Essentials of Digital Media Sales

A Customized Professional Development Program

for

BRIDGE TOWER MEDIA™

Session 3 of 6

Virtual Training Seminar Series

January/February 2021

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Academy of Digital Media

Established in 1996 as the training programs of The Laredo Group, Inc., headquartered in West Palm Beach, Florida and divisionalized in July 2015, the Academy of Digital Media is the world's leading training company dedicated to digital and integrated advertising and media. It has trained over 150,000 media industry professionals since its founding!

The Academy of Digital Media provides the industry's most experienced and respected instructors and most effective training courses, developed and delivered using the latest instructional design and course development methodologies. Courses are developed, customized and then delivered via in-house or virtual instructor-led training seminars. Academy of Digital Media courses are the most efficient and effective ways to bring your performance and business to where it needs to be to compete and succeed in today's increasingly complex and competitive digital media world.

Private/On-Site/Customized Training Programs

Academy of Digital Media has trained hundreds of large and small organizations for since 1996, as part of national/regional sales meetings, in-house professional development programs or customized seminars designed to improve the digital media knowledge and productivity of staff and management of sales organizations, ad and media agencies, ad-tech and other media and related businesses .

From half or full day executive overview seminars to 1, 2 or more day in-person or virtual training programs, our sessions focus on how to best improve your company's and people's performance and productivity. Contact Jeff Leibowitz to discuss a customized private session for your company and/or your clients at 561-609-1800 today to discuss a program tailored to your company needs.

SPARC & Pre-Training Needs & Capabilities Analysis

Sales Performance & Attitude Research Compendium (SPARC) is a comprehensive assessment survey and analysis designed to understand sales performance strengths and deficiencies and deliver insights into which skills and behaviors need development and improvement. It gives management the insights necessary to help identify differences and uncover gaps that require changes and/or training to improve performance and impact revenue growth. The SPARC survey measures individual sales skills and behaviors across 10 major categories.

The **SPARC Pre-Training Needs & Capabilities Analysis** is a limited version designed to help management and Academy of Digital Media better tailor and customize the training for each organization to best address the true needs of your company and all those to be trained.

Company Background

Leslie Laredo, President
Academy of Digital Media
leslie@academydm.com

Leslie Laredo has been a pioneer and innovator in the digital and interactive media industry since 1983. She has been instrumental in dramatically improving the knowledge and skills of media professionals on how to sell and buy audiences and content across the digital media ecosystem, as well as enable corporate and brand marketers to incorporate digital platforms into their plans.

In the last 25 years, Leslie has trained well over 150,000 professionals in multi-brand media and ad tech companies, ad agencies and brand marketing as well as consulted with junior to C-suite level professionals at a wide range of organizations, worldwide, from start-ups to Fortune 500 companies.

Her training and consulting services have been used and valued by C-level executives, vice presidents, sales and account managers, media buyers and planners and corporate, brand and product marketers. She has worked with media representing local, niche, national, B2B and international audiences; with accounts spanning many industries including technology, automotive, travel, financial, pharmaceutical, healthcare and more.

Leslie's students complete her courses with increased confidence, sharpened skills and the knowledge and proficiency that is needed to be effective at digital media buying and selling, and how to integrate digital platforms into marketing.

A hallmark of her insights for training is her work with every level and facet of the media industry…buyers, sellers, managers, executives and marketers of all sizes. Understanding marketing strategies and media tactics with a 360-degree view of the process is critical for anyone to be successful in digital media and marketing and perform at the highest levels.

Leslie founded The Laredo Group in 1996 and its Academy of Digital Media training division. Before that she founded the very first digital ad sales rep firm (sold to Softbank), after her roles as the Director of New Media for AT&T and Ziff-Davis. Prior to that Leslie was the top digital ad sales executive at Prodigy. She holds a Bachelor of Science degree in Environmental Science from Cornell University, and studied internationally in Sweden.

Welcome to...

ACADEMY
of Digital Media

Essentials of Digital Media Sales

for

BRIDGE TOWER MEDIA™

Virtual Session #3

Instructor: Leslie Laredo

Session Agendas

Session 1
- Part 1: Introduction
- Part 2: Marketing & Advertising 101
- Part 3: Targeting and Data in Advertising

Session 2
- Part 1: Programmatic and Media Currency
- Part 2: Measurement Concepts and Terminology

Session 3
- Part 1: Campaign Objectives and Measurement
- Part 2: The Customer Journey to Purchase
- Part 3: Digital Solutions

Session 4
- Active Listening
- Questioning for Insights
- Objection Handling

Session 5
- Part 1: Decision-Making
- Part 2: Customer Needs Analysis

Session 6
- Part 1: Managing Clients
- Part 2: Changing the Sales Conversation
- Part 3: Action Plan and Wrap-Up

➢ **Align Marketing Strategies with Campaign Objectives and Measurement**

➢ **What Impacts Campaign Performance and Branding Metrics**

➢ **Help Advertisers Meet their Objectives**

➢ **Branding and Performance Advertising**

➢ **Exercise**

Marketing Strategies and Campaign Objectives and Measurement

Campaign Objectives

Measurement:

