowing
you know nothing.

Socrates

Behavioral Targeting

Segment based on what an audience does

Demographic Targeting

Segmenting a targeted audience into more specific groups

Contextual Targeting

Looks at what the targeted audience has shown interest in

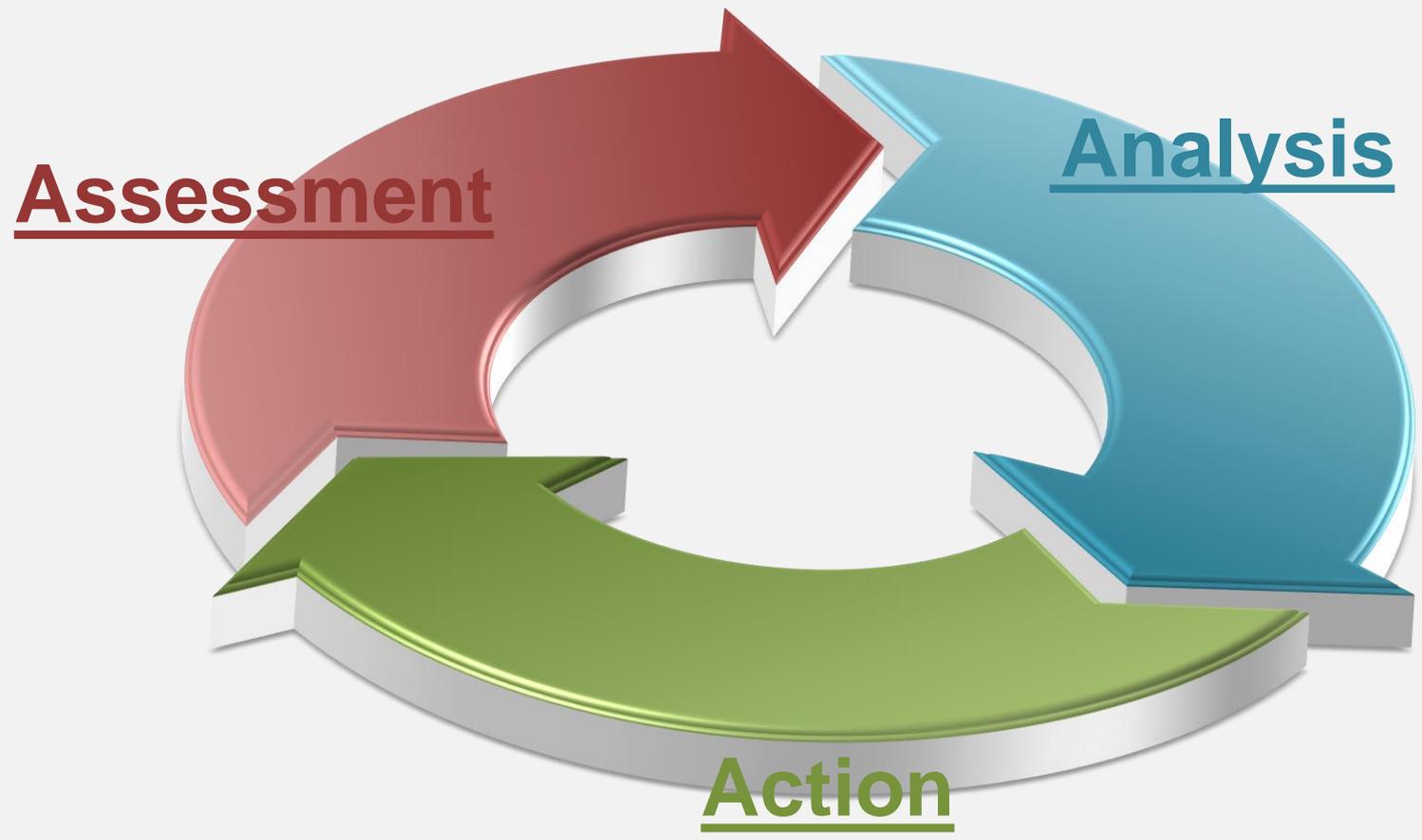


Persona-Based Marketing

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Data-Driven Decisioning



Be Daring – Try New Things



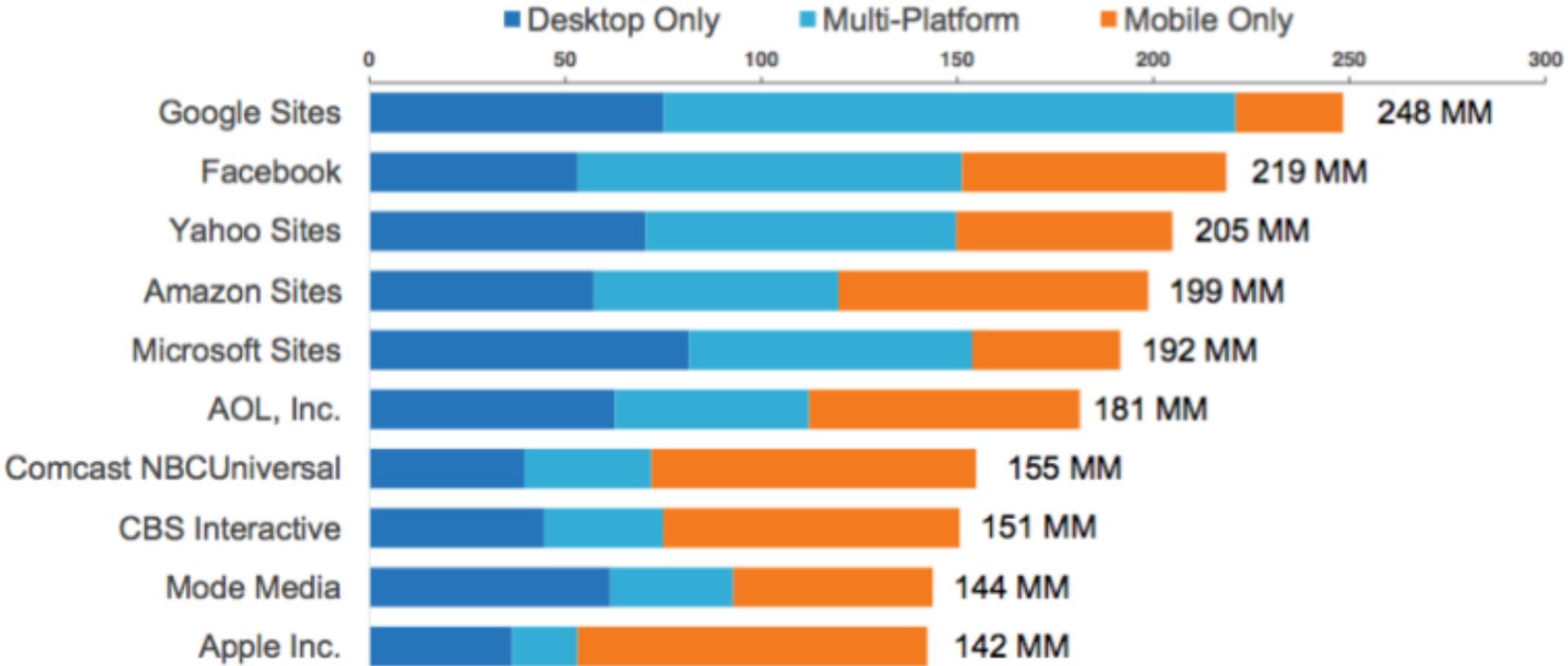
It's About Leveraging All of Your Channels – No Silos



Share of Digital Ad Revenue

Top Digital Properties: Unique Visitors (MM) by Platform

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



Summary / Recap

Revenue Best Practices



- Internal alignment
- Define and sell thematic packages
- Target packages to specific advertisers
- Train, train, train
- Learn and innovate
- Think in 3 month cycles
- Think Mobile and digital in everything you do and sell
- Pocketing your share of the digital pie means shifting to bundles that resonate with your advertisers



Thank You!



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