

FINDING BALANCE

AN OPEN DISCUSSION ON DIGITAL AND PRINT



KEY EXECUTIVES MEGA-CONFERENCE

Atlanta, Georgia

February 22-25, 2015

Discussion Facilitator: Jason Taylor



THE CHALLENGES

Just 10 years ago...



FACEBOOK was nonexistent,
TWITTER was a sound from outside the window,
THE CLOUD was something floating in the sky,
4G was a parking space,
LINKEDIN was a prison,
and **SKYPE** was a typo.

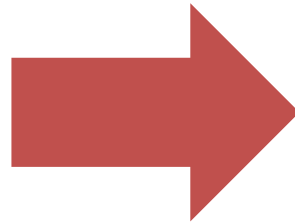
(Thomas Friedman)



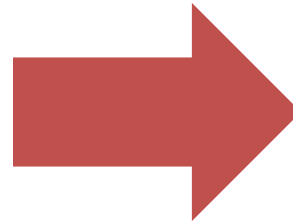
The Old Way



Awareness



Interest

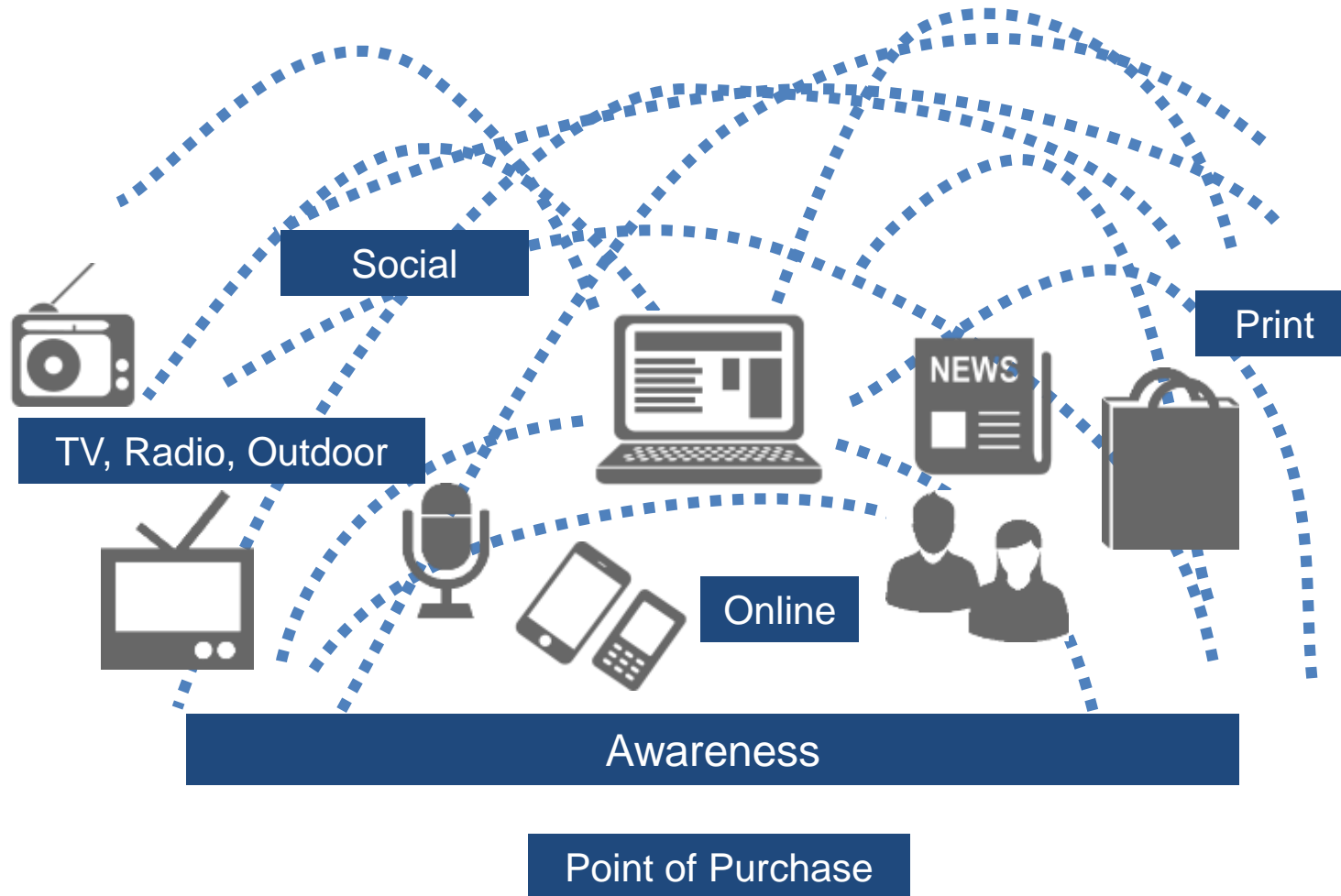


Desire



Action

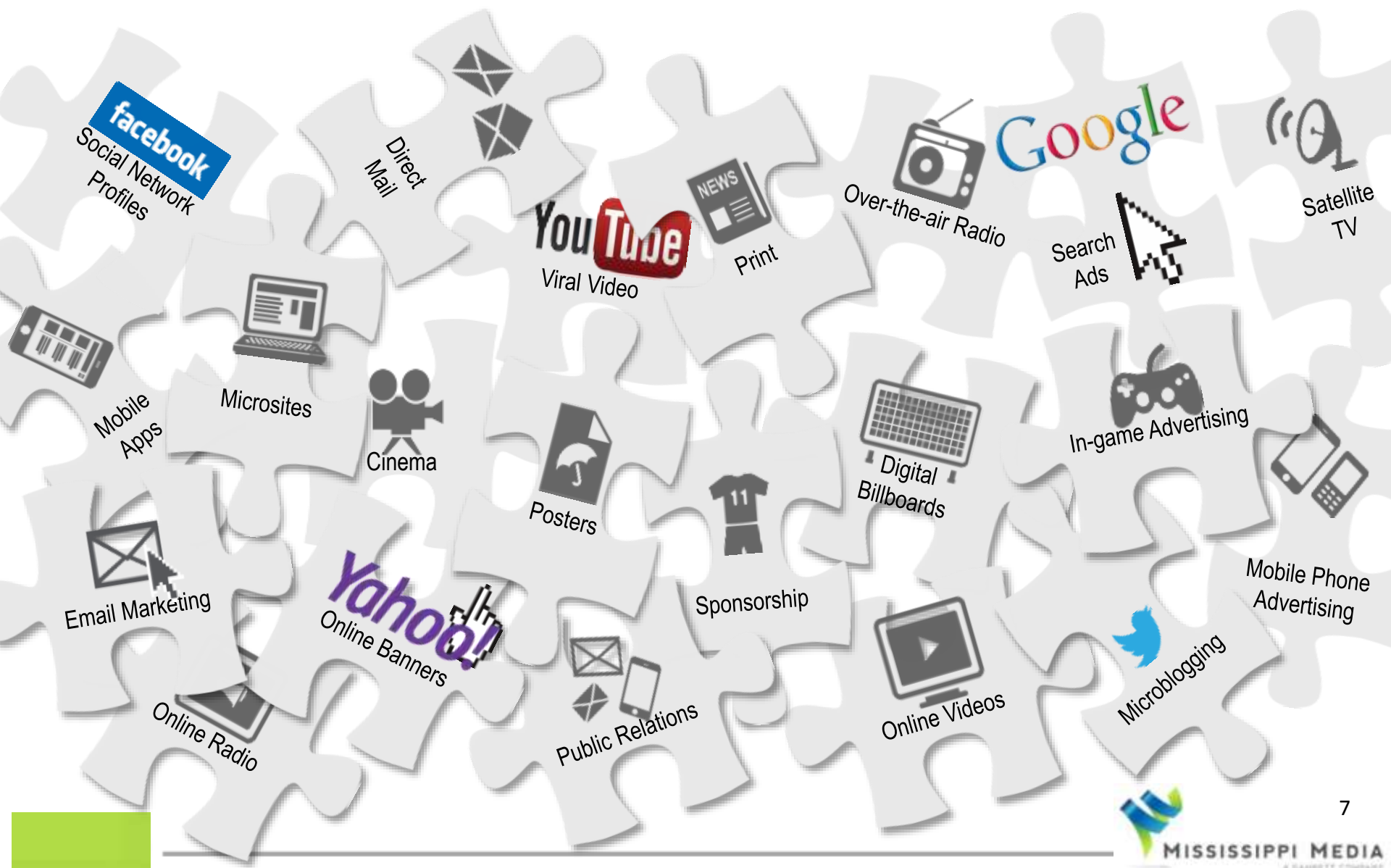
Today's Way






**OUR COMPANIES VARY IN
THE SOLUTIONS WE OFFER**

More Puzzle Pieces Than Ever





WE STRUGGLE WITH BALANCING PRINT & DIGITAL





JUST SOME OF THE ISSUES

- COMMISSION STRUCTURES**
- RE-DEFINING SALES ROLES**
- RE-DEFINING KPI'S FOR SALES AND CONTENT**
- CONTENT DECISIONS**
- IGNORING PRINT OPPORTUNITIES**
- TRADING DIGITAL DIMES FOR PRINT DOLLARS**
- EXPENSE PRESSURES VS. INVESTING IN NEW OPPS**
- CONSTANT TECHNOLOGY CHANGES**
- EMERGING PLATFORMS ALMOST MONTHLY**
