

Getting 20% More From Your Advertisers!

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Why 20% more?

Existing customers are **50%** more likely to try new products and spend **31%** more, when compared to new customers.



50%

Try new products



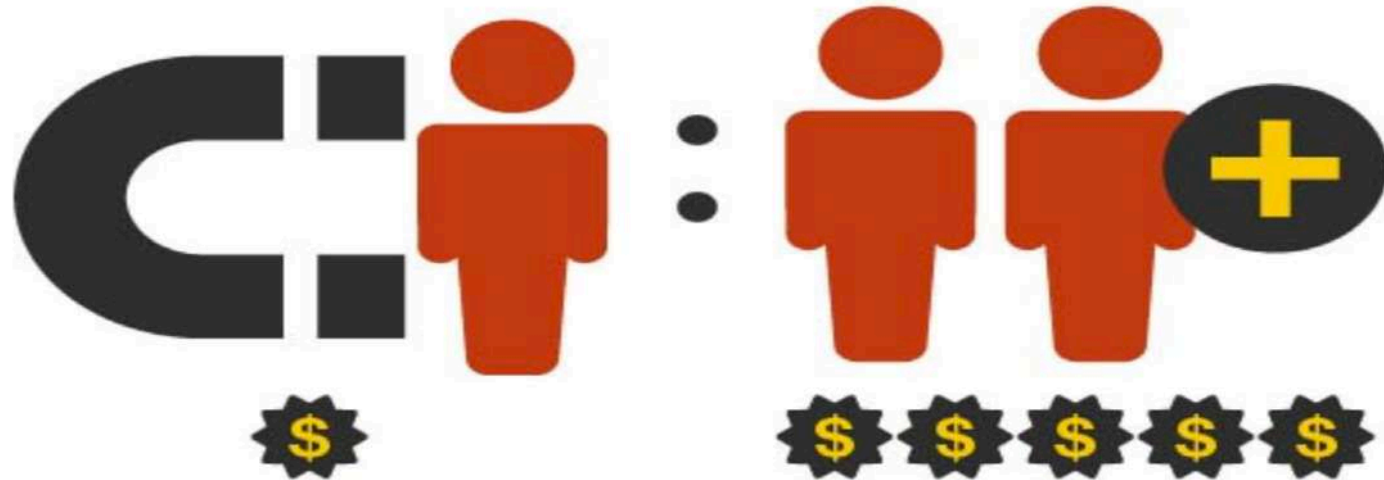
31%

Spend more money

Source: <http://www.invespcro.com/blog/customer-acquisition-retention/>



It costs five times as much to attract a new customer, than to keep an existing one



Source: <http://www.invespro.com/blog/customer-acquisition-retention/>



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The probability of selling to an existing customer is **60-70%**, while the probability of selling to a new prospect is **5-20%**.