TOFU

- Increase Reach/Frequency
- Cross Platform Exposure
- Deliver Creative Impact
- Emotional Engagement

Branding/Awareness, Inspiration for Consideration, Investigate Solutions, Stimulus or Preference, Compare/Evaluate Vendors

- Impressions Delivered
- SOV/High Frequency
- Interaction Rates
- Videos Viewed
- Post Impression Activity
- Site KPIs, Branded Search
- Social Mentions
- Ad Effectiveness, Brand Lift

MOFU

- Target Content Indicating Purchase Intent
- Support Purchase Decision
- Site Re-targeting
- Improve Keyword Ranking
- Triggered Messaging
- Cognitive Engagement

Lead Generation/ Qualification, Purchase Intent, Purchase/Issue POs

- CTR, Post-Click Activities/Conversions
- Post-Impression Activities, Site KPIs
- Cost per ... Visit/Lead/Sale
- Emails Opened/CTR
- Number of Leads, Downloads
- Conversion Rates, Sales

BOFU

- Positive Reviews
- Recommendations
- Sharing
- CRM Retargeting
- Behavioral Engagement

Customer Loyalty, Advocacy, Re-Activation

- Sales Velocity, Timing
- Repeat Purchases
- Social Connections
- NPS (Net Promoter Score)/Sentiment
- Email Engagement

What Impacts Performance

1. Creative, Versioned Based on Data and User Experience
2. Messaging, Offers, Call-to-Action
3. Audience Targeting
4. Contextual Placement, Viewability
5. Ad Size and Format
6. Frequency Levels and Share of Voice
7. Content Type
8. Timing, Day-Part, User Mode
9. Online/Offline or Multi-Channel Presence
10. Technology – Device, Browser, Cookie Deletion

Call the Baby Ugly!

Review of Creative and Call-to-Action

Review of Creative and Call-to-Action

Review of Creative and Call-to-Action

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• Settled eight major whistleblower
cases for a total sum of $211.3 Million
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These are print ads!

Review of Creative and Call-to-Action

**Kept CTA in original and expanded ad!

Call-to-Action and Landing Pages

SUCCESS STORIES -
VERIUS PROPERTY GROUP

Home HB Bank

▶ WATCH VIDEO

Member FDIC

MORTGAGE LOAN
RATES AS LOW AS
2.75% | 2.894% *APR

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FEDERAL CREDIT UNION

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REAL ESTATE LOANS

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Make your dream home a reality

Whether you're looking to purchase, build or remodel, Jefferson Financial has the financial solution. Let Jefferson Financial FCU help you fulfill your American dream!

1st Mortgages
➤ Purchase up to 97% LTV (1st time homebuyers may use gift funds)
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2nd Mortgages
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as low as
2.894%
APR*

*APR (Annual Percentage Rate) is available to borrowers who meet credit requirements. The "as low as" rate assumes excellent credit. APR may vary based upon your credit history and term of loan. Rates subject to change without notice.

Contact a Real Estate Lender at 800.259.2471 ext. 629 to Learn More or to Apply by Phone

Call-to-Action and Landing Pages

Help Advertisers Meet Their Objectives

Branding/ Awareness + **Direct Response/ Activation/ Lead Gen** = **Long-Term Impact & Short-Term Results**

Help Advertisers Meet Their Objectives

- **Branding and Awareness (Inspiration to Connect with a Brand)**
  - **Basic Formula: Reach X Frequency + Creative Impact**
  - Consistency in message delivery across platforms
  - Discuss with clients...
    - What drives users to the next step
    - The timing and considerations for a response
    - Expectations of a delayed response

