


Best of the Best
SNA/SNPA Strategic Revenue Summit- Key Takeaways



Presented by:
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Best of the Best
SNA/SNPA Strategic Revenue Summit- Key Takeaways

Mother of All Sales Contests

From Chris Reen, Executive VP, The Oklahoman

- Goal: Increase their digital revenue (was 9% of total revenue at the start of the contest)
- Contest called for each team to conduct 100 pre-approved, audience-based presentations in 100 days
- Each call had to lead with digital first and 20% or more of the sale had to go to digital in order to count
- Total company goal was \$1.4 million in Q4 with a stretch goal of \$1.55 million.



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- The staff was divided into teams; each had an owner (sales manager) and a coach (digital specialist). Great care was taken to mix up the teams with a variety of reps
- Each team created a team logo
- There were lots of meetings scheduled to monitor progress and share success stories
- They held tailgate happy hours with the president of the company (you had to be on track to hit goal to attend)



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RESULTS

- 3,849 pre-approved audience based sales presentations were made in three months
- Sales hit \$2.4 million
- The contest helped them weed out unproductive reps
- MOASC (as they call it) now lives on as a permanent contest/part of the sales culture. Reps that miss two quarters in a row will be let go (not counting loss of major account business)



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Developing Your Own Version of the MOASC

- Smaller staffs can still implement a similar contest
- Break into 3-6 teams (depending on your size) and have each team elect a leader
- Have fun with it as they did in Oklahoma – create excitement by creating team names and cool prizes
- Accountability is extremely important - post everything on the wall/every day
- Watch your digital revenue grow!



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The Cost of Small Sale Advertisers

– Jay Fogarty, VP New Revenue Platforms, GateHouse Media

- Analysis shows that many small sale advertising does not pay for itself at GateHouse Media (costs the company more in expense than what they get back in revenue)
- Bold solution: replace current practice with a dual strategy of telesales and self serve
- The bold part comes on the self serve side and is about to be launched at several GateHouse properties after extensive planning



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The Cost of Small Sale Advertisers

– Jay Fogarty, VP New Revenue Platforms, GateHouse Media

- The new self serve model will feature radically lower pricing
- In fact, their new model will offer a small ad for FREE
- They will monetize with upgrades for color, size, frequency, position and reach; free ad runs on space available basis only
- Fogarty believes that this “craigslist” model will help you grow your small advertiser base and become more profitable



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Briefing – Dallas Morning News

Grant Moise, Publisher, Briefing

- Briefing is a free, four day a week publication launched in response to declining circulation at the DMN
- The DMN increased home delivery prices by 67% last year and expected a 20% decline in circulation
- While this was good for circulation revenue, it was not good for advertisers and so they developed an answer – Briefing
- It is delivered Wednesday – Saturday for free to 201,000 homes and averages 12-16 pages. The DMN has a circulation of 264,000 and they fully expect Briefing to surpass them over the next few years.



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Briefing – Dallas Morning News

Grant Moise, Publisher, Briefing

- They are implementing an opt-in approach (so far 50,000 people have opted-in)
- 77% of Briefing recipients were a subscriber to the DMN in the past 5 years
- They offer a Briefing/Sunday DMN subscription
- Preprints are the big success story with 70% of their revenue coming from this category (82% of the preprint advertisers in the DMN are buying Briefing)
- Profitable after 7 months; now enjoying nice profit margins




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Eleven Hundred Broadway

Dave Gould, VP Advertising, The Tennessean

- New in-house ad agency that represents a new way of thinking (staff of 5 – mgr., traffic mgr., 2 developers, direct mail specialist) + 6 of their retail reps are digital sales specialists
- Transforms them into a customer-focused organization
- Sales staff is now thinking more creatively to serve the needs of their customers
- Example: CDI Trucking School – they are now placing their ad in 100+ pubs across 4 states
- Example: Realty Trust Auctions – they are now handling their brochure work
- They are also doing a ton of web development work and email marketing, SEO, social media, etc.



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- In 2009, the agency added 1.7% to their total revenue but those numbers are expected to be much higher in 2010 (February is 80% over prior year for example)
- The ideal customer is spending between \$25,000 and \$250,000 in total marketing budget and they are not overly-sophisticated marketers (intentionally not competing with larger ad agencies)
- We saw this same concept implemented in Sweden during SNA's innovation mission to Scandinavia. Smaller papers can easily group together to make something similar happen in their region.