60-70%

Existing Customer



5-20%

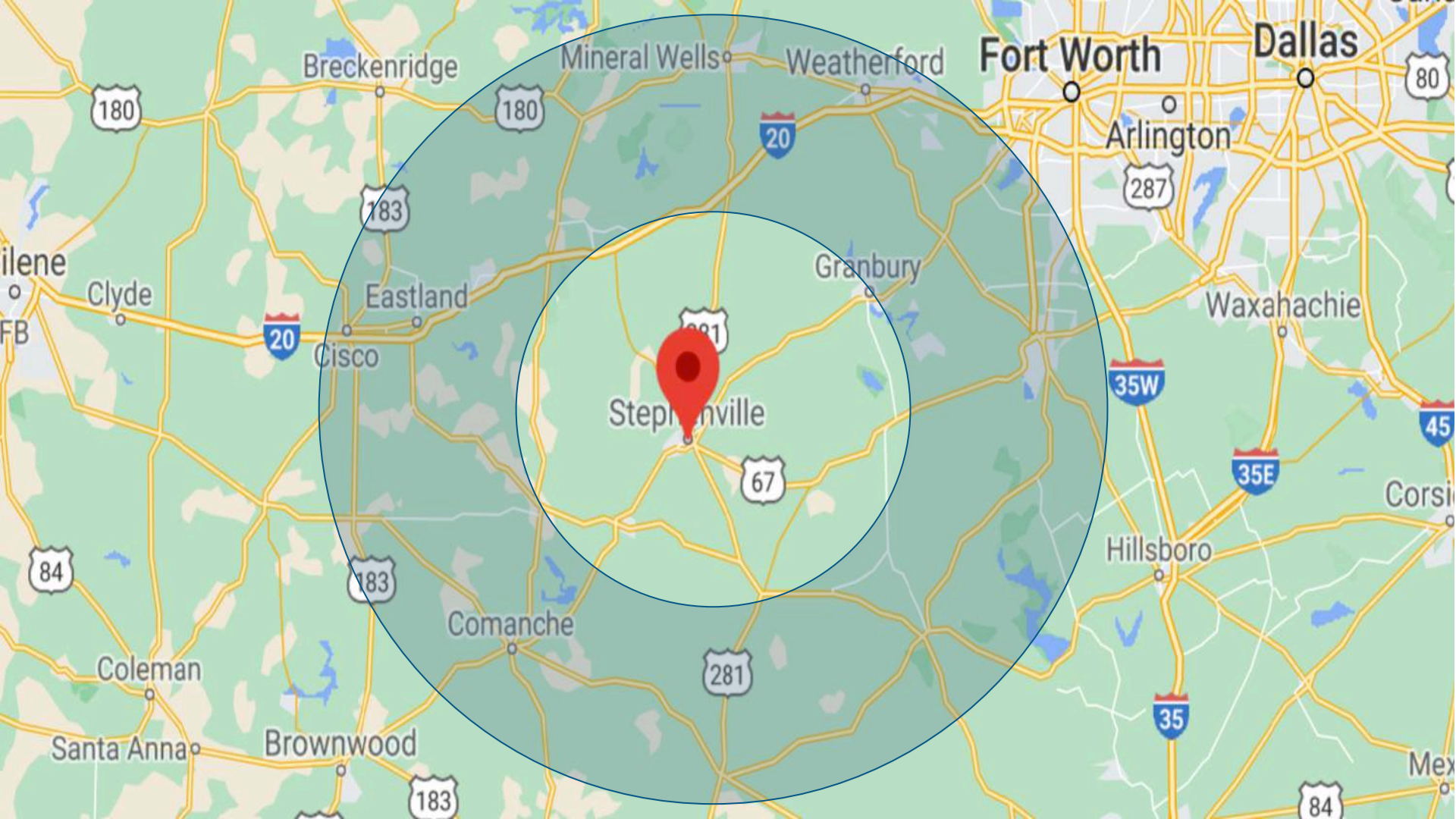
New Customer





Action Idea #1:

Explain the radius of influence and discount.



