

WELCOME

How You Can Get Back Some of
Your Lost Advertising Revenue



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Reality

Unfortunately every newspaper is experiencing a catastrophic decrease in revenue.

Reason: When businesses are faced with the impact and economic uncertainty of COVID-19 their natural reaction is to cancel their advertising.

Publisher Input

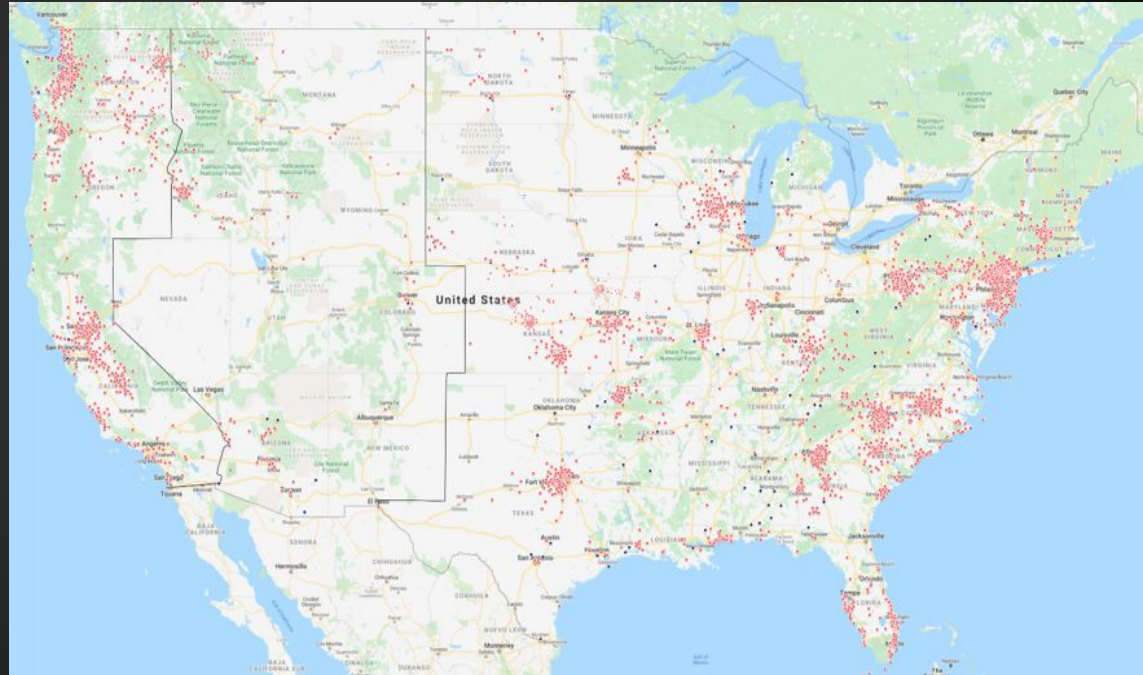
"A current shopping survey would really help our local businesses who are all freaking out right now. It would also help us to be viewed as that trusted advisor who is there to help them navigate through these unprecedented times " - Caralyn Bess | Regional Publisher

Pulse Launched COVID-19 Impact Shopping Survey

World Has Changed
Pulse asked the questions your
businesses
would ask.

Pulse
COVID-19 Impact
Shopping Survey

Over 23,000 sample
All 50 states



COVID-19 Survey

On going survey

Data available for your team

Individual paper data

State data

TX, FL, GA, WI, WA CA, NY, PA, OR, MO, CA, NY and more

Regional data (10)

SE, NE, Great Lakes, Mountain, Mid-Atlantic etc

Other data sets

Suburban, Senior Publication, Alternative, Business Publication

Friends Help Friends

Complimentary Pulse Support For You

- + COVID-19 Shopping Research

- + State, Regional, others data sets
- + Available PDF format

- + COVID-19 Shopping Research Users Guide

- + Conversational walk thru of the research information

Friends Help Friends

Complimentary Pulse Support For You

+ Complimentary Pulse Sales Tools

- + May through July

- + Teaser, Flyer, Prospects, Breakeven Calculator, Call Planner, Reporting, Calendar

+ Pulse Recommendations video

- + 5 Recommendations on how you can get back some of your lost revenue

Pulse

Recommendations

How to use your localized newspaper COVID-19 shopping research and complimentary Pulse Sales Tools to get back some lost revenue.