Help Advertisers Meet Their Objectives
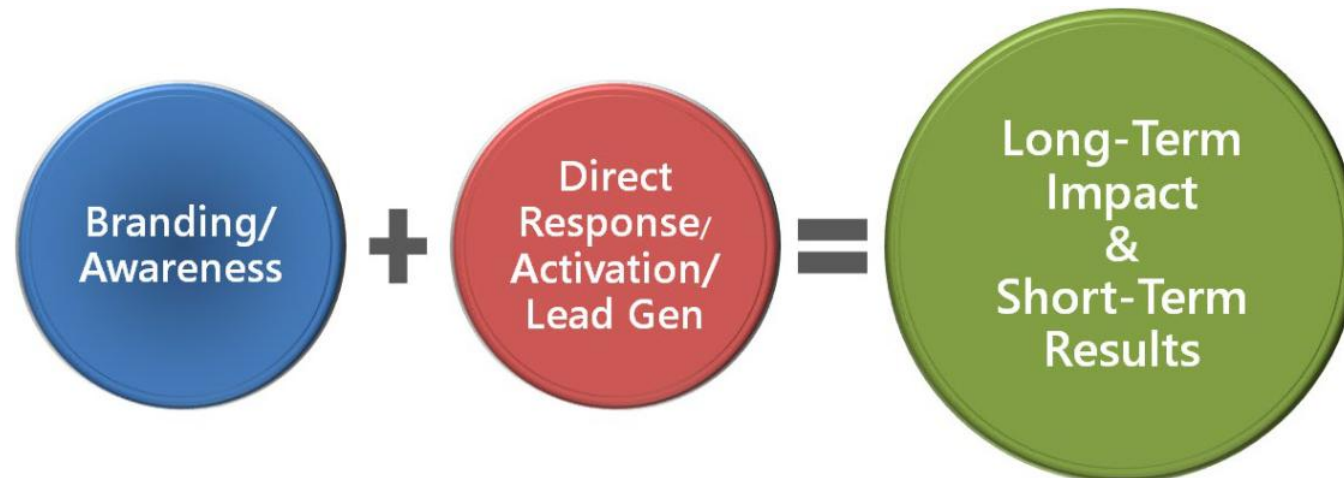
- **Direct Response (Lead Generation, Qualification)**
  - **Basic Formula: Use data to find audiences and use content to qualify and activate or convert a lead**
  - Timing and messaging activate targets based on the "promise" of participation
  - Advertisers must measure impact of all touchpoints involved in the conversion
  - Discuss with clients…
    - What touchpoints influence the response and what happens after activation
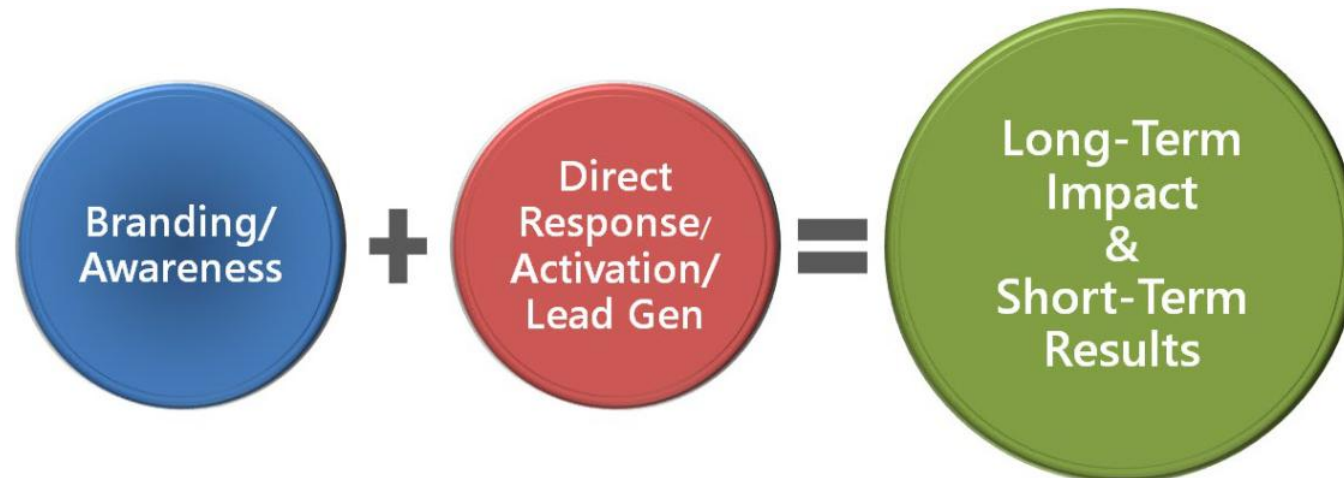
Digital Marketing Metrics

Campaign Metrics

Paid/Display Media

- **Impression Delivery**
  - Reach, Frequency
  - Clicks, CTRs
  - Post-Click Actions or Conversions
  - Post-Impression or View-Through Conversion
  - Interaction Rates
  - Time Spent
  - Video Completion Rates

Social Media

- **Loyalty**
  - Followers
  - Likes, Shares
  - Retweets, Pins
- **Sentiment**
  - Brand Mentions
  - Posts, Comments
  - Sentiment
  - Sharing

Email

- **Messages Sent & Delivered**
- **Hard/Soft Bounces**
- **Unsubscribe Rates**
- **Open Rates**
- **CTRs**
  - By Sent
  - By Delivered
  - By Opens
  - Total vs. Unique Clicks
- **Conversion Rates**
  - By Delivered
  - By CTRs

Site/Search KPIs

- **Time Spent**
- **Page Views**
- **Pages/Visits**
- **Leads Captured**
- **Leads Qualified**
- **Shopping Cart $$**
- **Bounce/Abandon Rates**
- **Visits/Clicks to Activate/Purchase**
- **Search Activity**
  - Branded vs. Generic Keywords
  - Keyword Phrases

Campaign Performance Dependencies

	Performance Advertising	Awareness/Brand Advertising
Goal	• Drive ROAS	• Drive brand favorability, preference
Mechanism	• Remind people what they already know about your brand	• Lead people to think or feel something new about your brand
Theory	• Recency, more influence the closer the ad is delivered to the decision	• Inspire to top of funnel, frequency drives memory
How	• Data identifies intent, in-market	• Broader reach, new segments, beyond current users
Drivers	• Efficient CPMs, targeting	• Creative and brand narrative
Evidence	• Higher volume of lower funnel activity, decrease CPAs	• Higher conversion rates over time, higher brand favorability scores, brand searches, social activity
Measurement	• Behaviors indicating conversion, landing page activity	• Surveys that prove brand lift, site and social activity

