

**Yes! I want to sell  
online advertising...  
*but I'm completely lost.***



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# I don't get it

**Secret codes:**

URL, SEO, SMS

**Odd terms:** optimization,  
widget, rails, flash,  
analytics, impressions,  
views, hits, tags



# Print is easy

Advertisers understand the benefit of print because they've used it and it's worked



## **Print is stable**

Advertisers can hold the newspaper in their hands, touch their ad, and the ad never moves off the page



# The known zone

Sales reps stay focused on primary products, bundle online with print, or use it as value added



# Unknown Zone

The terminology may not be second nature, but unless you move forward, you're locked in with few choices



# Imagine

You're trapped in a tower, you'll be there for a **long** time. You can have only **one** media. Which one would you choose:

Radio

Television

Cell phone

Newspapers

Kindle with unlimited books

Computer with internet access



# Maybe you didn't choose internet

But a majority of your  
customer's prospects did

They wouldn't want to live  
without it

Can your advertisers afford  
to create marketing  
campaigns without online?



# **Clients survive with good strategy**

They purchase when they  
perceive real value

They rely on you to present the  
options and communicate that  
value



## ***But, just wait***

*Online advertising is still confusing—to me and the customer*

*And nobody knows if it works*

*(Nobody?)*

I want to know. Do online ads work?

**Yes.**

Online advertising  
boosts retail sales an  
average of 9%

Research: comSCORE  
and dunnhumbyUSA

via Media Week

## Professionals

making advertising  
decisions chose:

Internet 92%

Print 88%

Radio 46%

TV 46%

Cell-phone ads 39%

Research: Brandweek

**When given**  
a choice, 42%  
of consumers  
chose the  
Internet as  
*"most essential"*

Survey: Arbitron, Edison Media

What percentage of the marketing budget should be invested online?

**10-15%** of an  
advertising  
budget should  
be allocated  
for online

Study: Cross Media Optimization

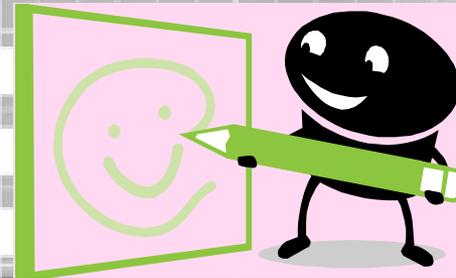
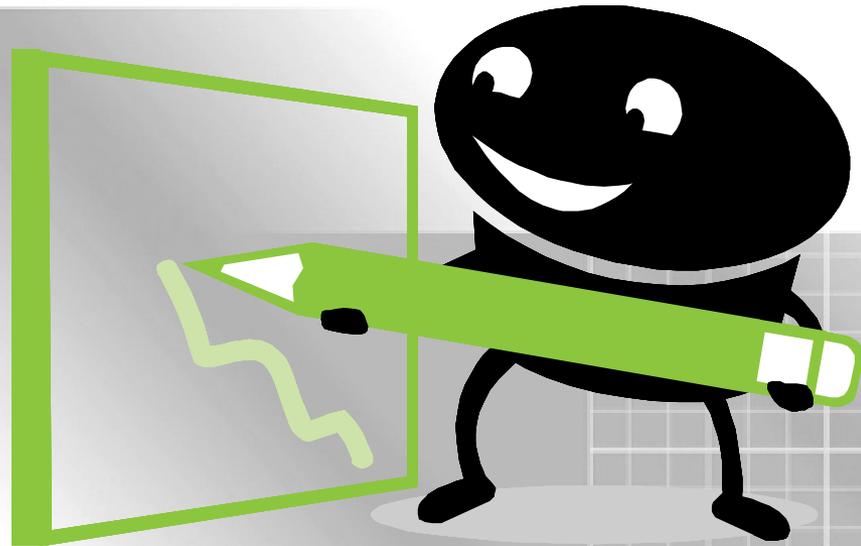
I know how to sketch a print ad.

How do I conceptualize an online ad?

# Sketch out several frames

Storyboard it  
like a movie

Create an ad  
of moving  
images that  
communicate  
the customer's  
message



My Customer complains he's not getting  
enough click thrus

80% of display  
clicks come from  
only 16% of  
internet users

Web users who are  
younger and lower  
paid

comSCORE and Publishers Association

Those who viewed  
but did **not** click  
drove the majority  
of sales

Clicks don't  
measure the  
cumulative impact

comSCORE via Greg Stuart, CEO of IAB

Anything else?

# Yes. We're going to have to go video

“The one big shift  
in the next three  
to five years is  
going to be video  
advertising”

Nikesh Arora, Google Global Sales via Reuters



**Video?**

Yeah



# Oh, and next is mobile

And all those things that  
haven't been invented. . .  
yet



# **This isn't a static world or career**

It's constantly bombarded  
with new concepts. Evolving.

Grab the opportunity to  
excel. . . *now*



# Plan *your* strategy

Study

Practice

Learn

Practice, again



# **Start with small customers**

If they say “No,” you lose small dollars, but you gain experience



**When you feel  
confident**

Go after the 'big fish.'



**Just make sure**

You're talking to the real  
decision maker



# **Because unsold online ads . . .**

Are just like disappearing  
air time



# Once an online visitor has left

There is no second chance to recapture that page view

It's lost opportunity



# **Selling online is basic**

Identify if the campaign is branding or call to action

Create a storyboard

Choose locked position (guaranteed) or roaming position (ROS)



# **Sell enough to be effective**

As if you were selling inserts into the paper

Minimum per day

Pulse don't dribble



# Market yourself after the sale

Say, “Tell me about the  
success of your  
advertising campaign”

Know what is working,  
adjust what isn't, secure  
testimonials



# Be a media pro

Learn new terms

Practice

Improve your presentation

Never stop

**Go, team!**

Start, today





# Thank you

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