



ONLINE AND IN THE PAPER:

Selling Blended Digital and Print Advertising

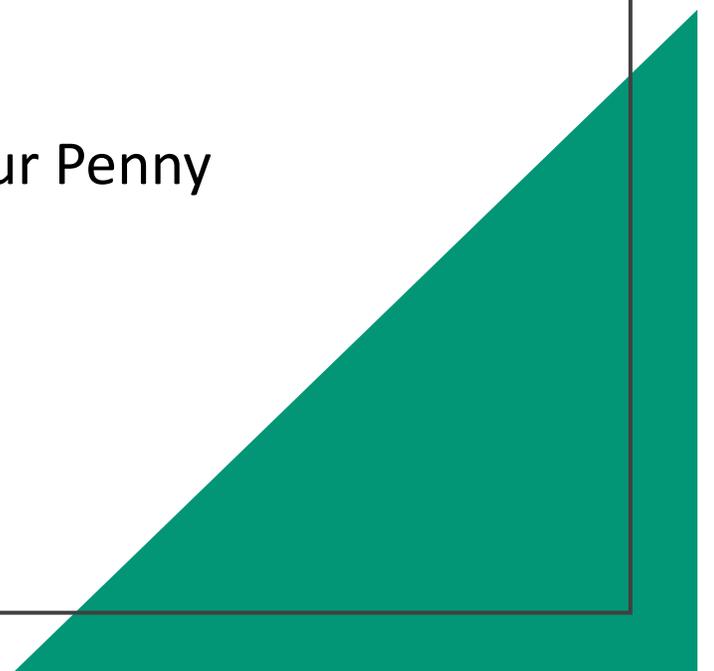
Manuel Karam

General Manager

Featured Media/Penny Lane Printing

My Background

- Started career as an attorney
- Joined the family business in 2017 as Sales Manager
- General Manager in 2022
- Our company publishes weekly over 100,000 copies of our Penny Saver, 10 editions
- Publish a number of other magazines/guides/directories
- Print a number of other publications





Our Sales Team

- 1 Director of Advertising Sales
- 1 Assistant Sales Manager/Hybrid Rep
- 3 Admins:
 - 1 that directly assists Mngmt
 - 1 that trains for a sales role
 - 1 that assists both sales/creative
- 6 Penny Saver Advertising Sales Reps
- 1 Digital Sales Rep
- 1 Commercial Print Sales Rep
- 1 Promotional Product Sales Rep
- 1 Niche Magazine Sales Rep
- 1 Classifieds Sales Rep

Print & Digital Together

- Strengths of Print- High engagement, recall and trust.
- Strengths of Digital- Targeting a specific audience and tracking results that can be shown to advertisers.
- When paired with digital, the effectiveness of a print campaign increases by 15-20 %.*
- Audiences are fractured more than ever- find them where they are (or someone else will)!
- Adding digital will not only help you sell but also rebut digital campaigns from competitors that try and replace print.

*Marketing Evolution *Cross-Channel Marketing: Tips & Examples To Guide Your Strategy*. Retrieved April 13, 2023 from <https://www.marketingevolution.com/marketing-essentials/cross-channel-marketing>



Where to Start?

- Find good vendors – plenty of options and proven models to help you start right away without adding lots of staff.
- Most digital products work just like direct mail but with more specific targeting available.
- It's not too late. Plenty of businesses need digital help
 - Outdated websites
 - Outdated Social Media pages
 - No time for them to do it all themselves
 - No idea what to do



