



Mega Conference 2016

Revenue Ideas to Go!

Investing in a “true” agency model

&

Dusting off old products and creating easy-to-go revenue solutions.

Statesman **MEDIA**

Scott Pompe

Statesman Studio

Agency Services

- Research & Data
- Creative & Branding
- Content & Copywriting
- Digital Design
- Media Placement

Statesman **STUDIO**



Everything we do starts with research:

Statesman Studio invests in market research to provide our clients with the intelligence they need to make their businesses more profitable and increase their Marketing ROI. We utilize secondary tools such as Scarborough Research, Nielsen and Borrell.

Secondary Research: Market Information

- Demographics
- Consumer spending
- ZIP rankings

Audience Profiles

- Print & digital audiences
- Target audiences

Competitive Media

- Reach & frequency reports

Transactional Analysis:

ROI Results
Customer Analysis



TRANSACTIONAL ANALYSIS

JANUARY ROI

Total Media Investment
Total Sales

ROI

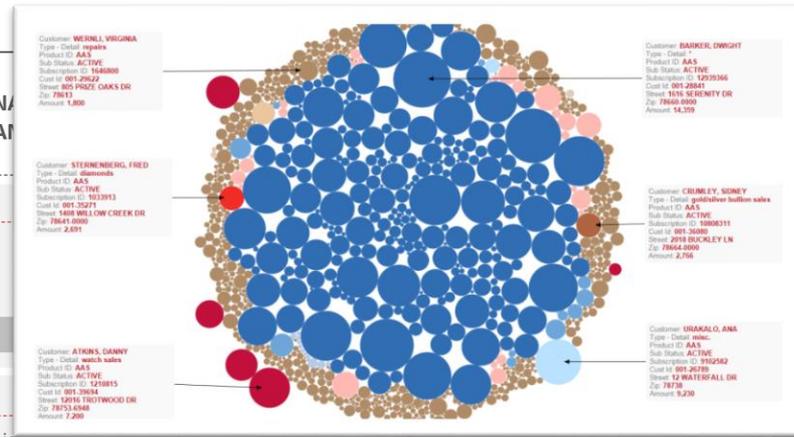
JANUARY SALES

Total	San Antonio
• Sales \$759,695 (+23%)	• Sales \$356,150 (+8%)
• 257 Transactions (+36%)	• 116 Transactions (+5%)
• 162 Customers (+45%)	• 69 Customers (+8%)
• \$2,956 per transaction (-\$319)	• \$3,070 per transaction (+\$86)
• \$4,689 per customer (-\$836)	• \$5,162 per customer (-\$13)

Austin

• Sales \$403,545 (+40%)	Statesman Subscribers
• 141 Transactions (+81%)	• Sales \$71,976 (+64%)
• 93 Customers (+94%)	• 18% of Austin sales
• \$2,862 per transaction (-\$826)	• 31 Transactions (+138%)
• \$4,339 per customer (-\$1,655)	• 25 Customers (+127%)
	• \$2,322 per transaction (-\$1,049)
	• \$2,879 per customer (-\$1,105)