- HIRING THE NEEDED, NEW SKILL SETS**
- SMBO "EXPERTS" IN THE FIELD**
- OUR OWN HEADLINES ABOUT PERFORMANCE**



93%

Percent of surveyed legacy media company executives struggle with Revenue gap between legacy declines and digital growth.

Source: 2014 Ad-ology Research

79%

Percent of surveyed legacy media company executives report more than one digital organization re-structure in the past year alone.

Source: 2014 Ad-ology Research

69%

Percent of legacy media company executives report “unsatisfied” with digital sales commission structures.

Source: 2014 Ad-ology Research



And businesses believe in “NEW” media.

92%

Percent of Restaurant / food Service
Businesses (including Banquet / Party Centers)
Who Utilize Social Media Advertising in 2014

Source: 2014 Ad-ology Small Business Marketing Forecast

86%

Percent of Bridal Shops & Businesses Who
Utilize Social Media Advertising in 2014

Source: 2014 Ad-ology Small Business Marketing Forecast



**WE MUST RE-DEFINE THE
BALANCE.**

No longer a product or products, but...



Engaged Audiences



Local
News

Print Edition

.com Edition

Mobile Edition

Specific
Interest

Yahoo!

Google

cars.com

shopLocal

careerbuilder®

Social
Networks

facebook

Google+



Engaged Audiences



Local
News

Print Edition

.com Edition

Mobile Edition

Specific
Interest

Yahoo!

Google

careerbuilder®

cars.com

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Networks

facebook

Google+



Engaged Audiences



Local
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Print Edition

.com Edition

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Yahoo! Google

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cars.com

shopLocal

Social
Networks

facebook

Google+



Engaged Audiences

- We offer audiences. Unique audiences. Targeted audiences. Even majority audiences.
- But that's just the beginning of how we need to re-position ourselves...

Marketing “Toolbox”

Targeted Ways to Reach Our Engaged Audience

Tools & Services

Search Engine Optimization

Pay-Per-Click

Mobile Advertising

Email Marketing

Social Publishing

Web Development

Retargeting

Maps/Reputation Management

Video

Niche Print/ Niche Digital and Apps

Display Advertising (print and web editions)



Marketing "Toolbox"