Still Growing

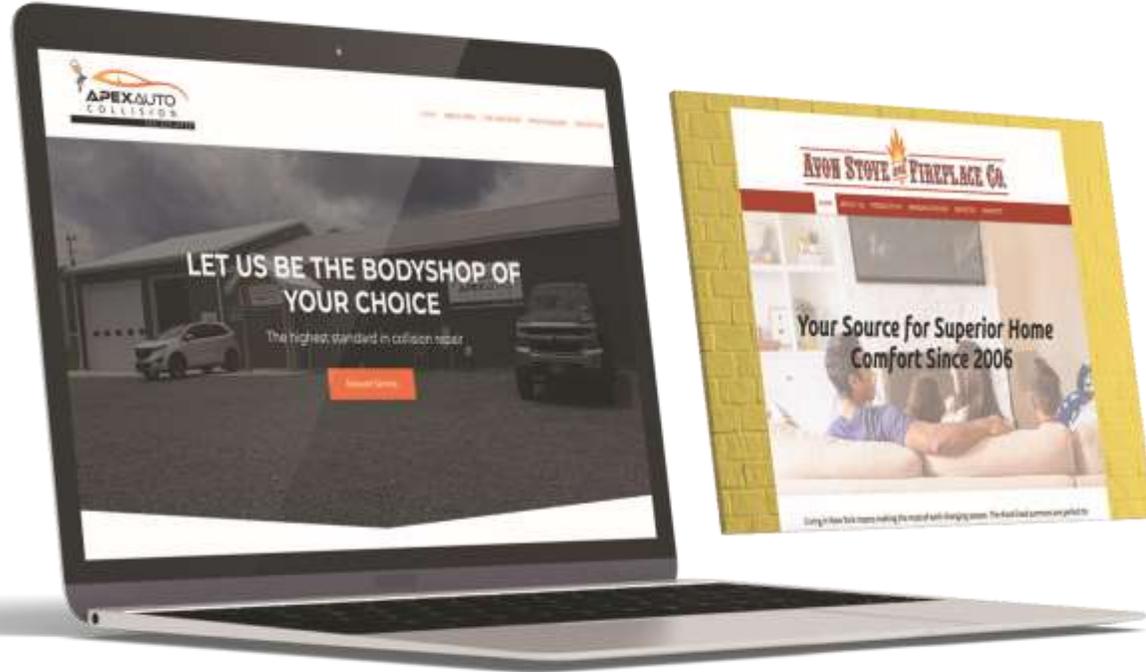
Nationally

- According to E&P, digital advertising is expected to grow 6% in 2024

Our Digital Sales

- 2021 ~\$85,000 in sales (first year)
- 2022 ~\$115,000 (+35%)
- 2023 ~\$175,000 (+52%)
- Q1 2024 up 25%+ compared to 2023





What We Sell

Website Design and Hosting (Site Swan)

Our Website Pricing

- \$499 Design and Setup
- \$50 hosting each month after
- Current Vendor: Site Swan & Wix for bigger jobs

You can probably charge more!



What We Sell

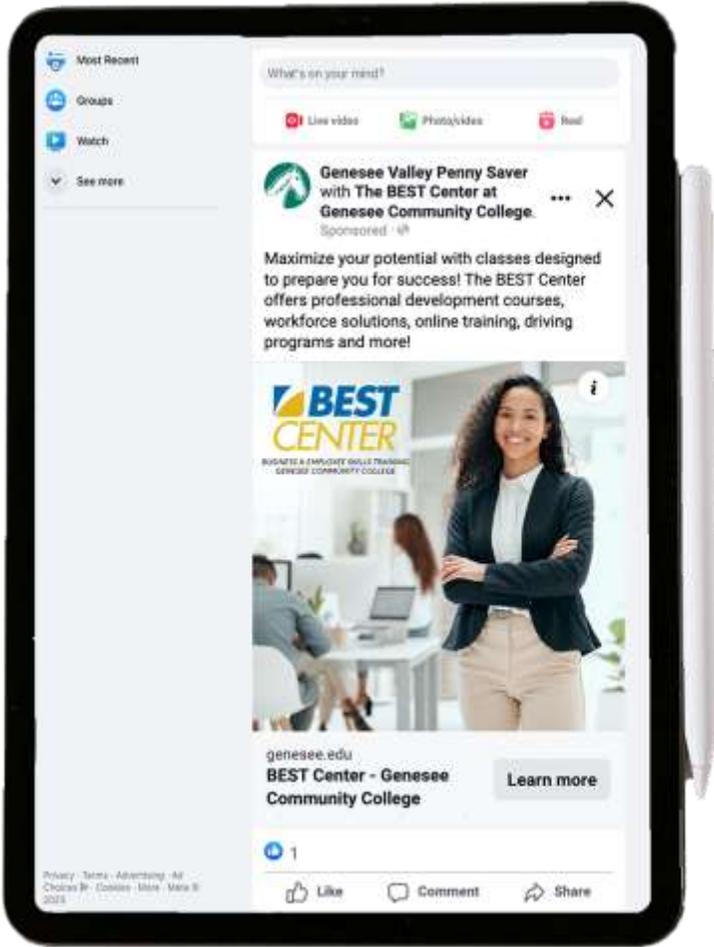
Digital Display Ads: On our website and throughout the web

