

Digital Revenue and Local Ad Agencies

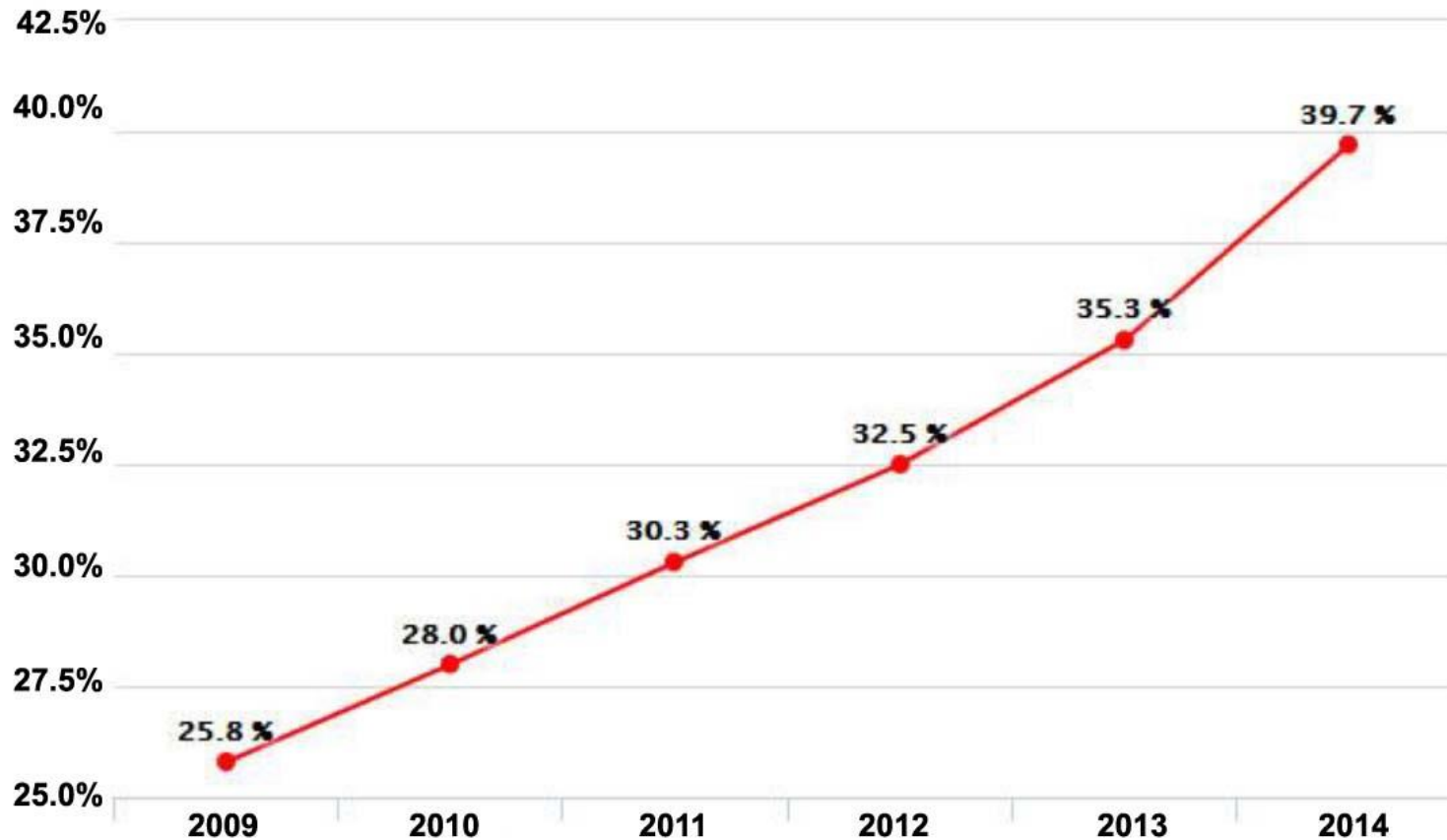


The Potential

Share of Digital:

As a percentage of total Ad Agency Revenue in **2015**, digital will be **40%+** or **\$19 billion+**

The Ramp Up



Source: Ad Age Agency Reports.

Last 15 months of agency digital wins

Campaign: No on Prop 48

Target: California, 18+

Budget: \$400K, five weeks

Campaign: Port of Subs

Target: 31 markets in West

Budget: \$132K, six months

Campaign: Table Mountain Casino

Target: Central and Coastal CA

Budget: \$197K, 12 months

Campaign: CA Low Cost Auto Ins.

