Revenue Growth Strategies
THE PROFIT
PEOPLE
+
PRODUCT
+
PROCESS
Revenue Growth Strategies

PEOPLE

• Digital support for integrated sales team 
  [scale & growth]

• Digital-only sellers & leadership 
  [growth]

• Weekly digital sales training (corporate & markets) 
  [higher win rates, retention & AOV]
PRODUCT

- Implement video [content that monetizes]
- Implement sponsored content [monetization that's content, BCP]
- Analytics & insights [not just more traffic, the right traffic]

- Improve monetization on engaging content [social media & email]
- Build out digital agency [scale, boundaries, performance, demand]
Revenue Growth Strategies

**PROCESS**

- Digital sales playbook
  
  *sales is a process*

- Market-specific vertical focus
  
  *Borrell COMPASS data*

- Regional sales opportunities
  
  *not limited by signal*

- Drive new-business focus
  
  *prospecting/proposals/pipeline, SFDC & Advisr*

- Advertiser list/book optimization
  
  *wallet share*

- Optimize programmatic revenue & maximize yield
  
  *GAM360 & OpsCo*

- Inbound marketing
  
  *HubSpot*
• Invest in the right **PEOPLE** and provide them support & training

• Develop engaging, high-performing & monetizable **PRODUCTS**

• Implement strong **PROCESSES** to maximize productivity, performance & yield

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Village Media is an ever-expanding network of local news and information websites across the world. A champion of local news, Village Media operates some of the largest online news sites in the communities they serve, publishing the latest local news, current events, obituaries, feature stories and more, on an innovative and scalable content management system (CMS) developed in-house. Its network of news sites now reaches over 4 million users each month.
Our network

14 communities (ranging from 10,000 to 150,000)

1 regional business publication

22 licensed sites across the world.

We believe in reach, not a paywall.
Typical Revenue Mix - O&O

Voluntary pay campaigns related to COVID-19 resulted in an increase of approximately 10-15%+ of our revenue for each of April + May.
Local Revenue Mix: June 2020

Local Advertising

- Classifieds: 4.0%
- Business Classifieds: 6.0%
- Email Newsletter: 3.0%
- Video: 5.0%
- Sponsored Content: 9.0%
- Community Leaders Program: 20.0%
- Standard Display: 46.0%
- Community HUB: 7.0%
How we are thriving through COVID-19

“Ask” of readers via voluntary pay:
  Normal = 3-4% of revenue
  April contribution = 15% of revenue
  May contribution = 9% of revenue

Saving existing clients:
  Virtual home shows
  Virtual renovation guide
  2 for 1 Community Support Programs
  Rapid messaging shifts
  Online auctions
  Online “concierge” experiences
  BOGO for local charity

Finding new clients:
  Communication versus advertising
  Raffles
  CPC / CPA Programs (Loans, Insurance and more)

Increased Programmatic:
  Government spending on pandemic communication
The result - YOY Revenue performance
Catherine Badalamente
Vice President & Chief Innovation Officer
Revenue Growth Strategies

1. Optimizing Passive Revenue & Programmatic -> launching WaPo Zeus Performance platform
2. Realigning AE Comp to “the right kind of sale” and Goal Attainment
3. Category Focus: Education, Home Improvement, Health
4. Prospecting – Refocus on training on tools
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5. Omne (Digital Agency) Launch - AE training on Results, Reporting, and ROI
6. New Revenue Opportunities – Town Hall Meetings, Virtual Event Series, Email
7. Membership Effort – DTC, e-commerce, deals, sponsorship