Digital Display Pricing

On the web

- Basic: 125,000 Impressions 13 weeks \$125/wk
- Competitive: 175,000 Impressions 13 weeks \$175/wk
- Dominant: 240,000 Impressions 13 weeks \$225/wk

On our website: \$55/ wk run of site



What We Sell

Social Media

Branded Social

We call it a “Boost”

\$55 per week per post

Use similar ad content to what is running in print. Post through our own social page and feature/tag the advertiser

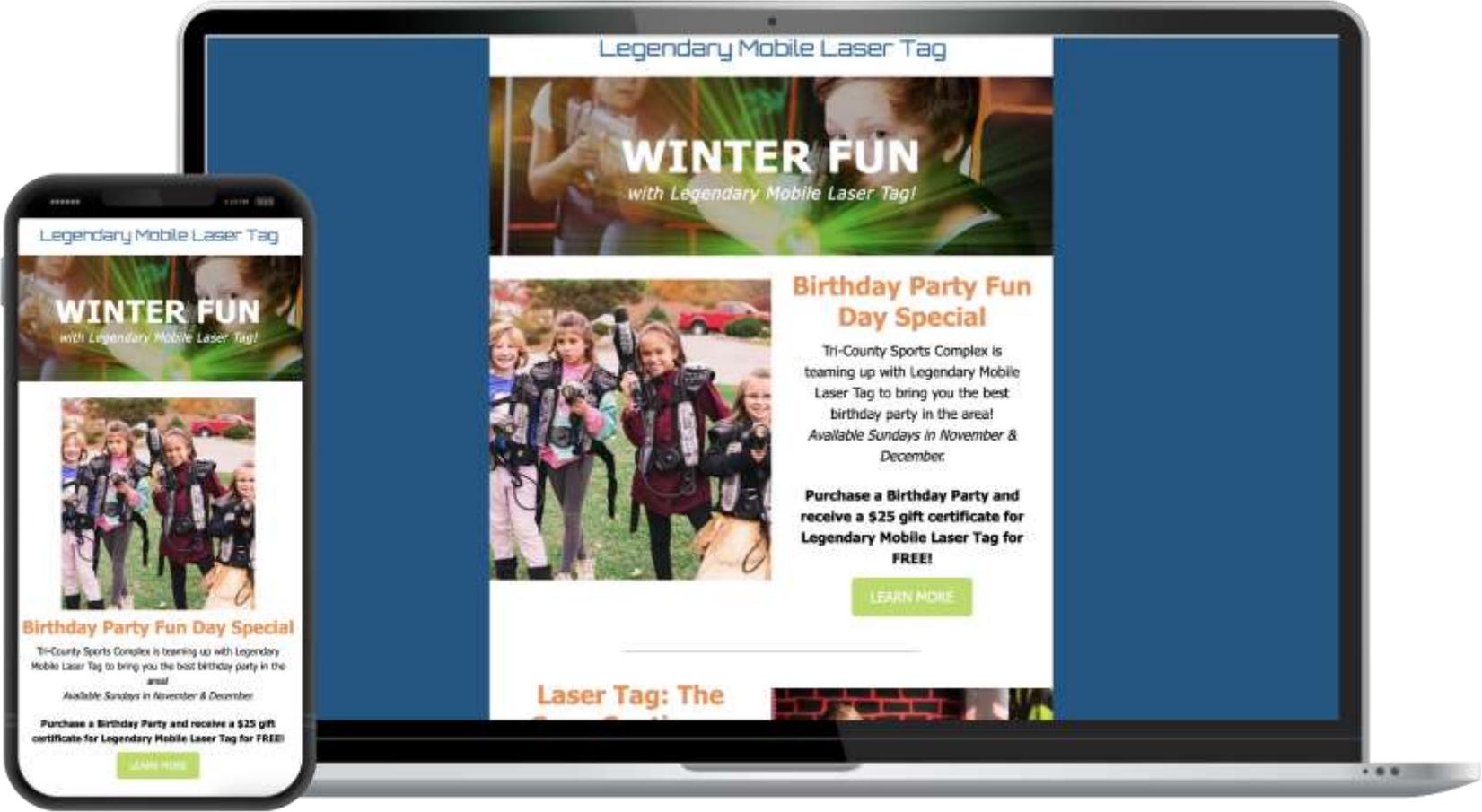
Benefit- easy to produce and no need to ask for access to your advertiser’s social media page

