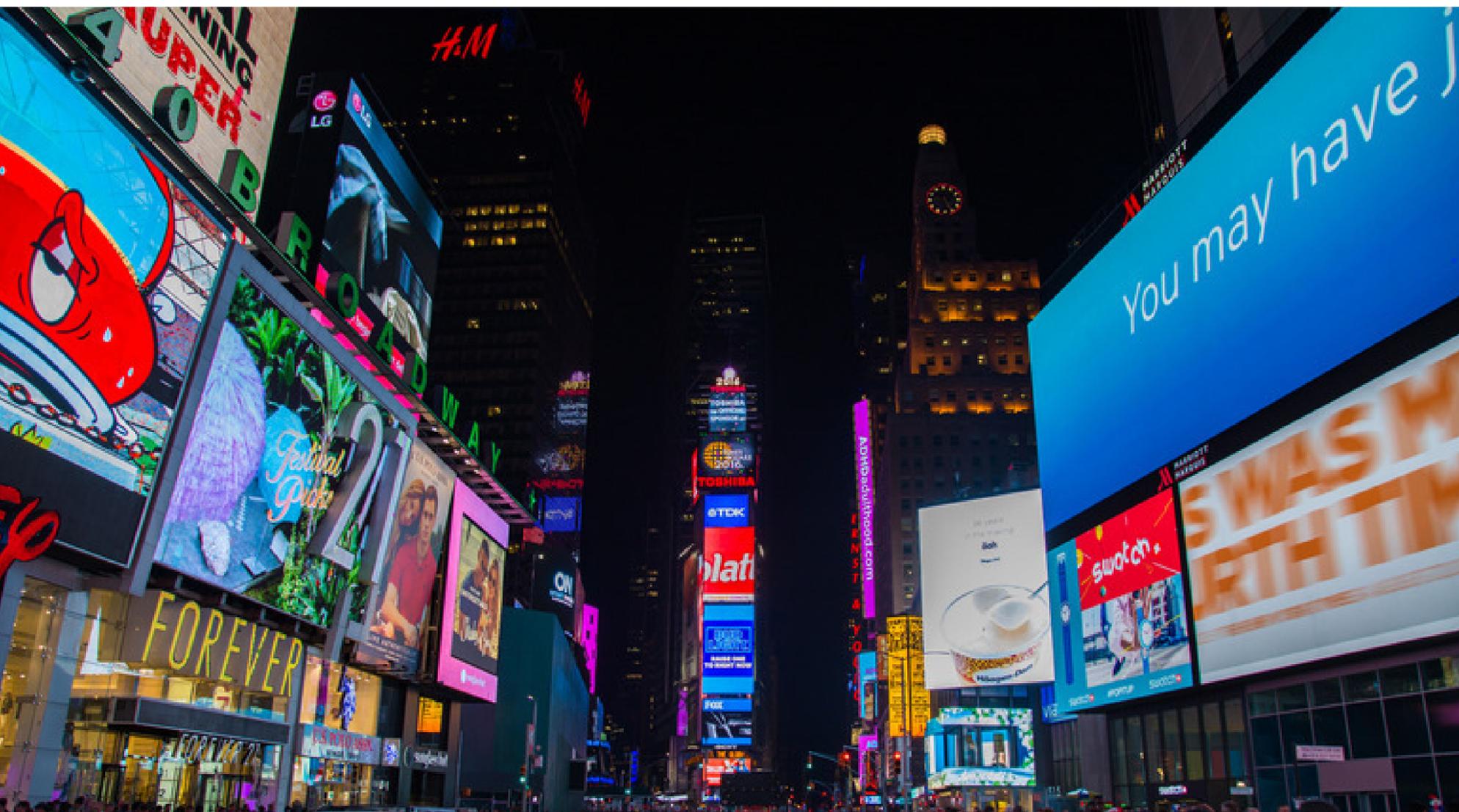




HOW TECHNOLOGY IS HELPING PUBLISHERS LAND MORE ADVERTISERS

Selling ads in today's competitive media environment is no easy feat. Now more than ever, businesses have seemingly endless options for marketing their products and services.



Aside from the usual set of direct publishing competitors, marketers have lower-cost digital advertising options that deliver measurable results.

That's why most sales reps have to invest considerable time trying to land new business.

Nevertheless, even in a competitive media environment, advances in technology can help shorten the sales cycle.

Sales reps have an opportunity to leverage information that indicates who is most likely to become a client, if a sales rep has the tools and knows where to look.

PROSPECTING IN TODAY'S INFORMATION AGE



Most sales reps know which companies are ideal candidates for advertising within their publishing products. However, this formula doesn't always work in reverse.

If a potential advertiser has never heard of your publishing brand, a longer purchase cycle can generally be expected.