Campaign Execution Criteria

	Lead Gen/Qualification/Nurturing	Awareness/Branding
Creative	• Call-to-Action (Verb + Benefit) • Messaging Aligns with Journey	• Compelling, Impactful, Engaging Creative
Targeting	• Specific Audience Segments e.g., Look-Alikes, Re-Targeting, In-Market • Content/Geo/Day-Parts	• Broader Reach • Expand Audience Segments • High SOV within Endemic Content
Placements	• Cross-Platform, Email, Social In-Feed • Paid Search	• High Impact Placements • Placements Across Platforms
Ad Size, Format	• Variable	• Bigger, Native, Video
Frequency	• Lower	• High
Other Variables/ Considerations	• Combine w/Branding • Testing/Optimization Required	• Native Ads, Content Marketing • Sponsorships
Metrics	• CTR, CPA, CPL, CPV • Performance/Conversion Metrics (e.g., sales, downloads, registrations)	• Interactions, Post-Impression Activity • Site KPIs, Brand Lift, Keyword Mapping

➢ **The Journey to Purchase**

➢ **Mapping the Buyer's Decision Process to the Journey**

➢ **Defining Attribution**

➢ **Attribution Models**

➢ **Exercise**

The Journey to Purchase

Develop Evaluation Criteria, Competitive Evaluation

Explore Potential Vendors, Demos

Assess Options, Selection, Negotiation

What Triggers Awareness, Prospect's Mindset

Client Relationship, Customer Experience

Awareness Get Traffic

Consideration Get Leads

Nurture Preference/ Decision

Purchase Decision/ Conversion

Advocacy, Retention/ Renewal
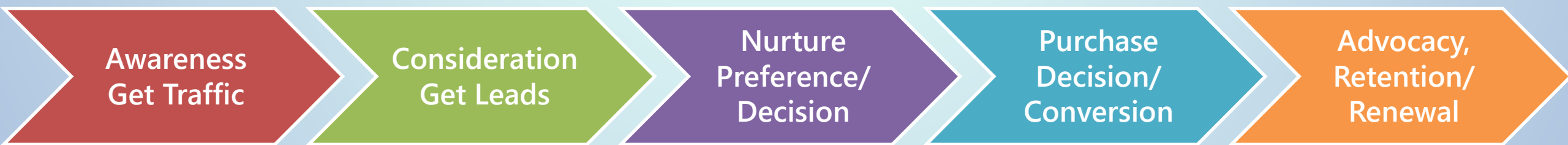
Mapping Consumer Journey to Purchase

Needs-based Trigger or Stimulus

Search

Research

Discovery

Get Help

Share

Compare

Inspirational Trigger or Stimulus

Evangelize

Use

Personalize

Trust

Friend

Decide

Purchase

■ Web Publisher ■ Company Website ■ Mobile ■ Real/Virtual Event ■ Call Center ■ Social ■ Print

Source: Forrester Research
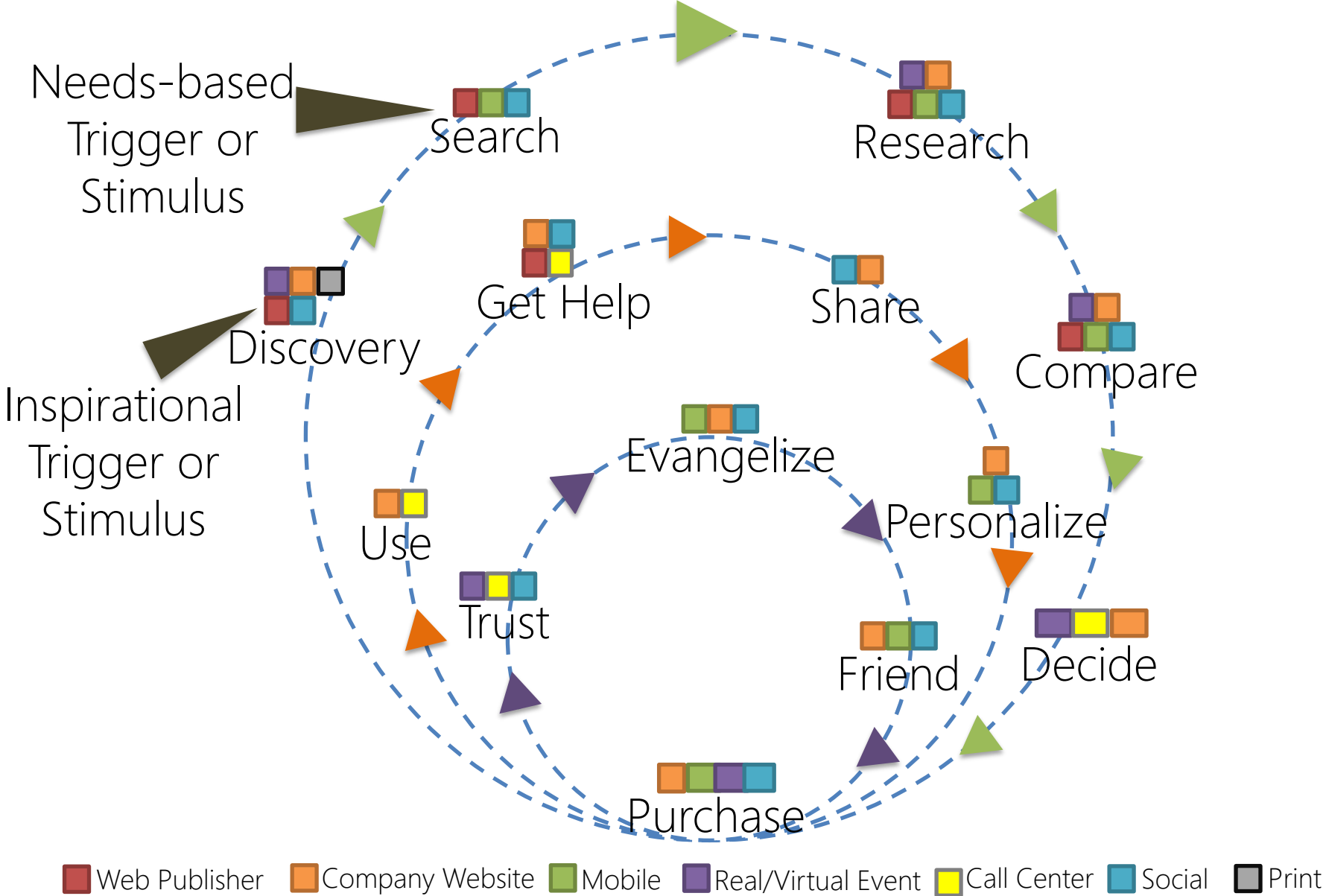
Today's customer journey map

