



PROGRAMMATIC AND THE DIGITAL AGENCY: Facts and Fiction Panel

Mike Martinelli – Digital Publisher – Today Media

Mitch Bettis – President – Arkansas Business Publishing Group

Brock Berry – CEO – AdCellerant - HOST

6/22/2018 – 9:15am – 10:30am

SPONSORS



OUR DATA SPEAKS VOLUMES



PROGRAMMATIC AND THE DIGITAL AGENCY: Facts and Fiction Panel

Session Overview

THINKING ABOUT INTRODUCING A DIGITAL AGENCY SOLUTION AT YOUR PUBLICATION? YOU'RE NOT ALONE

According to a recent Borrell Study:

- By 2020 local marketers will spend over \$134 Billion on digital marketing services.
- Annually the average will be \$51K/year and paid search, display, SEO, web site, web hosting, and more will be the primary channels.

BUILDING PHASE

Sales Model Evolution

- Stopped focusing on training all 20 sales people — focused on the few who got it
- Hired digital consultants to ride along with reps and do the selling
- Don't let reps do a proposal alone — agency, collaborative approach
- Every solution is custom — no canned/templated bundles
- Built a quality review process

Sales Model Evolution

- Motivated by limited inventory on our own websites, the only way to grow was to introduce programmatic;
- Our biggest initial hurdle was a feeling of uncertainty as to whether or not this would work for a local publication. Would our clients buy? and could our reps sell effectively?
- We didn't want to cannibalize existing business, but also wanted to be thorough so that our clients knew that we had expanding digital capabilities that we could provide for them
- We were initially very successful maintaining lost print business in a digital pivot, as well as finding new customers that might not have considered our audience the right fit.
- What made our sales proposition unique was the equity we had in our brands. People would take our calls, we would be able to present digital solutions – and sometimes to established businesses, at least back in 2013, we would be the first to reveal that these solutions were available to them.

EARLY STAGES OF GROWTH

Lessons Learned

- Most important: Aim for quality of performance over sales for sales sake
- Establish a minimum buy that allows you to afford exceptional service and results
- Mid-month review and end-of-month review of each campaign catches most issues before it's too late
- Press for analytics access
- Establish a quality czar for every proposal — don't give sales reps something just because they ask for it

Lessons Learned

- The first win was internal, many on our sales team embraced the idea. They loved the expanded digital portfolio.
- Our initial training program was very rigorous / and it needed to be, our contract called for a three month ramp up to generating \$10k a month in fees. If we didn't start fast, we were not only losing the opportunity cost, but we would be paying a bill on top of it.
- If we could look back and know then what we do now, our sales support structure would have been better. In the early phases, we relied on the reps to do too many complicated things and the tax on the few support people we had was very high.

MATURITY – HOW ARE YOU SUSTAINING IT?

Arkansas Democrat  Gazette
Arkansas' Largest Newspaper



flypaper

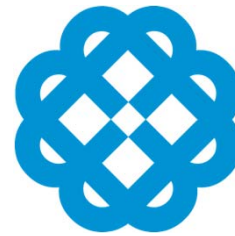


CJRW

FOX



CRA
NFO
RD^{co}



iProv, LLC



ARKANSAS TIMES
NEWS + POLITICS + ENTERTAINMENT



Team SI
innovation lives here.


rockcitydigital

Are we different than anyone else?

- We don't just sell impressions or bundles with print ads or TV spots
- Every proposal is a custom solution
- We want the pressure of driving conversions
- Prioritized quality reviews of every campaign twice a month
- Use analytics and reporting to monitor success
- We're getting better results

Are we different than anyone else?

- New business development is a major focus for our company, our 2018 revenue budget is up to \$2.4mm from \$1.2mm in sales last year;
- Our expansion plan is primarily focused in the additional of digital only sales people, but recruiting and finding new talent has been a major hurdle
- We are looking to improve the sales capacity of existing sales members by improving our customer service division. I think if we can simplify the process for our reps, they would be free to sell more and keep our renewal rate high with better customer service.
- We also need to do a better job of marketing our services, right now our promotion is based entirely on solicitation from a sales rep
- I would also like to explore the creation of a digital agency and sales reps outside of our existing territories.

IF ALL GOES WELL, WHAT'S NEXT?

QUESTIONS FROM THE AUDIENCE



MIKE MARTINELLI

Michael is the Group Digital Publisher of Today Media including the Delaware Business Times, as well as four city magazines. He has been working in digital media for over ten years focusing on strategies for profitable revenue generation, content production, digital marketing, and audience development. He previously worked in network television for CBS Sports, and is a licensed attorney in the state of New York.





MITCH BETTIS

Mitch is the president of Arkansas Business Publishing Group and publisher of Arkansas Business. He has more than 30 years of experience in publishing. The digital revenue at ABPG has grown about 450% in the past five years. Digital revenue is now more than 20% of the company's total advertising revenue vs 6% five years ago. Next stop: 25% digital revenue by 2020.





BROCK BERRY

Brock Berry is founder and CEO of Adcellerant, an international AdTech and marketing company that specializes in digital media, operations, sales, and technology—areas in which Berry has more than 17 years of professional experience. Prior to AdCellerant Berry was a cofounder of AdTaxi Networks, an international ad network company; served as a board member for Data Dynamix, an email marketing company; and served as board member for the Cherry Creek Chamber of Commerce. In the last year, Berry has spoken at Denver Startup Week, the Local Media Consortium, multiple conferences, and Google Summits. In 2017 his team and company were recognized by Inc. magazine, The Drum, Red Herring, CoBiz Magazine and many others for innovation and leadership.

SPONSORS



OUR DATA SPEAKS VOLUMES