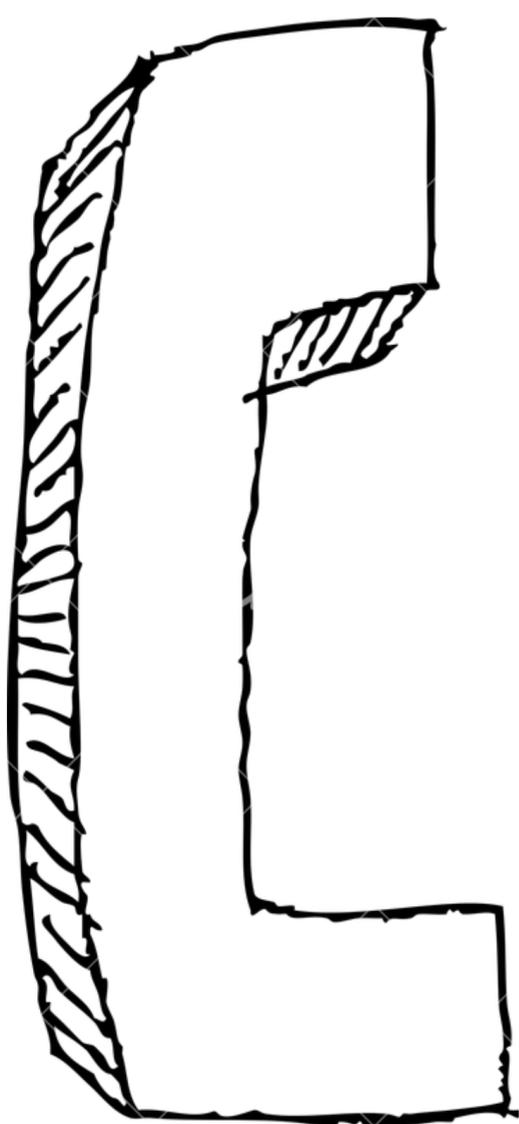
Aside from having to educate a prospect on your product's value proposition, the target decision-maker may not be interested in advertising.

While some sales reps may view no brand awareness nor ad budget as part of the job, modern technology no longer warrants selling this way.

Between prospecting on LinkedIn, trying to get a meeting, and educating decision-makers about your brand, a sales rep can easily spend 25-30% of their day focusing on these unlikely candidates.

Consider it like the modern marketing algorithm known as "Uplift or "True Lift" marketing.

Mega consumer brands use advanced data mining techniques and predictive analytics (based on digital behaviors and demographics) to find out:



- #1 Who will buy no matter what - regardless of marketing & sales efforts**
- #2 Who will never buy - and is not worth targeting with sales & marketing resources**
- #3 Who will be the most impacted by marketing and sales efforts**

Needless to say, mega-brands focus on #3 as that is where they get the biggest incremental return on their marketing dollars. For ad sales, this type of strategy works the same way.

A SHORTCUT THROUGH MARKETING

When sales reps already know who would be receptive to advertising, they don't have to spend hours probing the Internet. After all, in a matter of seconds, technology can provide answers to at least 2 of these 3 burning questions that help qualify a prospect:

#1 Do they know my publishing brand?

#2 Are they the decision-maker?

#3 Are they open to advertising?

Considering the length of the ad buying purchase cycle, what sales rep wouldn't love to speed up closings by 25-30%?

WHAT READERS & ADVERTISERS HAVE IN COMMON

Any publishing company with an active website can learn a great deal about their readers, and also their advertisers. Aside from general website traffic and content analytics, sales reps can find out who is on their website, and what interests them.



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The only question is, whether the publishing staff has the skillset and technology to extract the data.

While some publishers may not view their website as a prospect source, potential advertisers are almost always readers too.

After all, even if a publication's audience had a median age of 12, most potential advertisers, who would consider advertising seriously, will not pay for a media vehicle they don't understand.

Therefore, if you can identify who is clicking on the advertising section of your website, you have a direct path for landing new business.