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The Ventura County Star

[VCS Text 4 More](#)


- All Classified Ads
- Packaged as print/online/mobile
- Assumed sale
- \$25,000/month new revenue

SNA Webinar: Lessons Learned from the Strategic Revenue Summit

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The image shows a person's hands holding a mobile phone. In the background, there is a newspaper clipping with text that is partially legible. The text includes phrases like "opened in March 1988", "Star's updating the place", "pace with changing trends", "customer demand for add", "additional services", "said for", "The facility will offer services", "ing, hearing, classes, group", "dance training and pet mass", "The existing 1,100-square", "square feet and include a", "large canopy, complete", "area, parking, lounge", "outside balcony", "Current grooming and", "area will be renovated", "to be a 'new' environment", "The lobby area will have", "boutique-style store front, I


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VCS192683
52732


Motorcycles For Sale

SUZUKI 2002
DR 650 Virtually Brand New!!!
\$3595
Gently broken in and ridden easy.
Currently has only 1146 miles.
555-2321

[View Photo](#)

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PIONEER VALLEY ONLINE STORE

How It Works ...

Businesses trade gift certificates for advertising.
Readers buy the gift certificates direct from the paper at 30% off.
Businesses get full value in advertising credit.



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The Power of In-Paper Promotion

An 18,000 circulation daily in Western Massachusetts sold \$45,000 in gift certificates in four hours with no outside promotion!

**No waiting for payment.
Immediate cash flow for you!**





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Promotional Strategies

- Stand-alone tabloid
- In-paper full pages
- Online banners and buttons








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PIONEER VALLEY ONLINE STORE

Keys to Success

Good Items - restaurants, grocery, furniture, hardware, power equipment and more. Get items that have a clearly understood value.

Use online e-commerce software (readily and inexpensively available if you don't have your own.)

Consumers make all purchase online. Let software manage inventory of your gift certificates.

Have minimum \$\$\$ amounts for advertiser participation.

Limit time period for redemption of ad credits.



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PIONEER VALLEY ONLINE STORE

The Fine Print

- Online Store credit should represent plus business advertiser credit can be used only after last year's spending level has been reached.
- Limit time period for advertisers to spend credit.
- Bonus plan for reps is recommended. They need to be on-board!
- Be prepared on Day 1. You're going to be dealing directly with the public. You're running a retail business and your having a sale!
- Limit online store period to 2 or 3 weeks and once or twice a year. Keep it special for consumers.

SNA Webinar: Lessons Learned from the Strategic Revenue Summit



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Be our guest with CBS 6 and area Restaurants and dine for half off. Get \$50 gift certificates for \$25. Every Thursday at 6:50 AM log on to get your next Half off Gift Certificate.

Featured Offer:



The Boathouse
\$50.00 Certificate
Credit will be issued for unused amount
Available 03/11/10 at 06:50 AM
Qty Available: **SOLD OUT**
Buy a \$50.00 Gift Certificate for only **\$25.00**
[Learn More & Buy Now](#)

Questions about this promotion and your purchase? [Click Here!](#)

More Open Offers:



Dora's Brazilian Grill \$50.00 Certificate
Buy a \$50.00 Gift Certificate for only **\$25.00**
[Learn More & Buy Now](#)



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Get \$25 Restaurant Gift Certificates for only \$10
 Save at over 13,000 Restaurants Nationwide

Find a Restaurant and Save
 Choose and buy a certificate for a specific restaurant

Enter ZIP Code

OR

Select a State

OR

Select a Popular City

Shop Now

Give a Restaurant.com Gift Certificate
 Redeemable online for over 13,000 restaurants nationwide.

- ▶ Great Gifts for Them. Great Savings for You!
- ▶ Can be instantly printed or sent via email. Recipient chooses restaurant.
- ▶ [View participating restaurants](#)

QTY: Select an option

[Learn More](#) Add to Cart

Give Dinner of the Month Club
 A new dining adventure every month!

- ▶ Recipient gets a \$25 gift certificate via email every month
- ▶ 3, 6, and 12 month options
- ▶ Recipient chooses restaurant
- ▶ [View participating restaurants](#)

QTY: Select an option

[Learn More](#) Add to Cart

OUR CUSTOMERS HAVE SAVED OVER

\$100 MILLION

How much will you save?

Join the millions of customers who save every day!

Join Our FREE Email List!

10 YEARS RESTAURANT.COM®

ENTER & YOU COULD WIN!

Ultimate Dining Experience Sweepstakes at Mandalay Bay in Las Vegas!