This illustration represents the complex journey customers may take during the sales process.

= Web   = Events   = Peers   = Email
= Company website   = Sales   = Social   = Digital

AWARENESS   **CONSIDERATION**   **PURCHASE**

SHARE

SEARCH

COMPARE

PURCHASE

INBOUND

PEER REVIEW

TRUST

BUYERS

DECIDE

RESEARCH

DISCOVER

SHARE

INFLUENCERS

EVANGELIZE

TRUST

RESEARCH

Source: Forrester Research

Measure the Customer Journey
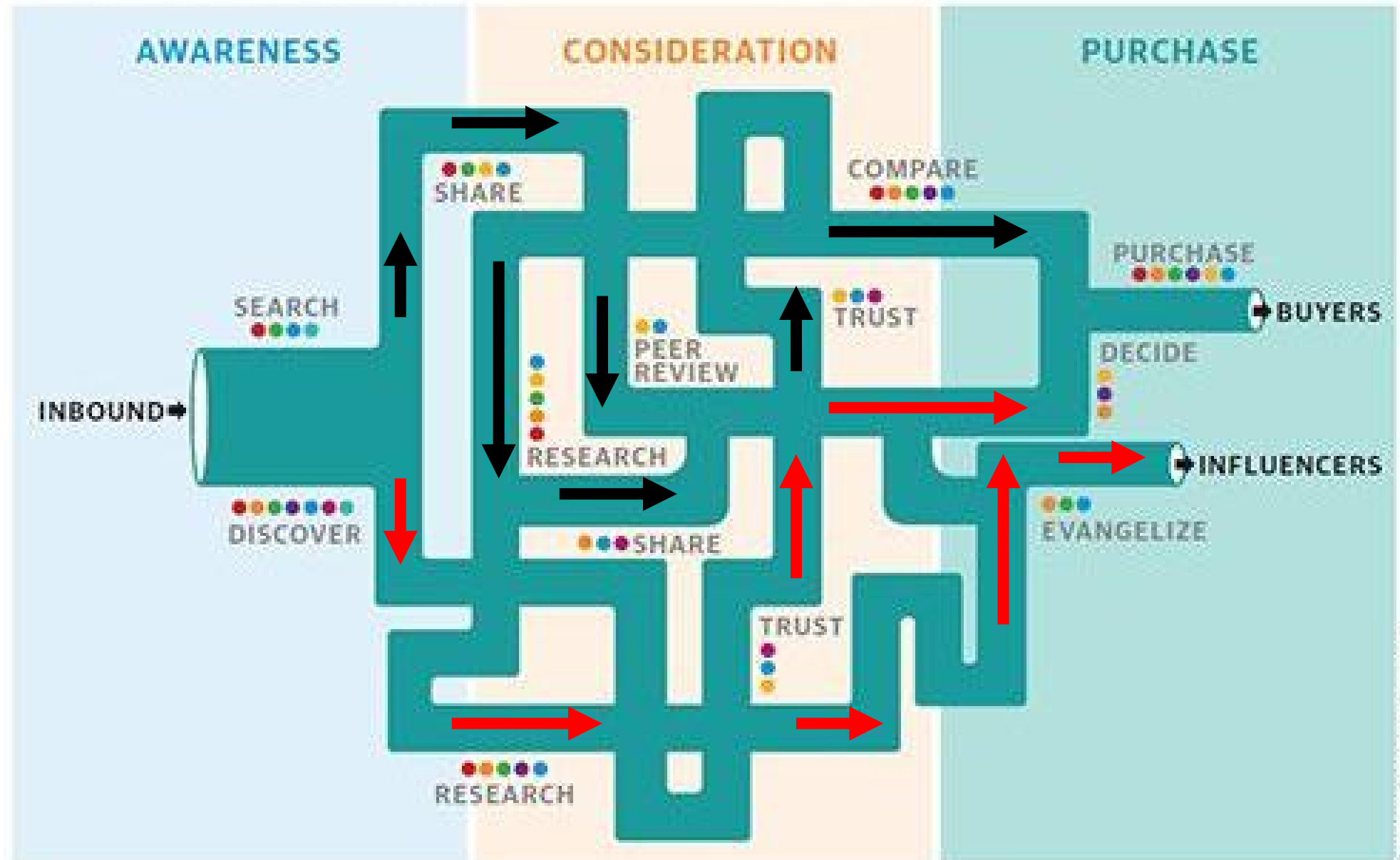
ATTRIBUTION — Give credit to each interaction that drives a desired action

