

10 Reasons Why Community Newspapers are **GAME CHANGERS?**

Presented by Ryan Dohrn



360 Ad Sales
T R A I N I N G



Sequel to Top Sales Book *Selling Backwards*

SELLING FORWARD

**Pandemic Tested Sales
Strategies for Success**



Ryan Dohrn

Emmy Winner
Global Sales Coach
30,000 Reps Trained
\$500,000,000 Coach
30-Year Sales Veteran



- **Over 500 magazine and newspaper titles**
- **Over 30,000 ad sales reps trained in 7 countries**
- **Over 350 hours of virtual training taught in '20**
- **Over \$500,000,000 in revenue impacted**
- **Over 1,000 speaking appearances since 2001**

VANCE



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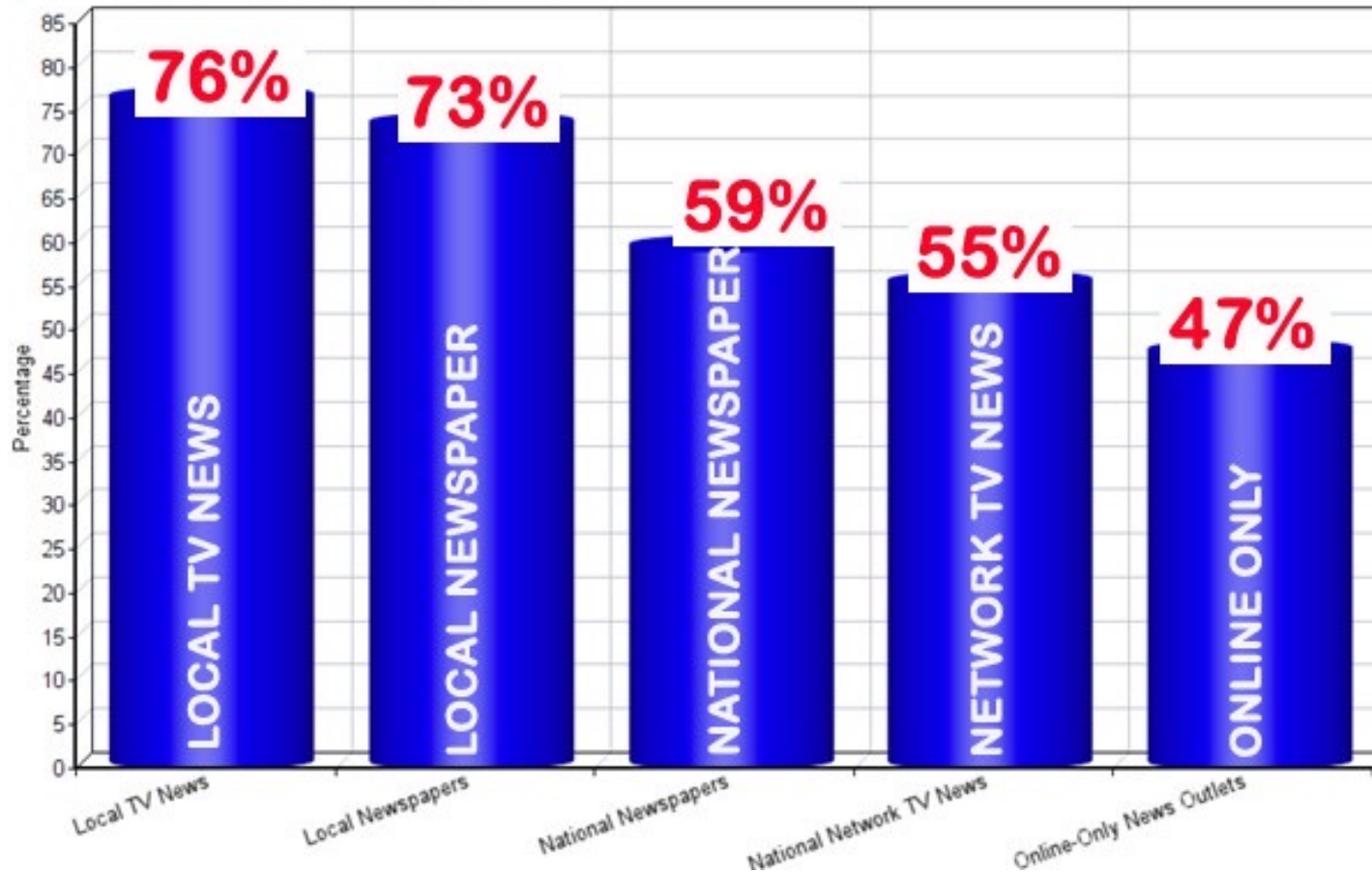


