Helping our Sales Teams become True Marketing Consultants

Newspapers Right to Win
Agenda

1. The Right to Win
2. Why Consultative Selling?
3. Building a Framework
4. Setting the Team up for Success
5. Effective Programs
6. Q&A

BEN BOUSLOG
Chief Revenue Officer
AdCellerant

MICHAEL CHAUVIN
Regional Sales Director
Georges Media Group/The Advocate
Technology and marketing that make the complex simple.

Focused on generating results and growth for businesses of all sizes, AdCellerant offers best-in-class technology and software, award-winning customer service, expert education and exceptional operational support to ensure campaign performance for customers.
About AdCellerant

Company
AdCellerant provides businesses access to high-quality digital marketing technology and solutions.

Technology
AdCellerant has a proprietary total-digital agency software solution.

Accreditations
AdCellerant has been on Inc. Magazine’s “Inc 5000” list six consecutive times as one of the fastest-growing companies in the US.

Team
AdCellerant is made up of 180+ individuals who are purposeful in their execution of the company’s mission.

Partner Network
Our products and services are being leveraged by over 500 Local Media Partners and Ad Agencies in 5 countries and 400+ cities around the country.
The Right to Win
SMBs Have Admitted It: They’re Marketing Rookies

Level of Marketing Expertise in Smaller Businesses

- Novice: 66%
- Mid-level: 19%
- Master: 14%

For <10 employees:
- Novice: 44%
- Mid-level: 20%
- Master: 14%

For 10+ employees:
- Novice: 35%
- Mid-level: 20%
- Master: 35%

**Definitions:**
- **Novice** = <3,333 hours (less than 2 years on the job, fulltime)
- **Mid-level** = 3,333 – 9,999 hours
- **Master** = 10,000+ hours

*Source: Borrell Associates*
2023 Gallup Consumer Survey

National vs. Local Media

26% Trust the National Media

3x Respondents with “high” trust in local, vs. national

2x Likelihood of local news report to be straight facts, vs. national
More than HALF of Businesses Buy Digital From a Local Media Company

SOURCE: Borrell’s Fall 2022 Survey of 1,983 local ad buyers

Social media company: 61%
Local media company (net): 53%
Google: 36%
Newspaper: 31%
Radio: 27%
Broadcast TV station/network: 18%
Directory provider: 17%
Cable TV system: 11%

More local businesses buy digital advertising from a local media company than from Google.
Full Funnel Advertising Expertise

2022-23 Top Four Spending Formats

2023 Forecast Change in Local Advertising Expenditures

+3.2% Total local advertising

+7.7% Digital formats

-5.9% Non-digital formats

SOURCE: Borrell Associates
Why Consultative Selling?
Once upon a time...

There were 3 traditional forms of media consumption...
Newspaper – Broadcast – Radio

Flash forward to today

Media is consumed through multiple devices on multiple screens...ALL DAY LONG.
Advertising Options have Exploded
Consultative Selling

Align Advertiser & Sales Rep Goals

Advertiser Goals
- Drive more sales
- Increase profit
- Gain more customers
- Increase customer loyalty

Sales Executive Goals
- Close more sales
- Increase deal size
- Gain more customers
- Increase retention / customer loyalty
Building a Framework
Discovery – Do your research

Audience

- Who is your ideal audience?
- Where is your ideal audience?
- What do they want from you?
- Why do they need your product or service?
- How will it make their lives easier?
- When are they most likely to buy it?
- How do they buy from you?