Pulse Recommendations

#1: RETENTION: Friends Help Friends

Most of you have long term relationships.

With the economic current uncertainty, now is the time to help your friends.

Share the next 3 month shopping plans for their business with everyone of your relationships.

To Do: Pulse Teaser for phone conversation or email

Also share what your readers want now from local businesses.

Pulse Teaser

MARLING LUMBER - JANESVILLE

There are

5,460

*Local Households who
plan to shop Building
Supply Store or Lumber
Yards over the next 3
months.*

*Would you like to know
more about what they
plan to buy?*

Source: National Covid-19 Data. Pulse Research,

Of the 15,250 households we reach each week,
Leader-Gazette






35.8% plan to shop Building Supply Store or
Lumber Yards over the next 3 months.

Pulse Teaser

Phone
or Email

Sherwin-Williams Paint Store 🖨️ 👤 ✕

based on 15,250 households (Leader-Gazette) ▾

-  WHAT TO SAY
-  WHAT TO EMAIL
-  WHAT TO PRINT
-  VIEW FLYER
-  CREATE SPEC AD

“ Hi, this is < your name > .

I trust you're well and I understand how extremely busy you are, so I will get right to the reason I'm calling.

Because COVID-19 has totally altered shopping plans, we participated in a survey to get the next 3 month Paint Store shopping plans.

Here's some encouraging news: we found out that there are 2,333 local households who plan to shop at a Paint Store in the next 3 months.

We also asked details about their specific shopping plans or needs.

Would you like to know more about what we found out for your business?

”



Friends help friends

6. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent
General status of the business		63.4%
New hours		61.3%
Services that are being offered		80.6%
New services being offered		51.6%
Online services being offered		59.0%
Employment needs		20.8%
Other (click to view)		2.6%

Show how few customers are needed to stay with current campaign

BREAKEVEN POINT	
CAMPAIGN COST	\$6,000
CAMPAIGN LENGTH	12 Weeks
CUSTOMER VALUE	\$1,500
COST OF GOODS SOLD	65%
NET CUSTOMER VALUE	\$525.00
CUSTOMERS NEEDED CAMPAIGN	12
CUSTOMERS PER MONTH	4.1

Pulse Recommendations

#2: GET BACK SOME LOST AD REVENUE

Contact every business that cancelled or cut back on their advertising

Show them their next 3 month potential opportunity

Example: Furniture Store

Down 50% in shopping 20% to 9.6%
But that's 960 household opportunities
in next 3 months compared
to 2,000 pre-COVID over 12 months

To Do: Pulse Flyer with both business category & products/services

Pulse Recommendation

Show them The Flyer with both their business category opportunity along and related products & services.

SIKER FURNITURE

TO HELP YOU FIND SOLUTIONS TO GROW YOUR BUSINESS

Pulse Research asked the questions you would ask.

Do you Plan to shop at Furniture Stores over the next 3 months?

960

Said Yes

Out of the 10,000 households reached by

Local newspaper each week

9.6% plan to shop at Furniture Stores over the next 3 months

Let's Find a Solution

We asked about specific plans; find at least one area where you can get more business:

Pulse asked about these categories	results	opportunity	select
Home Decor or Decorating	5.3%	530 households	<input type="radio"/>
Furniture (Living Room)	4.4%	440 households	<input type="radio"/>
Furniture (Dining Room)	0.8%	80 households	<input type="radio"/>
Reclining Chair	2.6%	260 households	<input type="radio"/>
Furniture (Home Office)	1.1%	110 households	<input type="radio"/>
Furniture (Bedroom)	2.6%	260 households	<input type="radio"/>



Would you like to know more?

I would be happy to share more of the Furniture Store research results and ideas with Siker Furniture. Let's get together to discover a solution where you can get new customers that you might be missing.

Again...show
how few
customers
are needed
for a consistent
campaign.

Take away the financial fear.