ACTION IDEA #1

**Citizen's love our
game plan and trust
what we deliver**

TRUST

Media Trust by Outlet Type

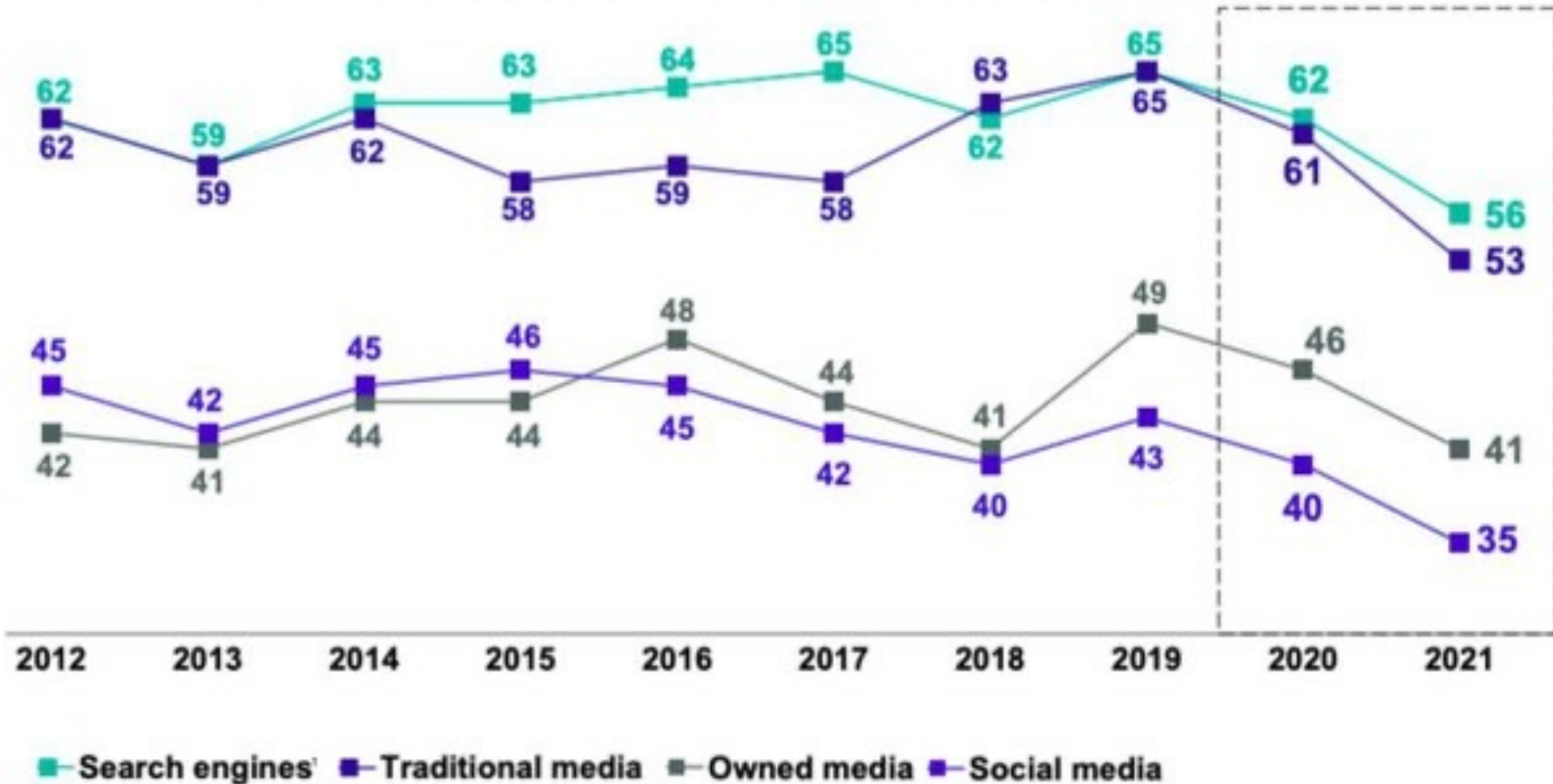




**ACTION
IDEA #2**

**Since 2012
Newspapers Out
Play Social Media
Competitors**

Global media trust scores fall to all-time lows



Source: Edelman Trust Barometer. Base = 33,000+ respondents surveyed Oct. 19 - Nov. 18, 2020. Global (22 market) average score (top 4 boxes of 9 point trust scale).