Outcomes

- Click on my ad
- Come to my store
- Visit my website
- Buy something
- Leave a good review
- Come back and buy again
Your Advertiser’s Customer
Your Advertiser’s Customer

01 Awareness
02 Research
03 Consideration
04 Intent
05 Conversion
06 Retention
**Media Planning & Refinement**

**Branding/Awareness**
Something sparks interest, meets a need or creates one.

**Interest/Research**
Once interested, the consumer begins looking for more information.

**Consideration**
After discovering the options, the consumer starts to consider & compare.

**Intent**
Consumers might call, request more info, or visit your website.

**Conversion**
In-person or eCommerce transaction.

**Retention**

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**PLATFORM**

- **Branding/Awareness**
  - Print, OOH, Events, O&O Email, RON Display, Pre-Roll Video, Programmatic Audio

- **Interest/Research**
  - Industry-related content targeting, Programmatic Email, higher-funnel SEM

- **Consideration**
  - Device ID, Programmatic, Retargeting, Social Media, SEM, SEO

- **Intent**
  - Behavioral targeting, Programmatic Email, Device ID

- **Conversion**
  - Device ID, Retargeting, Dynamic SEM, SEO

- **Retention**
  - Device ID, Retargeting, Social Media, Direct Marketing/Email

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*Brand trust starts here*
Setting Success Metrics

What does success mean to you?

- Set Micro Goals
- Set Macro Goals
- Determine how KPIs are measured
- Decide how often performance is reviewed
- Gain agreement on how tactics could change as more data comes in
Campaigns with 4+ Digital products = 2x retention

Add a product/solution

Renewals = Better Results
04
Setting the Team up for Success
Confident Consultants | Full Funnel Solutions
Welcome to the AdCellerant Academy

Where you’ll find resources for learning and growing with AdCellerant.

Announcements

Here’s what’s new in the AdCellerant Academy.
Double-Down on Training

Training produces confident consultants - and leads to sales

Training was critical to this partner's success

- Digital product highlights in every sales meeting
- Integration into digital learning management system
- On-the-job learning with four-legged sales calls attended by a digital manager or AdCellerant resource

Media Partner
Training

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Industry-related content targeting, Programmatic Email, higher funnel SEM

Device ID, Programmatic, Retargeting, Social Media, SEM, SEO

Behavioral targeting, Programmatic Email, Device ID

Device ID, Retargeting, Dynamic SEM, SEO

Device ID, Retargeting, Social Media, Direct Marketing/Email
Overcoming Objectives

2022 Media Category Share

- Online: 65.8%
- Local TV Stations: 7.8%
- Radio: 5.6%
- Direct Mail: 5.4%
- Newspaper: 4.2%
- Out of Home: 3.8%
- Directories: 1.8%
- Cable TV: 1.8%
- Other Print: 2.2%
- Telemarketing: 0.6%
- Other Print: 2.2%
Building Sales Success

Who and how?

1. Limit options and give predefined packages
   - **Pros** - Faster Adoption, limited training
   - **Cons** - Limited customer value, missed sales due to lack of tailoring and sophistication

2. Four-legged calls with a digital expert
   - **Pros** - Larger sales, more stable customer base
   - **Cons** - Cost and difficulty in sourcing the expert, scalability

3. Train your reps
   - **Pros** - long term sustainability
   - **Cons** - very difficult, will likely take turnover in some cases
Options for Success

How do I get started?

- **Find the right partner**
  - The digital landscape is too complex to attempt to build out your own solution without significant scale
- **Pick a model and stick to it**
  - You must choose from slide one and be committed
- **Leverage the heck out of your partner**
  - Bring them on calls
  - Get them to do trainings
  - Get them to build you collateral
How the Advocate Works

Going from 0 to 100

- Partnered with AdCellerant to instantly have best-in-class solutions
- Leveraged their training LMS, people, and collateral
- Pre-AdCellerant we had a one-page digital rate card and did primarily O&O and Geo Fencing
- We have grown to an eight-page digital card and averaged 18% YoY digital revenue growth
Our Team

Our Staffing Model

- Multi-Media reps - sell print and digital solutions to standard accounts unaided
- Digital Sales Specialists - assist in the sales retention
- Client success managers - handle all back-end work for Enterprise accounts

Enterprise Accounts - highest level of service from CSM's ratchet this up to drive increased sales

Standard accounts - reps handle these on their own with Adcellerant support.
Our Training Plan

Master Class: Weekly ability grouped role-play

- Pick a designated trainer
- Create a schedule of topics
- Ability group your reps
- Force each rep to roleplay each week
- Trust the process it takes time
Thank You