Based on W Dt 01/01/16 – 01/31/16 Totals

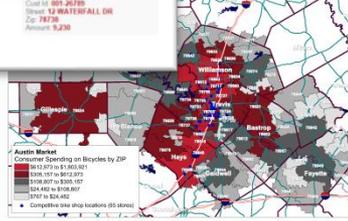


Statesman MEDIA

JANUARY 2014 TV OPTIMAL

DIFF IN UNITS	TV COST	TV (25%) COST	DIFF IN \$
-46	\$32,240	\$25,295	\$6,945

DIFF IN UNITS	TV COST	TV (25%) COST	DIFF IN \$	NET W/ ASS
-15	\$21,550	\$16,745	-\$4,805	+\$5,400
				-\$595



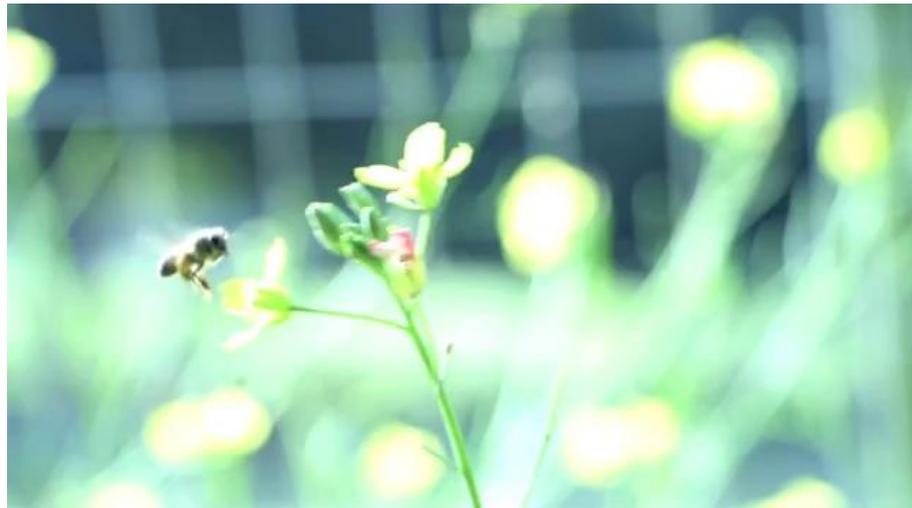
CONSUMER SPENDING

Source: 2014 Nielsen Segmentation

NOVEMBER 2014 TV OPTIMAL					DECEMBER 2014 TV OPTIMAL				
INCREMENTAL REACH					INCREMENTAL REACH				
DIFF IN UNITS	TV COST	TV (25%) COST	DIFF IN \$	NET W/ ASS	DIFF IN UNITS	TV COST	TV (25%) COST	DIFF IN \$	NET W/ ASS
-15	\$21,550	\$16,745	-\$4,805	+\$5,400	-13	\$21,060	\$16,190	-\$4,880	+\$6,500
				-\$595					+\$2,020

TAKEAWAY: MONTHLY INCREMENTAL REACH WITH \$3,015 COST SAVINGS

RELEVANT RESULTS



Improved Monetization of Legacy Products

- Top Workplaces Company Profiles
 - Video: premium upsell
 - Hosted on Statesman.com
 - Provided to company for their site



Dusting Off Old Products

TRADITIONAL PRODUCTS REVAMPED

Statesman Homes:

A weekly tab featuring native and local content that launched in November 2014. Strategically, we wanted to expand real estate revenues and audience to Saturday. It has been a huge success and delivered new businesses that were not engaged with the Statesman because we were not relevant. We have exceeded revenue goals by 60% YTD.

“ I am not sure when you started the new sections, I love reading those.”



TRADITIONAL PRODUCTS REVAMPED



Statesman Cars:

A dedicated weekly section with automotive content from Wheelbase Communications, produced local content, and a native platform for dealers, Statesman Cars has exceeded our expectations in readership and revenue. We launched in November 2014 and have exceeded revenue goals 40% YTD.

“I like the new formats and new sections. The auto section is really good.”
 “Fresher Visual design and content (i.e. Life, Homes and Auto section).”

MOBILE TARGETING

Precise Fencing

Mobile users are always in motion.
Your targeting should be too.

Typical GeoFencing



Precise Fencing



MOBILE RETARGETING

EXTENDING THE INFLUENCE OF LOCATION TARGETING



Location Retargeting

Pairing user Retargeting with precise fencing strategies, enhances the relevance of any campaign. By pinpointing engaged consumers and continuing to influence them as they go about their mobile-driven lives, brands and businesses remain top of mind and on the list when decisions are made.



NATIVE CONTENT

HEALTHY HOME
Sponsored content from FOX Service Company
SEE MORE ▶

A Happy Healthy Home is WELL worth it.
AIR CONDITIONING, HEATING, PLUMBING, ELECTRICITY

Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices. Vestibulum semper ligula ante, ut semper massa pretium eu. Quisque et volutpat mauris. Aliquam interdum eu urna non...

WE PROPOSE A HOLISTIC APPROACH TO A HEALTHY AFFORDABLE HOME THROUGH AC & HEATING, ELECTRICAL AND PLUMBING SERVICES.