ACTION IDEA #3

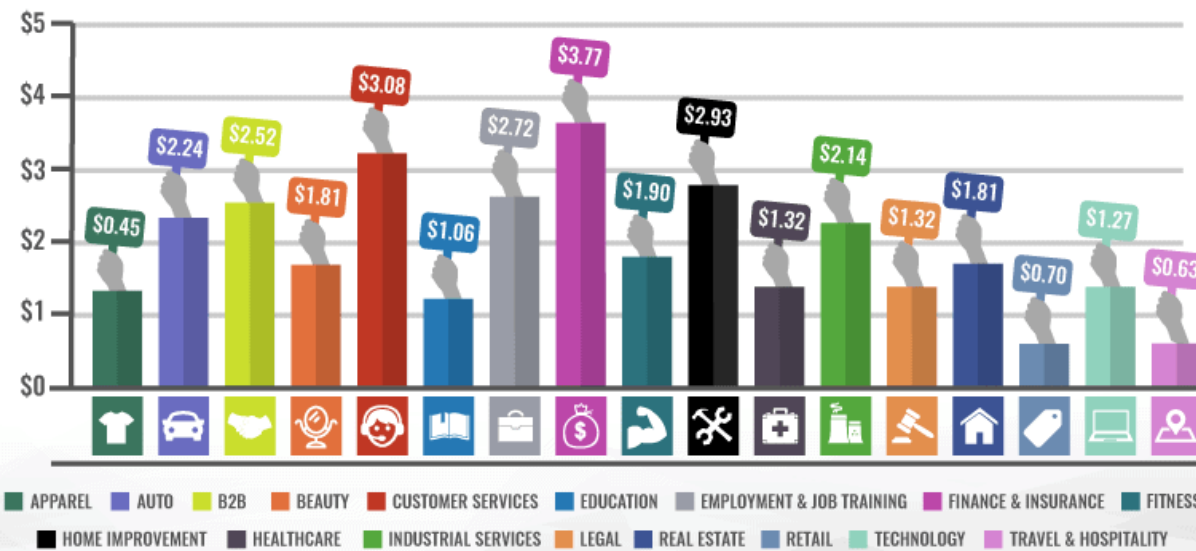
Newspapers have social media on defense!