Unparalleled Access to Research

Research

GANNETT

Data



nielsen

KANTAR MEDIA

compass
points to the money

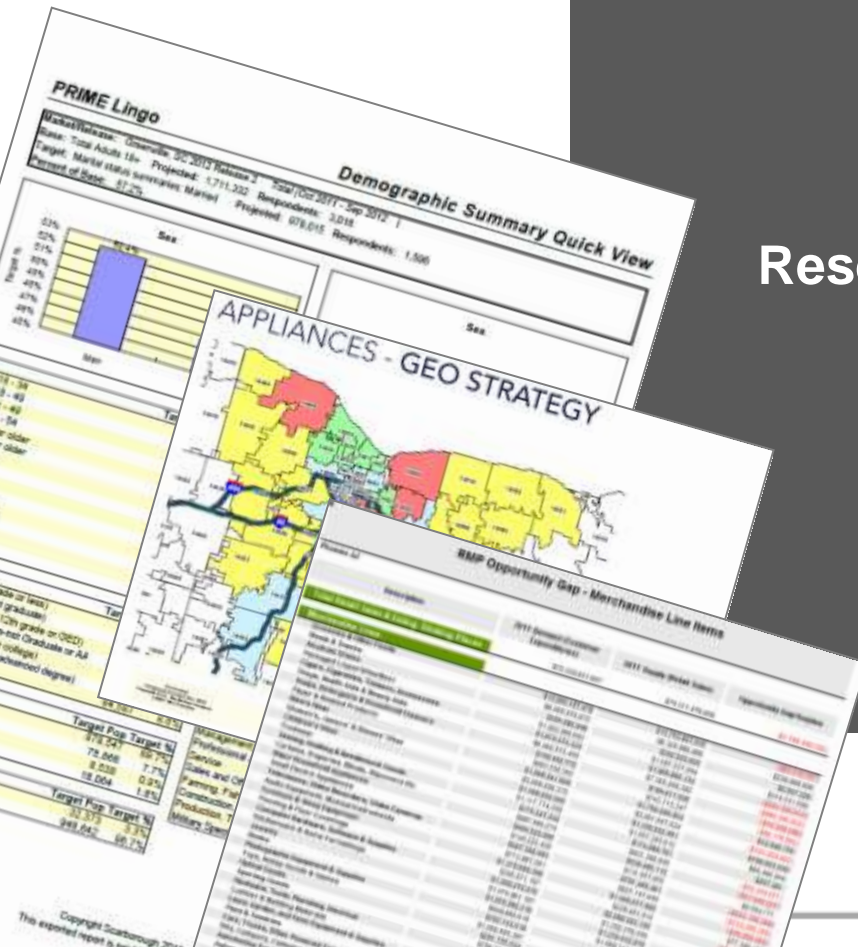
comSCORE.

eMarketer



Polk

SCARBOROUGH
research



Engaged Audiences

Marketing “Toolbox”

- Engaged consumers -- and the means to reach them.
- But this isn't enough. In order to succeed, you need the *know how* to combine the two in ways that drive customers to act.



Integrated Marketing Expertise

Strategy

Objective Setting & Success Metrics

Brand, Business, Customer Analysis

Segmentation

Primary & Secondary Research

Program Strategy (The Big Idea)

Test Design

Budgeting & Allocation



Integrated Marketing Expertise



Strategy

Objective Setting & Success Metrics

Brand, Business, Customer Analysis

Segmentation

Primary & Secondary Research

Program Strategy (The Big Idea)

Test Design

Budgeting & Allocation

Execution

Creative Development

Media Implementation

Project Management

Integrated Marketing Expertise



Strategy

Objective Setting & Success Metrics

Brand, Business, Customer Analysis

Segmentation

Primary & Secondary Research

Program Strategy (The Big Idea)

Test Design

Budgeting & Allocation

Creative Development

Media Implementation

Project Management

Measurement

Analysis / Implications

Refinement

Execution

Continuous Improvement

Guarantee Visibility. Measurability. Confidence.



Detailed, transparent analytics allow for continual campaign improvements.



Re-imagine what your local media company can be...





**BUT, WHAT ABOUT
LOGISTICS...**

At minimum, we need to...



Invest in Ad Networks



Invest in Data



Invest in Social Media



Include digital in all Proposals

No longer sell products with flyers...

1

Plan and Prepare

2

Evaluate Needs

3

Build Solutions

4

Present and Close

5

Follow Through



Re-define your sales process...



