“Diversifying and Growing Digital Revenue”

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This is a Session about:
1) Things we’re already doing that have new & untapped opportunity
2) New areas to pursue (viable + potentially lucrative)
Video, Video, Video!
Where Do You Get Started?

• Shifting the Mental Model:
  – We’re officially in a “post-preroll universe”
  – Stop thinking of video as another box to check
  – Start thinking of video as a full ecosystem:
    Production <> Distribution <> Monetization

How are you solving for each of these?
Do you have a holistic strategy to address them?
Social Video & Distributed Content

Branded Content

Facebook Live
Sponsored Posts with Branded Video

WXYZ-TV Channel 7 with Metro Detroit Chevy Dealers.

Yesterday at 1:00pm -

The perfect answer to "What should we eat tonight?"
Three reasons to experience March restaurant weeks from our partners at Metro Detroit Chevy Dealers.

3 Reasons to Experience March Restaurant Weeks

How many times have you wanted to hit the town for a bite to eat, but you just can't seem to figure out what you want? I'd eat around and wait for you to count, but my guess is we'd be here a while. That's why restaurant weeks are perfect for three...

CHEYDETROIT.COM

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Digital Agency’s Next Act: Differentiation & Focus
Broad View of High Performance

✓ Org structure is more separate than combined
✓ 100% buy-in from the owners
✓ Focus on market share (and the right market share), not YoY growth
✓ Focus on revenue AND account growth: ex. account penetration, ARPA, retention
✓ 3-10x more digital-only sales reps than avg. (Borrell)
✓ Less dependent on core advertisers; Systematic approach to advertiser targets; Dominate specific verticals
Differentiation Theme #1: Staffing

- Successful digital agencies (regardless of structure) have a dedicated leader. No exceptions.

- There are some cases – typically at smaller properties – where the Chief Digital Officer and the DA leader are one & the same. But more often these are separate roles.

- Digital strategists play a critical, often multi-faceted role: a) support integrated sales reps; b) sell directly to new accounts; c) manage clients & campaigns. Must have deep knowledge to empower reps and educate clients.
Differentiation Theme #2: Pick a Lane

Small & large businesses require different approaches:

- Different levels of sophistication and demand
- Different solutions for different verticals
- Different sales cycles & profit margins
- Different fulfillment requirements

Downstream Focus

Upstream Focus
Case Study: Advocate Digital Media

Agency Services
Comprehensive marketing with results that matter

What you will get

- Strategic Media Plans Including Media Budget Service
- Professional Media Buying
- Discounted Service Rates
- Consistent, Cohesive Branding
- Regular, Consistent Reporting
- Professional Services and Advice
“Smarter Sales Prospecting for Digital Success”

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The Purchase Funnel Is Dead!  
(long live the funnel)

- The traditional Customer Journey: Linear, limited choices
Now, Let’s Overlay Marketing Channels
The Merchant Challenge:
Meet the customer on all relevant channels & platforms in their journey, at the right moment and with a compelling message
SMBs Are Frantically Chasing Customers

“How many media do you use for advertising & marketing?”

One View of the Competitive Landscape

The Purely Locals
- THE·BATAVIAN
- INSIDER
- LOUISVILLE
- NASHVILLE
- .com
- PigeonForge.com

The Classifieds
- Yelp
- craigslist
- Zillow
- Monster
- HomeAdvisor
- Thumbtack

Marketing Services
- Deluxe Corp
- ReachLocal
- Vistaprint
- HubSpot
- main street hub
- yodle
- Constant Contact
- .com
What we uncover BEFORE we walk in the door plays a significant role in determining the outcome of the call…

And whether we get the call at all!

92% of executives do not respond to generic email or cold calls

Source: InsideView
We Do This With Data
Scope of Digital Footprint

- Website/Mobile Presence
- Paid and Organic Search Presence
- Online Listings & Citations
- Reputation & Reviews Audit
- Social Media Audit
- Competitor & Industry Benchmarking
Spotlight: Website Review

- Is the site mobile-optimized?
- How are load time & site navigation?
- Are there key calls to action to capture leads?
- Are analytics installed for tracking?
Quick Site Analytics Review

• How are visitors getting to your site?
  – Direct
  – Organic Search
  – Paid Search
  – Other Paid Ads
  – Referral Site
• Traffic trends
• Bounce rate and time spent
• New vs. repeat visitors %
Thank You!

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