facebook ADVERTISING BENCHMARKS

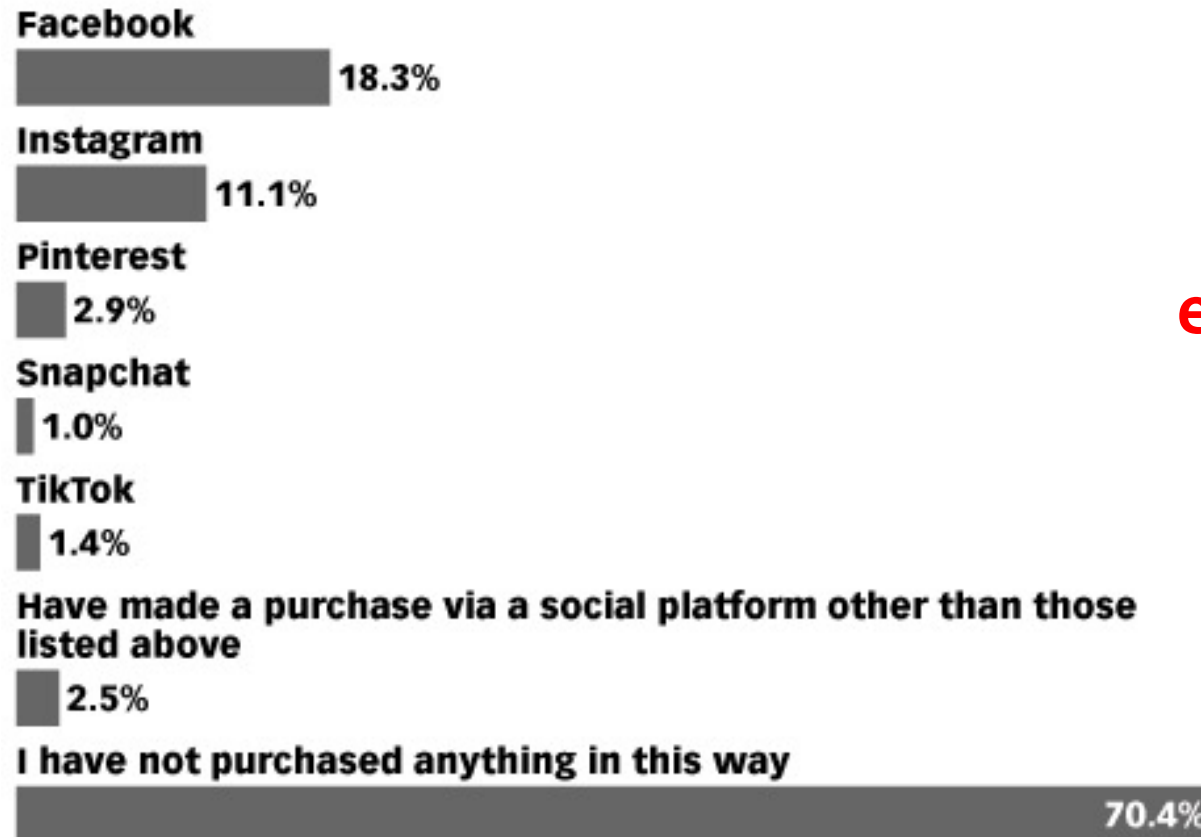
AVERAGE COST PER CLICK



The average cost per click (CPC) in Facebook ads across all industries is \$1.72



Have you purchased anything from any of these social channels?



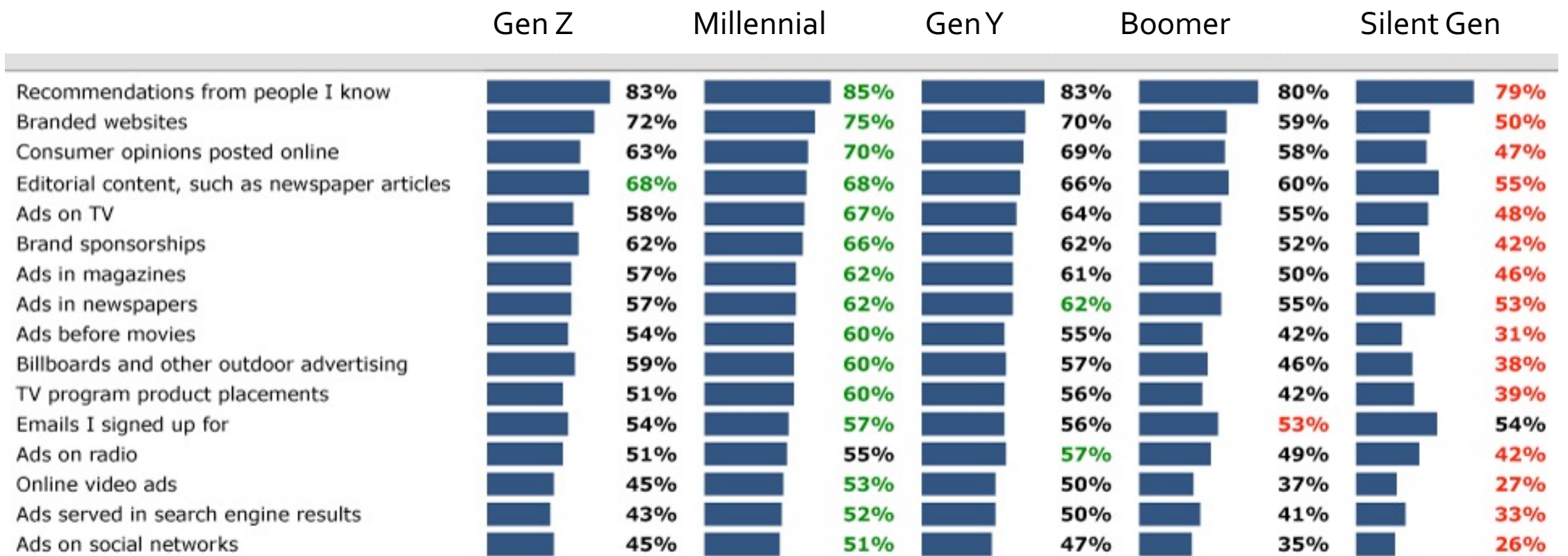
eMarketer.com

Note: ages 18+; in the past year



ACTION IDEA #4

Community papers tackle other media!