➢ Balance the role of display ads (creates interest) & the value of search (intent)

➢ Factors include recency, frequency, position, sequence or path of events, type of engagement with each, cookie deletion

➢ Issues combining offline and online touchpoints, the impact of media types

Touchpoints

?	?	?	?	?	?	?	?	?
Display/Native	Search	Social	Conferences/Events	Sponsored Content	Webinars	Email	Apps	References/Guides

First Touchpoint Attribution
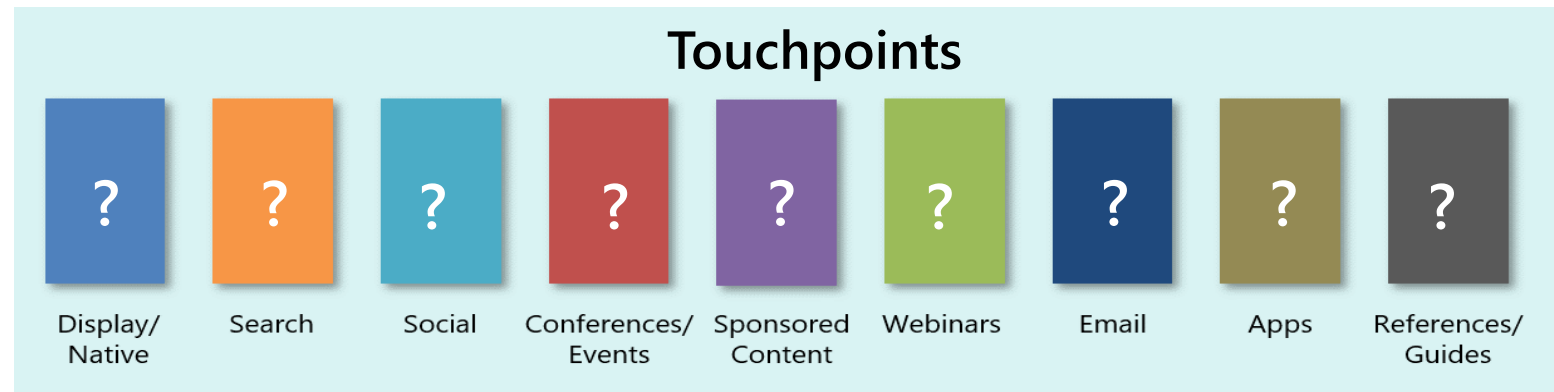
- ## All Credit Goes to First Touchpoint
  - Doesn't take into consideration any other engagements beyond the first touch
  - Reflects where the decision journey starts