BREAKEVEN POINT	
CAMPAIGN COST	\$6,000
CAMPAIGN LENGTH	12 Weeks
CUSTOMER VALUE	\$1,500
COST OF GOODS SOLD	65%
NET CUSTOMER VALUE	\$525.00
CUSTOMERS NEEDED CAMPAIGN	12
CUSTOMERS PER MONTH	4.1

Pulse Recommendations


#3: Contact Businesses that will have an increase in shopping next 3 months

To Do: Contact these business categories

Q1 2020 National Survey	Percent Change
Private Tutor	175.0%
Landscaper	137.7%
Grocery Store (Neighborhood/Local/Mom & Pop)	136.2%
Landscaping Service	105.4%
Home Gardening Service	102.8%
Courier or Delivery Service	87.3%
Specialty Food Market	83.3%
Yard Equipment Store	77.1%
Bottled Water Delivery Service	73.9%
Grocery Store (Co-op)	73.5%
Community Service or Non-Profit Organization	69.6%
Wine Shop	60.7%
Tutoring Center	55.6%
Home Health Care Provider	54.5%
House Cleaning Service	48.9%
Plant Nursery & Garden Supply Store	48.5%
Mortgage Broker	45.5%
New Sporting Goods Store	45.0%
Wholesale, Warehouse or Club Store	41.2%
Building Supply Store or Lumber Yard	39.2%
Mental Health Provider	36.8%
Marijuana Dispensary	31.9%
National Daily Newspaper	31.0%
Carpet Cleaning Service	27.9%
Psychiatrist	27.5%
Barbershop	25.8%

Pulse Recommendations

#4: Spec Ads with Metro's AdWizard



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Pulse Recommendations

#5: Pulse Training and Certification

FLYER ENGAGEMENT

The Pulse Flyer makes cold calls almost fun.

Cold calling is tough and not a lot of fun for even a seasoned veteran. The Pulse Flyer gives you a conversation starter that the business will want to talk about.

[Watch the Video: How to Create and Present a Flyer](#)

Training Assignments:

Create and print out three Flyers

Practice making a Flyer cold call presentation

Drop in and present the Flyers to those businesses

Record that you Presented / Engaged with each of the Flyers



Work From Home

Teaser words to start conversation

Engage business over the phone

Email presentation and live engagement

Teaser and Flyer

Call Planner

Sales Organization and Remote Management

PULSE SALES TOOLS TOUR

Beyond Shopping

- User Guide (share internally)
- COVID-19 Findings (share internally)
- Lifestyle Questions (Marriage, Voting, Employment, Donations, Recreation, Retirement, Volunteering, Etc.)
- Digital Metrics
- Business Plans
- Basic Demographics
- Long Term Benefit
- Unique Information - Differentiation

Lead Generation

BUSINESS OWNERS!

IF YOU'D LIKE TO KNOW MORE
ABOUT HOW MANY HOUSEHOLDS INTEND
TO BUY YOUR PRODUCTS AND SERVICES



PLEASE CALL OR CLICK HERE



Role Play

NELSON-YOUNG LUMBER CO

TO HELP YOU FIND SOLUTIONS TO GROW YOUR BUSINESS

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Do you Plan to shop Building Supply Store or Lumber Yards over the next 3 months?

5,460

Said Yes

Out of the 15,250 households reached by
Leader-Gazette each week

35.8% plan to shop Building Supply Store or Lumber Yards over the next 3 months

Let's Find a Solution

We asked about specific plans; find at least one area where you can get more business:

Pulse asked about these categories	results	opportunity	select
Doors (Exterior)	4%	610 households	<input type="radio"/>
Decking	4.2%	641 households	<input type="radio"/>
Fencing	5.1%	778 households	<input type="radio"/>
Paint (Exterior)	9%	1,373 households	<input type="radio"/>
Paint (Interior)	18.4%	2,806 households	<input type="radio"/>
Lumber	7.5%	1,144 households	<input type="radio"/>

Would you like to know more?

I would be happy to share more of the Building Supply Store or Lumber Yard research results and ideas with Nelson-Young Lumber Co. Let's get together to discover a solution where you can get new customers that you might be missing.

Source: National Covid-19 Data. Pulse Research, completed March 2020

Katherine Fugate

OXDOWN LEADER-

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BREAKEVEN POINT

CAMPAIGN COST	\$6,000
CAMPAIGN LENGTH	12 Weeks
CUSTOMER VALUE	\$1,750
COST OF GOODS SOLD	75%
NET CUSTOMER VALUE	\$437.50
CUSTOMERS NEEDED CAMPAIGN	14
CUSTOMERS PER MONTH	5



Pulse Friends Help Friends

Complimentary COVID-19 Support

- + COVID-19 Shopping Research
- + Pulse Sales Tools
- + User Guide
- + Pulse Recommendations

Just go to: pulseresearch.com/support

Pulse Friends Help Friends

Thank you!

Pulse Research

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