1. Finalize your package

We will work with you to customize a solution package that is unique to your needs.

2. The Agreement

I will present you with an agreement to review and sign.

3. Preparation

Once we have received your signed agreement and processed the onboarding form, an onboarding call will be scheduled.

4. The onboarding call

During the onboarding call, a G/O Digital Account Manager will review all aspects, goals, directions and next steps for your campaign.

5. Pre-launch

Prior to campaign launch, we will send you all deliverables for final approval.

6. Campaign launch!

7. Post-campaign Optimization

Your dedicated team will provide you with ongoing reporting and consultations for continual campaign optimization.

What We'll Need from You:

- Logins to any applicable dashboards or platforms
- All relevant photos and content (videos, written content, email lists, etc)
- Any past or current reporting
- Any promotional schedules or other calendars
- FTP access (for SEO only)



Digital Events grow digital with new audience. . .

Engaging Audiences with UNIQUE Offerings that also generate revenue and profit:

- *Home Town Fridays*
- *Hot Seats*
- *Live Surgeries and Medical Procedures*
- *Sports and News Broadcasts*
- *Political Debates*
- *Town Hall Meetings with Politicians*
- *Spelling Bees*
- *Awards Ceremonies*
- *Evergreen Tourism Visits*
- *Virtual Career Fairs, Car Shows*



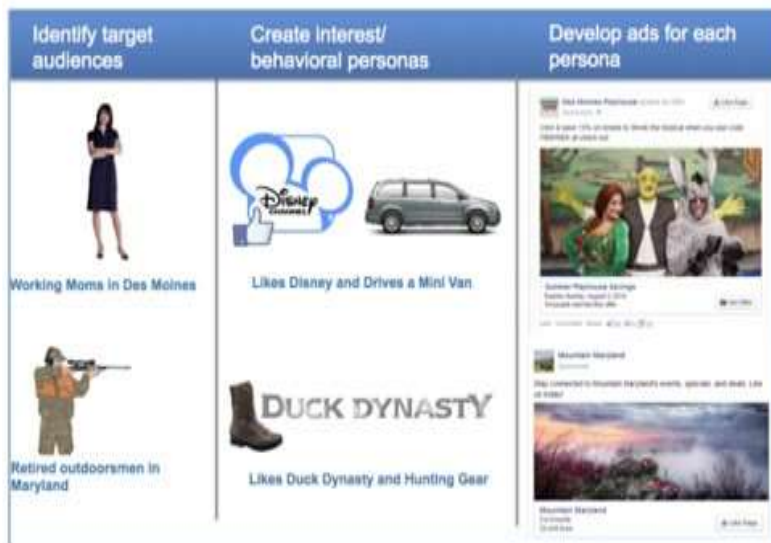
Commission plans

Discussion points:

- *Unique plans for digital and legacy*
- *Escalator clauses for digital goals and total revenue goal attainment*
- *Activation of accounts payout*
- *What about third party margin issues?*
- *What's working and what's not*
- *Commission plans that guide behaviors, thus results*
- *LINKS*



Social Presence is a must



- Set some minimum engagement expectations for entire staff
- The audience is there, you must be too.
- Don't overkill the audience, they will turn on you quickly.
- Keep your eye on opportunities with Snapchat, Vine, Instagram, LinkedIn, and more...
- What about paywalls or metered access?

Seasonal Campaigns: Why Invest?

With our top-of-the-line maps and reputation dashboard product, our experts will:

- Set up and optimize your Google Places listing for maximum local visibility on

Need to add sales narrative around this solution.

Why this particular solution? Benefits?

- *Information sites for*
- *poses months in*
- *our Google*
- *vs and click-through actions via the Google Places Analytics*
- *Report on your business' mentions on the web to which you may respond or take additional action*



Leverage our strengths...

Strengths vs. Competition

US

THEM



Legacy and Reputation

Selling against start-ups



Credibility

Smaller client base



**Existing relationships with
advertisers and audience**

Small circle of influence



**Integration with PRINT and
NICHE**

Limited offerings



OPEN DISCUSSION.