Last Interaction Attribution
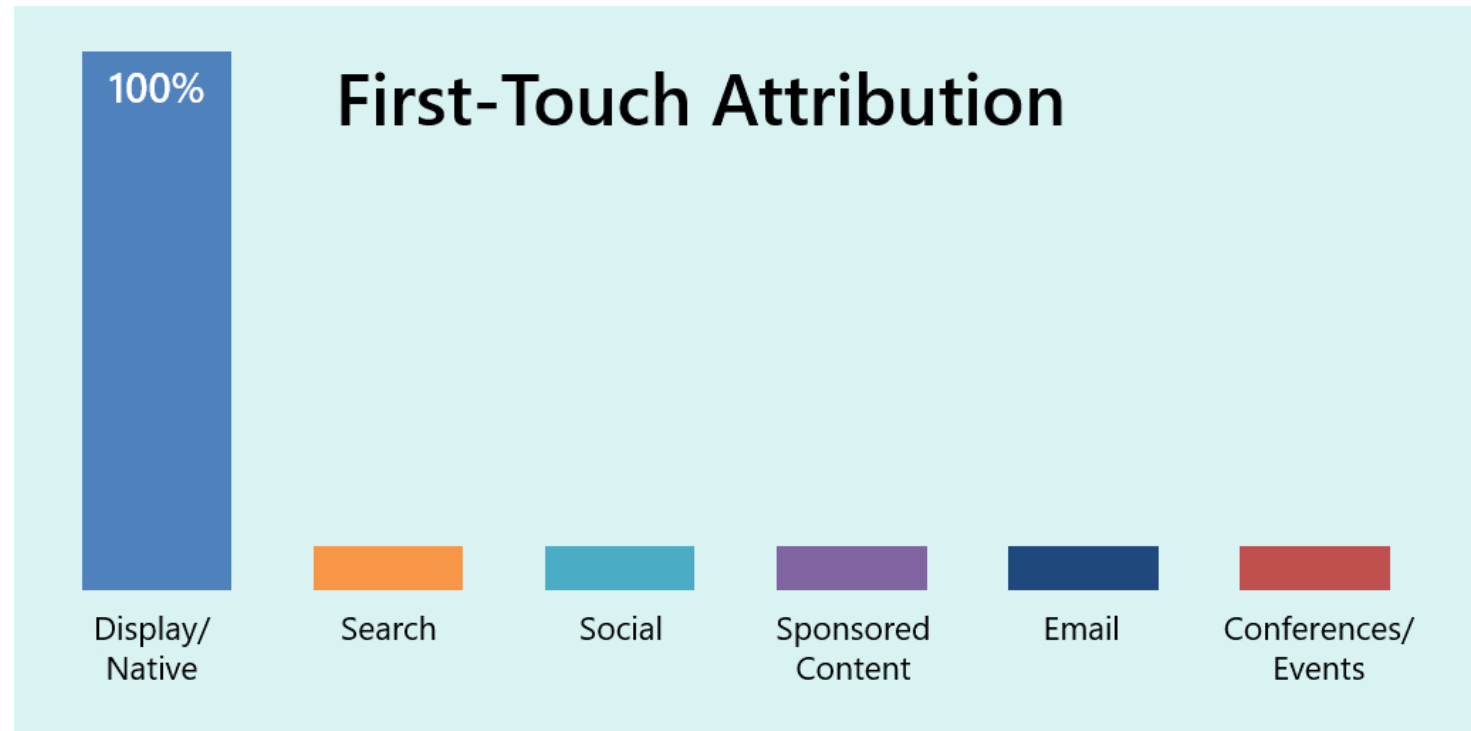
- ## All Credit Goes to Last Interaction
  - Doesn't take into consideration any other engagements the user may have with the company's marketing and advertising efforts

Linear and Time Decay Attribution
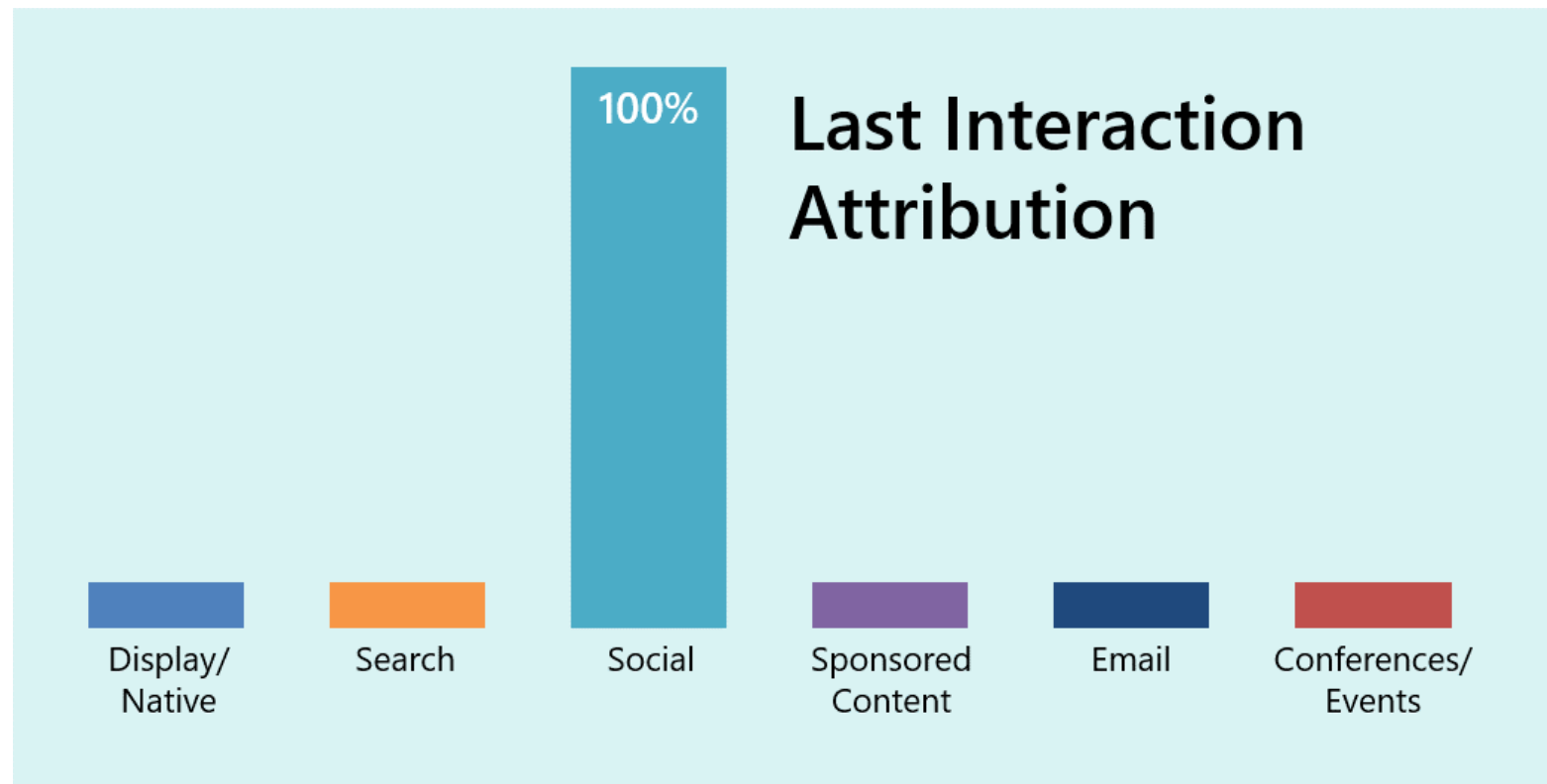
- **Equal Credit to Each Touchpoint Along the User's Decision Journey**
  - Each touchpoint has same importance

