Leading the Charge with Digital Revenue Growth

Presented by:
Matt Chamberlin, Executive Director Business Initiatives
[ 2060 Digital ]

• Hubbard Interactive - Family-owned business since 1924 - HQ Minneapolis, St. Paul
• 50+ Radio Stations in 8 major markets
• A growing digital sales footprint: Cincinnati (Headquarters), Seattle, Phoenix, Minneapolis-St. Paul, St. Louis, Chicago, Indianapolis, Cleveland, Columbus, Detroit, Washington DC, Nashville, Birmingham & West Palm Beach
• 100+ Professionals Dedicated to Digital
• 90% of campaigns executed in-house by 2060 certified experts & no white label vendors
• Dedicated to digital advertising and investing in its growing success
• 161% revenue growth since 2015
[ Growth Points ]

- Investment
- New Verticals
- No Boundaries
- Chase with Care
- Positioning

“Talk about mass potential for growth, I am the acorn that becomes the oak.”
[ Investment ]

Imperative for “Corporate” to invest into the digital business, both financially & philosophically:

• 2060 Digital is setup as its own LLC
• 2060 Digital has its own P&L
• 2060 Digital personnel has grown 80% since 2015
• We’ve built a Technology Infrastructure
• We’ve built a “broadcast competitive” Profit Margin
[ New Verticals ]

After “Friends & Family” have all been called upon, you need to step out of the comfort zone:

• For Radio this means selling outside of traditional Geos & Demos. For example: WKRQ, in Cincinnati ranks #1 with females 25-54 but the AE’s now call on Harley Davidson

• Important that “management” understands there will be Digital-only clients, and that’s O.K.

  • Colleges, Universities, & Schools
  • All Kinds of Lending (Banks, Mortgage, Title, Personal, & Receivables)
  • B2B
  • Refuse Management
  • Giant Cranes
  • Semi-Truck Parts
  • Septic Tank Cleaning
Traditional Media is sold “inside the borders” of the broadcast signal footprint

- Digital can be sold as far away as you can imagine

- Hubbard operates 50+ radio stations in 8 Markets all selling digital, however, since 2017 we’ve added 5 “digital markets”, where we have feet on the street, and an additional 25 “virtual” markets, where we have no “feet on the street”
[ Chase with Care ]

• Just because your Sales Reps are clamoring for something your competition is selling, doesn’t mean you have to chase it too.

• OTT, Foot-traffic Attribution, & Addressable Rooftop Targeting Thingy, if viable, will be there for you if it makes sense for your company…and the client.

• Every “product” you sell has a hard cost you can see and soft costs you can’t.

• “Chasing” takes your eyes off the “basics” and things that have been proven successful.

• Test, test, test, and retest BEFORE you sell anything to a client – don’t trust the vendor.

• We put an annual revenue value on the product, then research if you can reach that threshold.
[Positioning]

• For-the-most-part:
  • We are buying the same products
  • From the same vendors, “White Label”
  • With our sales reps being trained by the same people
  • Cutting & pasting the same graphics onto proposals
  • While selling for the same price
  • To the same clients
  • Generally getting the same results
  • And proving it with the same reports...

• When your “Friends & Family” are all sold, why would a company buy from you vs. your friend sitting to your right?
[ Give me a call ]

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