Nielson Advertising Trustworthy Yearly Ranking



ACTION IDEA #5

We are the last hope for Permission Based Marketing!



Intrusion based marketing



Permission based marketing



**Ad networks show strength in
the numbers!**

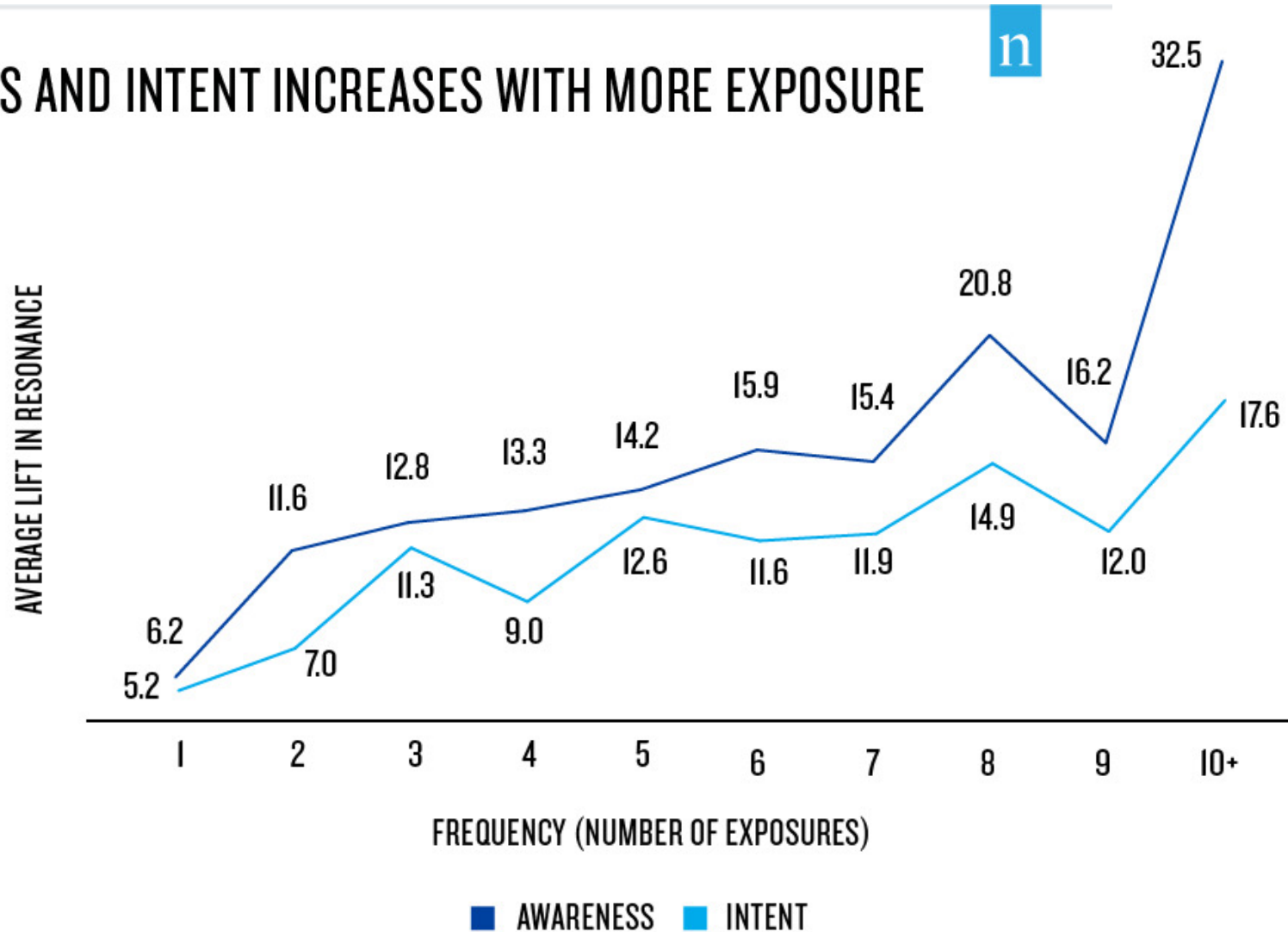
Permission based marketing



ACTION IDEA #6

**We win games by
running plays that
work!**

AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE





ACTION IDEA #7

Readers retain newspaper ads better than other marketing options.