Thanks to you, we're celebrating a delicious decade of meals, memories & more. To celebrate.


As Seen On





3/25/2010

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Pay for Performance Advertising

Why do it?


- Gives appropriate advertisers option with less risk
- Greater upside for both – win, win
- Proves efficacy of local advertising to advertisers
- Creates ‘partnerships’ with advertisers
- Has to be with the ‘right’ client with the ‘right’ product or service.



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Pay for Performance Advertising Methodology

Circulation	60,000
News Site Unique Visitors/Month	50,000
zip2save.com Visitors/Month	10,000
Eastbaymarketplace.com Visitors/Month	10,000
Annual Estimated Print Responses @ 1%	600
Annual Estimated Online Responses @ .5%	350
Total Annual Estimated Responses	950
Client cost per unduplicated phone call/web inquiry	\$75
Total Annual Client Cost Estimate (Advertising Revenue)	\$71,250
Total Monthly Client Cost Estimate	\$5,938
Estimated Lead Conversion @ 75%	633
Average Client Revenue per Sale	\$7,500
Estimated Annual Client Revenue	\$4,750,000
Advertising Cost as a % of Sales	1.50%




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Pay for Performance Advertising

Methodology

- Client supplies all creative
- Client to pay in advance in \$5,000 increments - replenished as leads are generated
- Client to pay for trackable 1-800 #'s
- East Bay Newspapers to publish the equivalent of two full pages per month per publication
- East Bay Newspapers to publish web site advertising that supports program
- Other forms of advertising will be tried (Post-It, email, direct mail)



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Pay for Performance Advertising

Contract

Newspaper will: Provide print advertising space equivalent to two (2) full pages in each month. Provide online presence at all time.

Client will:

- Provide camera ready artwork
- Provide call center service for incoming phone calls
- Pay East Bay Newspapers \$75 for every, non-duplicated, phone call placed to any one of the established trackable phone numbers.
- Advance \$5,000 of performance payments. Client will replenish this account to \$5,000 when the account reached \$500 and will replenish prior to reaching \$0.

Term: One year

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Pay for Performance Advertising Advertising Sample



Replacement windows for homes like yours.

Infinity[®] from **MARVIN**
Fiberglass Replacement Windows

**\$\$\$
SAVE
\$100
OFF PER WINDOW
INSTALLED**

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Contact:

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BEST PHOTO CONTEST




The Minneapolis Star Tribune
Reel 'Em In Fishing Contest

- 1,209 submissions
- 2,731 registrations
- 25,000 votes
- 372,000 page views
- \$35,000 sponsorship revenues
- \$2,000 prize package




Contests






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BEST VIDEO / EMBED MEDIA CONTEST





The Roanoke Times
Ultimate Hokie Fan Contest

- 6,637 registrations
- 16,684 votes
- 141,000 page views
- \$5,000 sponsorship revenues




Contests





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BEST WORD, ESSAY OR VOTING ONLY CONTEST



Evansville Courier & Press
Mesker Zoo JagCam “Name the Cubs” Contest
54 submissions, 1822 votes
17,000 page views

Fantastic integration with local event/venue; raised \$1,500 for the Mesker Zoo to date; Part of \$20,000 multi-faceted revenue program

 **Contests** 

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BEST E-COMMERCE CONTEST



Daily News Journal, Murfreesboro TN
Pet of the Year
240 submissions
16,815 votes
220,000 page views
\$13,600 toward NIE




 **Contests** 

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BEST E-COMMERCE CONTEST

My Journal Courier
Jacksonville, IL
Baby of the Year
122 submissions
78,155 votes
Nearly \$10,000 toward NIE

**JOURNAL-COURIER**
BABY OF THE YEAR
CALENDAR CONTEST

Our readers will select one special child as the 2010 Baby of the Year!

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MOST CREATIVE CONTEST


KDVR, Denver
Where in the World is Balloon Boy?
103 submissions
2,041 votes
69,000 page views
Perfect sponsor/prize tie-in –
indoor skydiving for 4

**"Where in the World is Balloon Boy?"**
PHOTO CONTEST

TODAY
Parker, 2:15pm
Photo: Daryl Orr



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CASE STUDY: THE WESTERLY SUN

THE VALUE PROPOSITION
Advertisers received an advertising credit for the amount they contributed in gift cards
These credits were for slow months of Jan-Feb when they wouldn't have been advertising otherwise
Focused on restaurants & services