Social Media Ads Pricing

Usually starts at \$120/week

Book ads on the advertiser's behalf on Facebook or Instagram (not a post)

Sometimes run into trouble with Facebook for accessing someone else's brand



What We Sell

Email Marketing

Email Marketing (List Rental) Pricing

- \$200 per 5,000 Contacts
- \$300 per 10,000 Contacts
- \$400 per 20,000 Contacts
- \$500 per 25,000 Contacts

Use a rented list through Site Impact. Works just like direct mail but with more options

Downside: Advertisers heavily scrutinize their inboxes once the blast goes out

How to Sell?

Keys for Sales Team

- 1) Start with a **good relationship.**
- 2) Learn how the products work.
- 3) Offer solutions to help your advertisers reach more customers.

Spread the word that you do digital and customer requests will follow

How we do it

- A la carte/consultative approach.
- KPIs- sell one or two digital packages per month to unlock additional bonuses tied to print advertising sales.
- Encourages reps to learn the products and offer them when possible.
- Digital sales and print sales are commissioned the same and both count equally toward monthly sales quotas.

How we do it

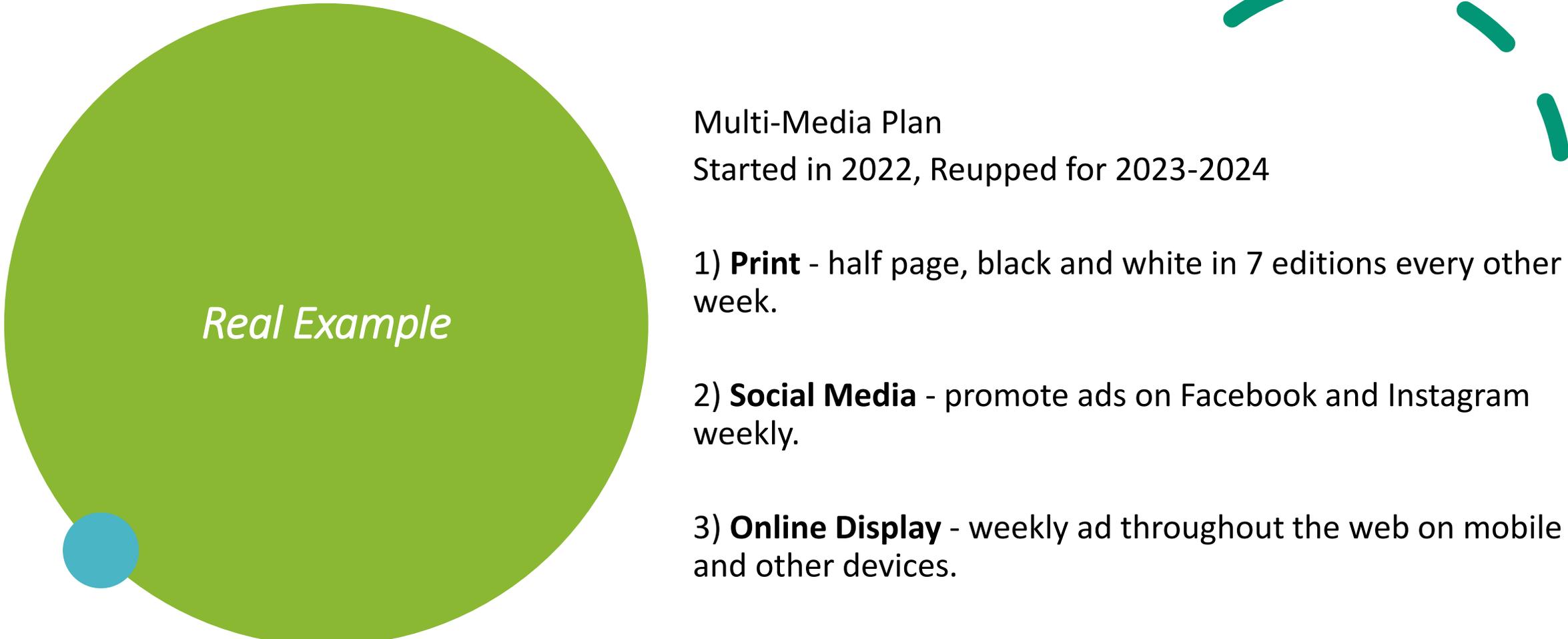
It is essential that you commission your sales reps based on the goals of your company.



Ryan Dohrn says:

All buys
should be
bundled with
print and
digital

Dominant Plan	Competitive Plan	Basic Plan
1/4-page Color Ad 2 Zones	2x3 Color Ads in 2 Zones	1/8 Page B&W Ads in 2 Zones
2 Social Media Posts every 4 weeks	2 Social Media Posts every 4 weeks	1 Social Media Post every 4 weeks