Target: Central and Southern CA

Budget: \$53K, five months

Campaign: Visit SLO County

Target: L.A., S.F., Central Valley

Budget: \$125K, five months



The Fresno Bee

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Total Agency Digital Revenue
\$1.6 million

Out-of-market Campaigns
\$1.1 million

Driving Digital Revenue from Ad Agencies



Driving Digital Revenue from Ad Agencies

No. 1: Know your Targets

- Pull list of area ad agencies via InfoUSA or another data provider.
- Don't limit yourself to core market.
- Reach out to out-of-market agencies that may be placing business with you.
- Local business publications, at times, post lists of regional agencies other info.

	C	D	E	M	N	O	P
1	Source	ActualSalesVolum	BusinessName	StreetAddress	City	State	ZipCode
2	Infogroup	\$24,793,000	Octagon	10115 Kincey Ave # 210	Huntersville	NC	28078
3	Infogroup	\$18,000,000	Wlko	801 Woodrdrj Ctr Dr	Charlotte	NC	28217
4	Infogroup	\$18,000,000	Wend	801 Woodrdrj Ctr Dr	Charlotte	NC	28217
5	Infogroup	\$13,158,000	Wray-Ward	900 Baxter St	Charlotte	NC	28204
6	Infogroup	\$12,146,000	Omnicom Media Group	1930 Camden Rd	Charlotte	NC	28203
7	Infogroup	\$11,133,000	Lu Quire George Andrews Inc	4201 Congress St # 400	Charlotte	NC	28209
8	Infogroup	\$10,121,000	Pure Red Integrated Marketing	136 Fairview Rd # 220	Mooresville	NC	28117
9	Infogroup	\$8,020,000	Carolina Parenting Inc	214 W Tremont Ave # 302	Charlotte	NC	28203
10	Infogroup	\$7,530,000	Distribution Technology Inc	1701 Continental Blvd	Charlotte	NC	28273
11	Infogroup	\$6,073,000	Boone Oakley Llc	1445 S Mint St	Charlotte	NC	28203
12	Infogroup	\$6,073,000	Corder Philips Inc	508 W 5th St # 100	Charlotte	NC	28202
13	Infogroup	\$6,073,000	Profile Display	4614 Wilgrove Mint Hill Rd # B	Mint Hill	NC	28227
14	Infogroup	\$5,910,000	Miller Davis Studios	205 E Council St # C	Salisbury	NC	28144
15	Infogroup	\$5,401,000	Aviv Moon Productions	1337 Hundred Oaks Dr # H	Charlotte	NC	28217
16	Infogroup	\$5,178,000	Planet Central Advertising	16740 Birkdale Commons # 210	Huntersville	NC	28078
17	Infogroup	\$4,500,000	Union	421 Penman St # 310	Charlotte	NC	28203
18	Infogroup	\$4,459,000	Start Advertising & Marketing	115 Dave Lyle Blvd S	Rock Hill	SC	29730
19	Infogroup	\$4,355,000	Comporium	1869 Great Falls Hwy	Lancaster	SC	29720



No. 2: Transcend Perceptions



- Don't let ad agency put you in the "newspaper box"
- Digital is so much more than that quarter-page ad.

No. 3: Appoint a Digital Champion for Agencies

- VERY digitally savvy
- Probably not the person you already have fielding agency inquiries.
- Someone involved with local ad federation or from agency background.



No. 4: Create High-Level Meetings

- Involve Publisher and/or VP of Advertising with agency principals
- Talk about efficiencies utilizing your digital operations team.
- Have principals organize “all-hands” meeting.



No. 5: Offer Agency Commission

- Fantastic step in having agency see you as a partner
- Should it be 15%? Pitfalls?



No. 6: Build out your Digital Suite

- Must Haves: Programmatic Buying Desk, SEM, Video
- Access to self-serve DSPs is a huge game-changer



Simpli.fi

No. 7: Get in the RFP pipeline

- Many agencies see it as their fiduciary responsibility to test out other media providers for digital campaigns.
- Find out what it takes to win the business.



No. 8: Excel at Reporting

- Agencies need a story to tell.
- Arms-race with reporting.
- Even large agencies struggle doing solid reporting themselves.



No. 9: What is your value-proposition

- Discover what your competitors are offering.
- What makes your better than them.
- Have VP bullet points for core parts of your digital suite.



No. 10: Build on Successes

- So important to execute on first campaign.
- Weekly or bi-weekly meetings.
- Umbrella agreements.