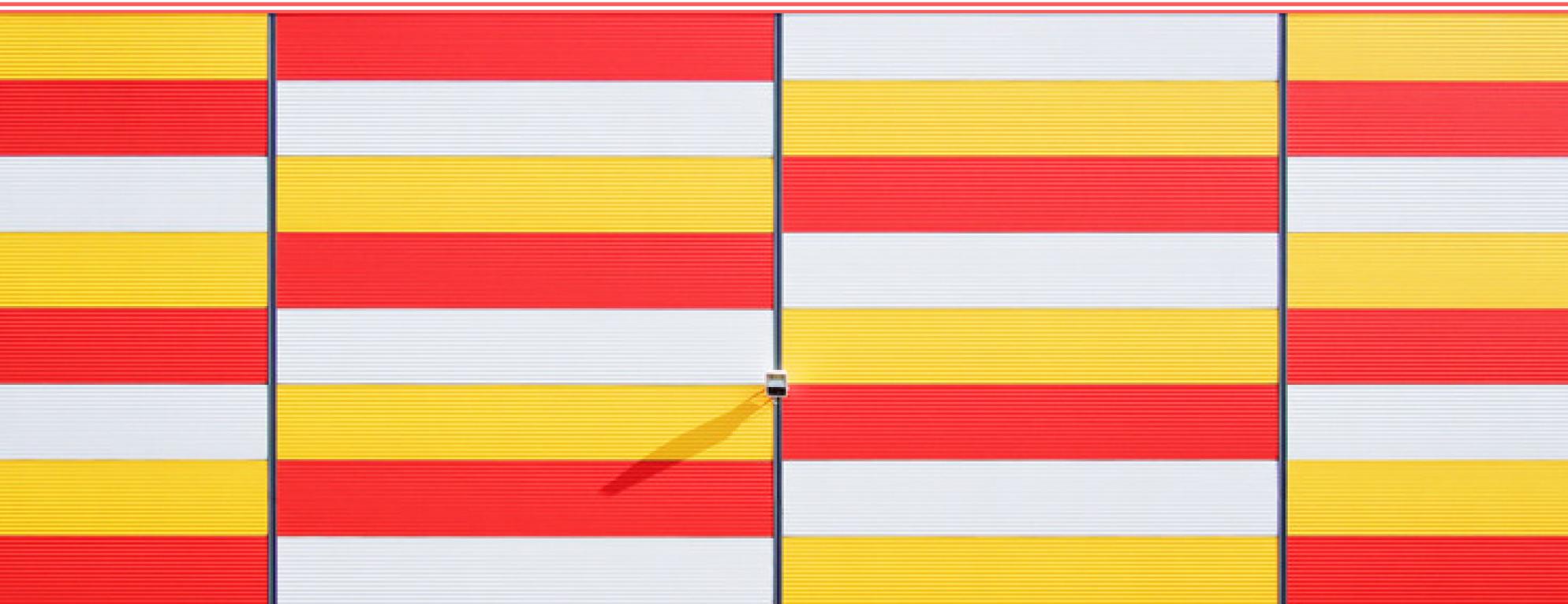
In fact, even if someone doesn't visit your media kit section, you can still cherry-pick great prospects from your web traffic.

For example, what if the biggest fan of your "Dining Out" section owns a chain of restaurants? Even if that prospect isn't looking to advertise, chances are they would see value in it.

If we can agree that digital behavior provides clues about someone's purchase intent, it seems outlandish for a sales rep not to leverage it. After all, changes in consumer buying behavior have changed over the years. It is now considered the norm to seek information on the web, especially before making a high-value purchase.

Nowadays, it's almost unusual for a consumer to walk into a car dealership and not know what they want. Many people would rather ask Google than talk to a salesperson.

THE KEY TO LEAD IDENTIFICATION



Since digital behavior can tell you a lot about a prospect, “lead identification” or “lead generation” software has become increasingly popular.

Certainly there are many digital clues that help identify web visitors, such as click stream patterns, mobile device types and IP addresses. Nevertheless, an email address is almost always the coin of the land.

While most people will not freely give up their personal data (especially their email address), they will tell you who they are if they get something in return.

Entertaining newsletters; whitepapers; coupons; educational webinars; blog subscriptions, valuable information, such as survey results or local happenings; giveaways; and even a contests or sweepstakes can prompt someone to share their email info.

As long as you provide some form of value or utility, you can usually get that valuable opt-in.

Once you have an email address of a website visitor, you have the foundation for attributing clicks and page views to the right person. Anything associated with that email address, including social media accounts, will tell you about that potential advertiser. In fact, with the right system, you can uncover names of every coworker associated with that person.

THE NEXT GENERATION OF CRM SYSTEMS

Customer Relationship Management Systems have not always been the robust platforms they are today.

Up until the late 1990s, very few companies relied on software to help manage customer communications and sales efforts; and for publishers, the adoption of CRMs did not become prevalent until the mid 2000s.

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Nowadays, most ad sales professionals would be at a disadvantage without some form of a CRM system. Aside from basic contact management, most reps rely on a CRM to streamline proposals, contracts, billing, communication, and even production efforts.



Companies who use CRMs with built-in lead generation capabilities would also feel disadvantaged if they reverted back to the old way of doing things.

While lead identification software has not become widespread amongst publishers, CRMs equipped with marketing capabilities have become increasingly in demand throughout other industries.

Aside from sales reps eliminating time spent probing the Internet for prospects, a good lead identification system lets you scrape websites for contact data, copy it into your CRM system, and automatically complete any half-baked contact records.

Any sales rep who has struggled to find a phone number, or has been unable to pinpoint the decision-maker, would not want to revert back to a CRM without lead generation and marketing automation.

SALES & MARKETING IN ONE SYSTEM

From traditional print to digital media, publishers are known to be masters of great content. The only question is, how they will use it?

Inbound/content marketing is no longer limited to basic audience development; many advertisers are fans that are simply hidden within your audience.

While some publishers may not be actively marketing their products with landing pages and email marketing, the next generation of CRMs integrate it, and offer it.

With great content, you can attract more people to your website, and decide what behavior makes someone a ripe candidate for advertising. The data is there; you can embrace it or choose to ignore it.



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About Mirabel Technologies

Mirabel Technologies is the global leader of publishing CRM solutions. Serving more than 15,000 publications and media companies worldwide, this flexible web-based software app drastically reduces overhead costs and manpower hours by connecting sales, production and billing into one simple package.



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