Banner Ads Online at gvpennysaver.com	Banner Ads Online at gvpennysaver.com	Banner Ads Online at gvpennysaver.com
Mobile Phone Ads in Target Zip Codes	Mobile Phone Ads in Target Zip Codes	Mobile Phone Ads in Target Zip Codes
Weekly total with 13-week plan: \$525.88	Weekly total with 13-week plan: \$336.75	Weekly total with 13-week plan: \$207.72



Real Example

Multi-Media Plan

Started in 2022, Reupped for 2023-2024

- 1) **Print** - half page, black and white in 7 editions every other week.
- 2) **Social Media** - promote ads on Facebook and Instagram weekly.
- 3) **Online Display** - weekly ad throughout the web on mobile and other devices.

Convert a Sales Rep to Digital

- Find a sales rep that takes to digital and convert him/her to be your digital specialist.
- They will go on 4 –legged sales calls, if necessary, answer questions, and help book the ads with your digital vendor.
- You can wait to do this, but it is essential for long term growth.

Retain Current Customers

- Customers, especially your largest, are getting pitched digital campaigns regularly.
- If your customers know you offer it, they might be less likely to switch marketing partners.
- They might also trust your marketing expertise and continue to buy print AND digital from you.



Branding

75 years of tradition as
“the Penny Saver”

Hard to sell digital as a
Penny Saver to new
customers, especially in
urban zones.



featured M E D I A™



1471

featured
MEDIA™

Genesee Valley Penny Saver

Penny Lane Printing

Penny Lane Promotional Products





Questions?

