

Become the Local Ad Agency

The Big Picture Approach to Servicing Your Clients



Why Agency?

Let's Face It –

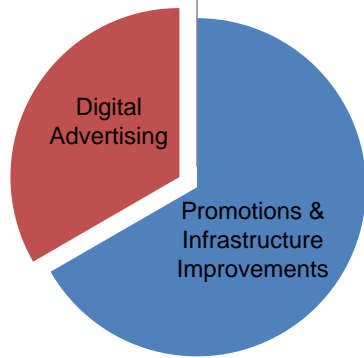
Sellout of digital ad inventory generates a significant amount of revenue...

...but your display business can only get so big. It's based on the size and traffic of your website.

Local media sites can't absorb all of the online ad revenue in their markets.



Why Agency?



According to Borrell, SMB's spend about 30% of their total digital spend on advertising, for example online banner ads.

That leaves over 2/3's of the budget available for:

- Promotions
- Websites
- Content Creation
- Mobile Efforts
- Social Media Management
- Email List Building/Distribution

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Why Agency?

Conclusion: Identify ways to capture 2/3's of the digital spends in local market to substantially grow our digital revenues.

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How We Got Started

- Launched PPC Effort in Late 2009
 - Rigorous Training At Google Headquarters
- Trained All Local Sales Associates
 - Print and Online Sales Reps
 - Google AdWords Professionals
- Hired Campaign Managers
 - Grow In-House Knowledge
 - Maintain Customer Relationships



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Clients Needed Help

What We Learned

- SMB's have a limited amount of time and resources to dedicate to online marketing
- SMB's need lower cost, lower complexity online solutions that traditional or larger ad agencies don't provide
- SMB's are beginning to recognize the importance of online marketing
 - Report their Websites are their #1 lead source
 - They recognize they need to be online – but aren't sure in what format or how to get started.

Opportunity:

SMB's lack the technical expertise and staffing to grow and maintain their digital infrastructure. They will reach out to local trusted digital agencies for guidance and fulfillment.

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Products

- Website Design and Development
 - E-Commerce
 - Hosting
- Search Marketing
 - Pay-Per-Click
 - Search Engine Optimization
- Local Search
 - Search Listing Placement
 - Coupon Packages
- Other Digital Services
 - Reputation Management
 - Listing Distribution
 - Social Media Marketing
 - Mobile Marketing



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Fulfillment Partnerships

What we do internally	Role of our partners
<ul style="list-style-type: none">- Manage relationships- Manage fulfillment- Report and guide	<ul style="list-style-type: none">- Production- Provide white-label services



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Staffing Up

Product Directors to Oversee Agency.com Products

Internal Roles Re-Structured
Key External Support Staff Hired



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Training

- Initial Product Training
 - Smaller training groups with management and key sales people
 - Visits to local media groups for sales staff and online coordinator training in new products and fulfillment processes
- Ongoing training with sales staff
 - Webex
 - In Person
- Train the Trainer (New Digital Sales Manager and Digital Specialist Hires)
- Train the SMB's
 - Online Marketing Seminars
 - Webex
 - Sales Calls

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Long Term Goals

Agency is now a core focus of our "Digital Jumpstart" strategy to grow our Internet revenue by 56% in Fiscal 2012.

Digital Focus:

- Agency.com 38%
- Deals.com 8%
- Display 54%



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Success Stories

Southern Oregon Media Group

Start-Up trucking company: New client needed to get a web presence up-and-running quickly. The focus was to recruit drivers for trucking business. 90% of the recruitment focus was East of the Mississippi....non-traditional client.

Products Sold:

Website Design	\$1,999
Pay-Per-Click	\$500/month/12 months

Total value: \$7,999

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Success Stories

Hudson Valley Media Group

Bowling Alley: Sporadic \$1400 print advertiser needed help improving his web presence. Reviewed site, competitors, pay-per-click options and signed them up for a comprehensive digital package.

Products Sold:

Website Design	\$2,800
Pay-Per-Click	\$500/month
Be Found-Listing Distribution	\$149/month

Total value: \$10,588

Note: We are currently designing a new site for their wine and liquor store. Additional revenue is forecast at \$4,588 including listing distribution.



Success Stories

Hudson Valley Media Group

Pool and Spa Store: Print and Magazine advertiser with a poorly designed website that had low traffic. Reviewed options to increase online visibility from competition, direct ROI customer traffic, implement e-commerce, and signed them to a digital and direct mail media package.

Products Sold:

Website Design	\$1,999
Be Found-Listing Distribution	\$149/month
Direct Mail	\$5869

Total value: \$9656

Note: SEM campaign for \$1000 per month is being developed. Print revenue increased by \$14K. Incremental revenue is forecast at \$35K after Agency approach.



Success Stories

Pocono Mountains Media Group

Vacation Timeshare Company: New client needed to increase inbound leads at \$.50 per click. Client needed call tracking, new landing pages, long-term pay-per-click strategy.

Products Sold:

Landing Page Design	\$3,200 (8 pages)
Pay-Per-Click	\$104,000 LTM

Total value: \$107,200

Note: We are currently designing a new site for all locations they manage. This will increase revenue by 15% due to increased marketing budgets.