- AC & Heating Services**
Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.
- Electrical Services**
Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.
- Plumbing Services**
Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.

categories
AC & Heating Services
Electrical Services
Plumbing Services
Healthy Home
Events
Headquarters
Careers
Copy
Copy
Copy
Copy

DONT do it yourself!
Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.

by Drew Carr Coyne/Staff Writer (Shirley) / Jan 5, 2016
No comments yet

How to see farther
Jan 29
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Visualization
Natalia Health

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Featured Feeds
Tim Harris, Dana Sullivan, Wendy McClellan, Ty Williams, Emily Chang, Sharon Jones

18 December 2015

18th Annual Austin Home & Garden Show

January 15-17, 2016 - Austin Convention Center

BUY TICKETS

Go to austinhomeandgardenshow.com to get your tickets now!

The Austin Home and Garden show is now in its 18th year. With thousands of square feet of exhibits you'll find the latest in products and services for everything from builders, contractors, materials, decks, pools, spas, entertainment systems, storage, plants, landscape displays/materials, kitchenware, and much more. The show will include design showcases, garden displays and demos, seminars and sales, plus an art gift and gourmet area. There will also be pet adoptions by the Austin Humane Society and the Austin Animal Shelter. You're guaranteed to find something you like, whatever your home and garden needs.

ROP DIGITAL OPTIMIZATION

44 JOURNAL OF BUSINESS ECONOMICS • JANUARY 19, 2016

Women's Economic Stability Initiative

Are You Looking for Full Time Work?

Start the next step of your search with **BACK TO WORK 50+** at Austin Community College. Our team can help you update your job search strategies, practice interviewing and networking, and enroll in training programs that employers value.

CALL TOLL FREE (800) 800-2626

- Register for a Smart Strategies for 50+ Jobseekers Workshop near you where you can:
 - Learn about the "Smart Strategies" you need to get back into the workforce
 - Apply for the **BACK TO WORK 50+** Coaching and Training Program
 - Order AARP Foundation's free job search guide

Next Workshop: February 24th, 2016

Austin Community College is a proud sub-grantee of the SE program under a grant provided from the Corporation for National and Community Service to AARP Foundation.

To learn more, visit: www.aarp.org/backtowork50plus




University Village

Memory Care and Assisted Living with our Memory Care Program

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- Near the major hospitals
- Fully licensed, independent with a highly professional staff
- Comprehensive, personalized care that truly makes all the difference
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- Fully certified and licensed for Alzheimer's and related dementias
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Tom Cummings
OWNER/CEO

Start Living Assisted by nationally recognized Seniors Magazine's "Top Community" award of Living Assisted's

Call 512-402-1222 or visit us
We'll make it for you!

300 Medical Parkway, Lakeway, Texas 78026
www.universityvillage.com





You Asked for a Different Approach to Assisted Living and Memory Care, We Listened.

The Harbor at Lakeway Assisted Living & Memory Care
Call or come by and see us Today!




- 24/7 Wellness Care on site • 24/7 Licensed Nurse on site
- Housekeeping of linen & towel service • Personal laundry
- Individually owned & Operated locally. No big box
- No long term lease! Month to Month agreements!
- Environment and activities tailored for your loved one
- Dementia specific activity program
- Beauty and Barber Salon

FEBRUARY IS AMERICAN HEART HEALTH MONTH

Please join us on February the 17th at The Harbor at Lakeway Senior Living, for a Heart Health presentation by Dr. Karnati.

Dr. Karnati is a board certified interventional cardiologist and joining the cardiology program at Lakeway Regional hospital. Dr. Karnati has six board certifications and is trained in evaluation cardiovascular disease, echocardiography, nuclear cardiology, internal medicine and interventional cardiology and endovascular interventions. Make your heart health a priority! Don't miss this presentation!

February 17th at 6:30 pm
Harbor at Lakeway Senior Living, 300 Medical Parkway, Lakeway, Texas
RSVP @ 512-402-1222

The Harbor at Lakeway
Assisted Living and Memory Care Community
License #022241
Alzheimer's Certification #103436

Locally owned & operated. ...It Can Be Different...

www.harboratlakeway.com
512-402-1222
300 Medical Parkway, Lakeway Texas 78738

next door to Lakeway Regional Hospital

Statesman

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Phone Number: 512-402-1222

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Advertisement run on February 14, 2016



THANK YOU!