(Source: Penn State Study reported by Sabline Carbaugh Owner and COO of Golden Web Marketing)



ACTION IDEA #8

Newspapers drive the familiar factor. 69% of consumers say there are very unlikely to click on brands they do not know much about.

(Source: Marketing Sherpa/Adlucent)



ACTION IDEA #9

**Newspapers are on the
field and ready to play
ball!**

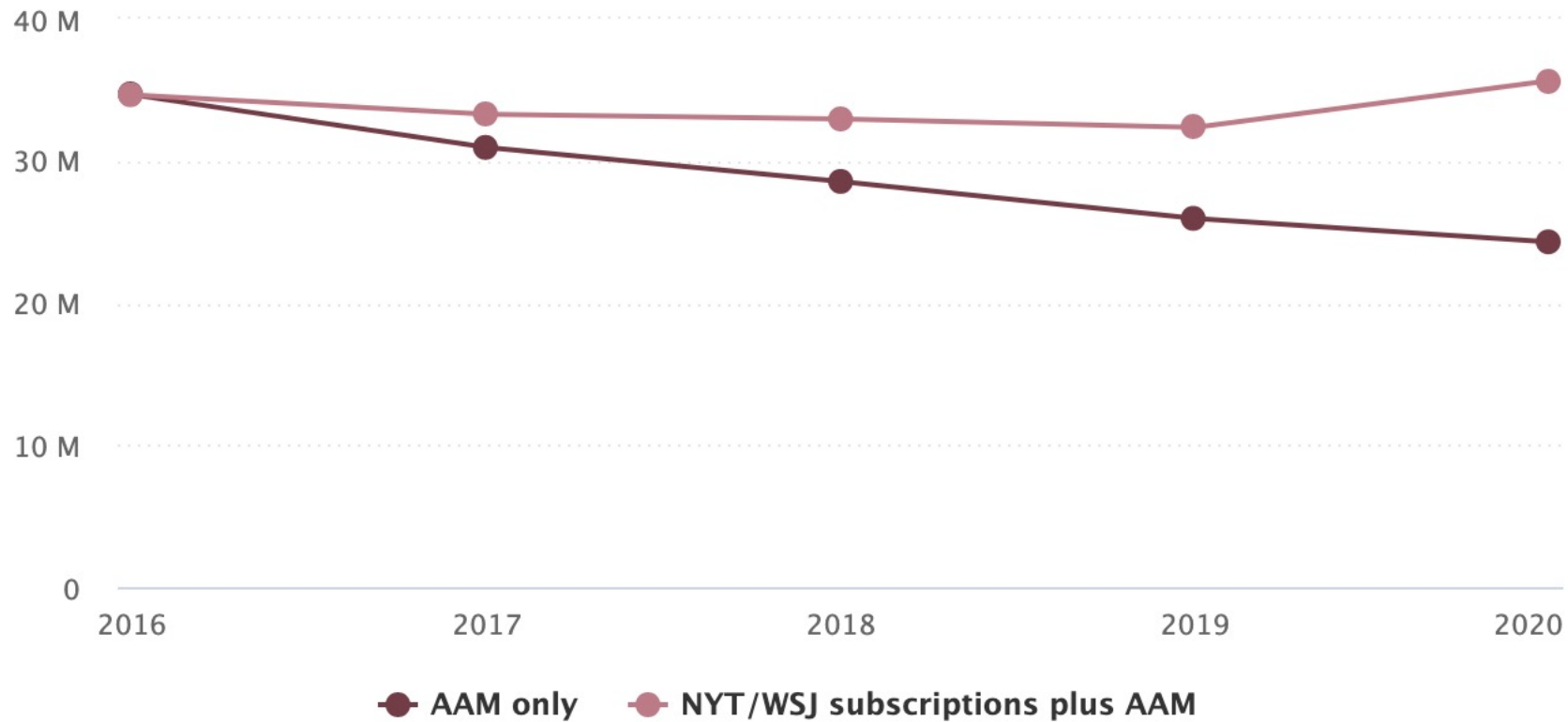
Estimated newspaper circulation using two different data sources

[Chart](#)

[Data](#)

[Share](#)

Total weekday circulation of U.S. daily newspapers using data from ...



Alliance for Audited Media (AAM)



ACTION IDEA #10

Community papers have hometown spirit!

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