Stepenville

Fort Worth

Dallas

Arlington

Granbury

Waxahachie

Hillsboro

Corsi

Comanche

Brownwood

Coleman

Santa Anna

Breckenridge

Mineral Wells

Weatherford

Eastland

Clyde

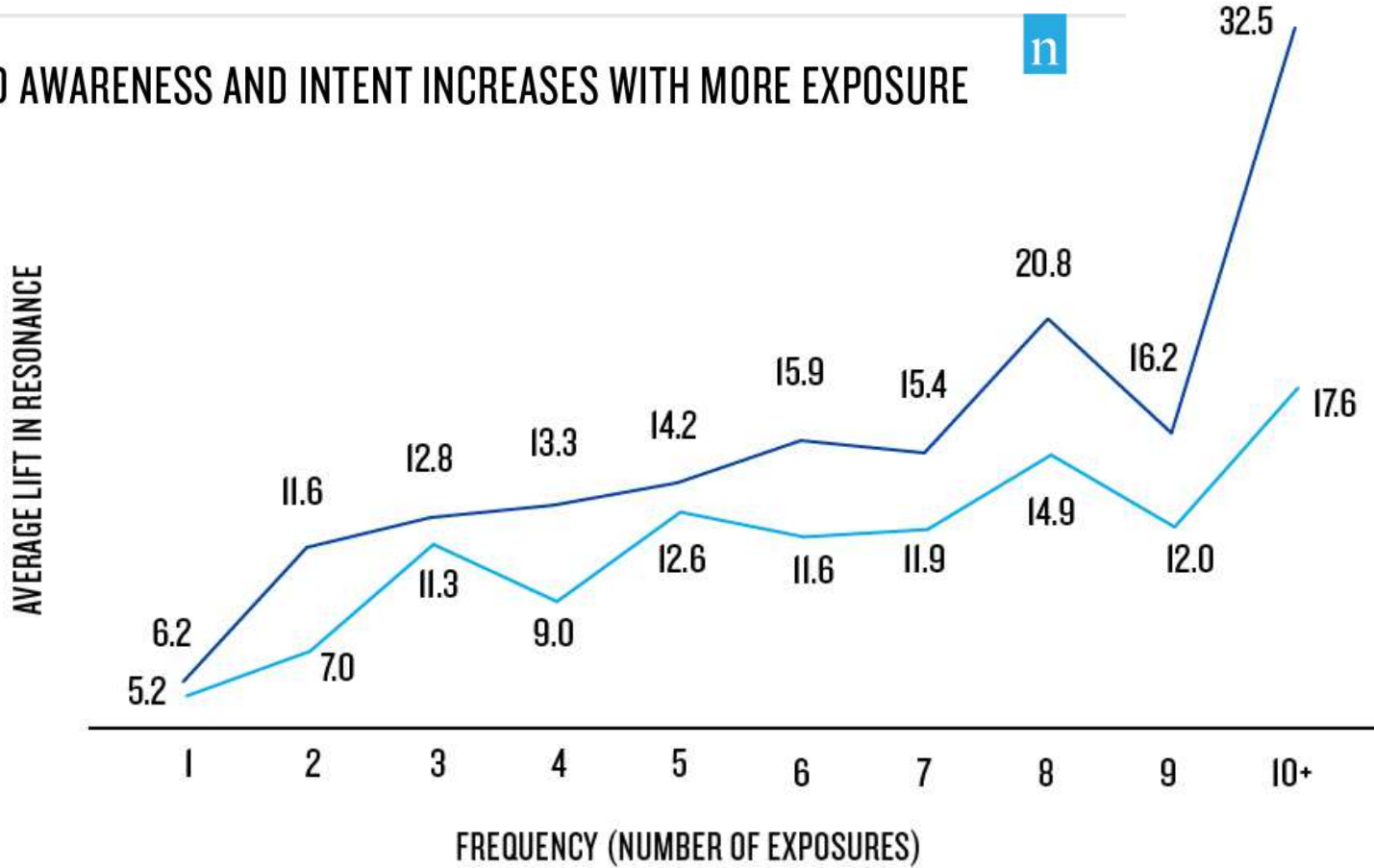
Cisco



Action Idea #2:

**Get Away from
Selling Weekly As
An Option**

AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE



Source: Nielsen

■ AWARENESS ■ INTENT



Action Idea #3:

Buyers **trust what we
have to offer!**

Advertising Trustworthy Ranking

	Gen Z	Millennials	Gen X	Boomers	Silent Gen
Recommendations from people I know	83%	85%	83%	80%	79%
Branded websites	72%	75%	70%	59%	50%
Consumer opinions posted online	63%	70%	69%	58%	47%
Editorial content, such as newspaper articles	68%	68%	66%	60%	55%
Ads on TV	58%	67%	64%	55%	48%
Brand sponsorships	62%	66%	62%	52%	42%
Ads in magazines	57%	62%	61%	50%	46%
Ads in newspapers	57%	62%	62%	55%	53%
Ads before movies	54%	60%	55%	42%	31%
Billboards and other outdoor advertising	59%	60%	57%	46%	38%
TV program product placements	51%	60%	56%	42%	39%
Emails I signed up for	54%	57%	56%	53%	54%
Ads on radio	51%	55%	57%	49%	42%
Online video ads	45%	53%	50%	37%	27%
Ads served in search engine results	43%	52%	50%	41%	33%
Ads on social networks	45%	51%	47%	35%	26%

Source: Nielsen

Consumers are more likely to click on familiar brands.

Source: Nielsen

The Familiar Factor

@RyanDohrn



Action Idea #4:

**Always Include
Digital.**



Action Idea #5:

**Ask For No Loop
Credit.**

Awareness Ads



Need?



No

Yes



Social Influence



Personal Consideration



Doubt/Validation



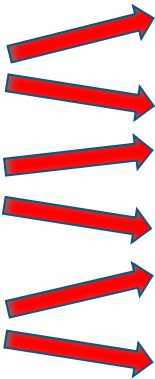
Purchase

Social Ad Campaign

Print Ad Campaign

Event

eNewsletter



Buying Cycle



Action Idea #6:

**Get clear on what
ROI potential.**

Typical sales funnel



Awareness

56% are not ready to buy.



Interest

40% are looking, but not ready to buy.



Decision

3-5% will make some type of decision. Yes or No

Source: Steve Richard, Vorsight Consulting, 1-4% differential.



Action Idea #7:

**What is ONE good
customer worth
to you?**

Local Example & B2B Example...

Local: hair salon

1. First visit = \$150
2. visit 2-7 = \$900
3. total in 12 months = \$1,150

But wait... what if they tell one friend?

Local: hair salon

1. Customer #1 = \$1,150
2. Customer #2 = \$1,150
3. Total = \$2,300

B2B Example...

b2b: pump supplier

1. First customer = \$2,250
2. parts/service = \$750
3. total in 12 months = \$3,000

But wait... what if they refer one colleague?

b2b: pump supplier

1. Customer #1 = \$3,000
2. Customer #2 = \$3,000
3. Total = \$6,000

Wait... what about
lifetime value of that
client we brought
you?

Local: hair salon

1. Customer #1 = $\$1,150 \times 6$ years
2. Customer #2 = $\$1,150 \times 6$ years
3. Total = $\$2,300 \times 6 = \$13,800$

b2b: pump supplier

1. Customer #1 = $\$3,000 \times 4 = \$12,000$
2. Customer #2 = $\$3,000 \times 4 = \$12,000$
3. Total = $\$24,000$

Where did this all
start?

With your ad!



Action Idea #8:

Focus on
Promotions to sell
more!



**What are your Spring,
Summer, Fall and
Winter promotions?**



**Let's play with this
idea...**



Action Idea #9: Success Stories



63% *remember stories.*
5% *remember statistics.*



Action Idea #10:

**Stop Pitching Your
Smallest Ad Unit**



**Where do
you grow
from here?**



1. Focus on one idea from the class and make it happen.

2. Embrace those that challenge you.

3. Fail forward.



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