Linear Attribution

16%	16%	16%	16%	16%	16%
Display/Native	Search	Social	Sponsored Content	Email	Conferences/Events
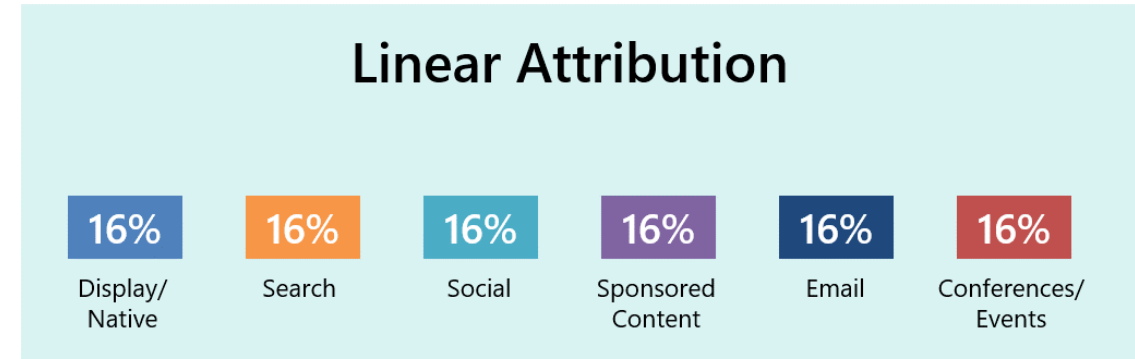
- **Touchpoints that Occurred Closer to the Time of Conversion More Credit than Earlier Touchpoints**
  - Recency factors/interactions worth more

Simple Decay Attribution

Display/Native	Search	10% Social	16% Sponsored Content	25% Email	40% Conferences/Events
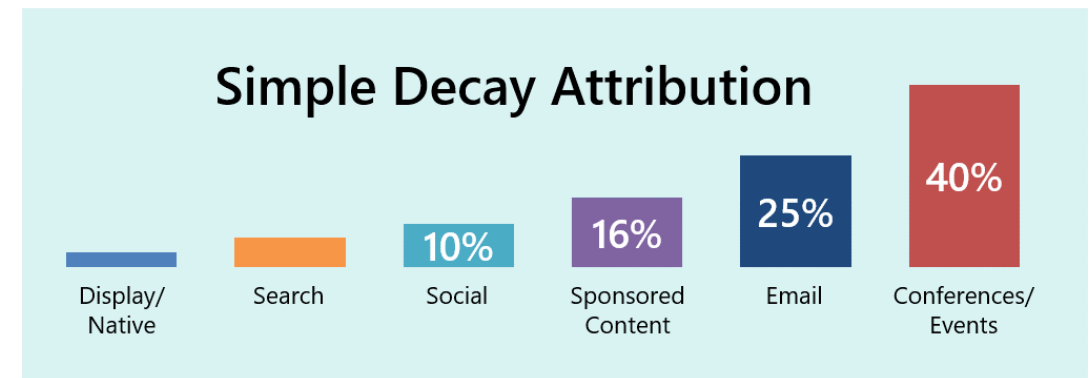
➢ **Review BridgeTower Digital Solutions**

  ➢ **Review How to Align Digital Solutions to Marketing Strategies**

    ➢ **How SEO Works**

  ➢ **Exercise Client SEO Review**

➢ **Exercise**

BridgeTower Marketing Solutions

Webinars

Event Sponsorship

Native Content

Custom Research

Cobranded Emails

Search Marketing

Social Advertising

Targeted Marketing

Display Advertising

Custom Content

Custom Email Programs

Custom Website

Daily Newsletter
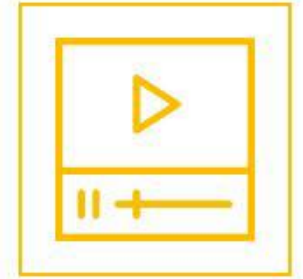
Custom Video

Align BTM Solutions with Client Objectives

- Display/Video Ads
- Native Ads
- Content Marketing
- Social Media
- Virtual Shows
- Search

Branding/Awareness, Inspiration for Consideration, Investigate Solutions, Stimulus or Preference, Compare/Evaluate Vendors

1. _____
2. _____
3. _____
4. _____
5. _____

- Targeted Ads
- Email Campaign
- Personalized Interactions
- Social Promotions
- Podcasts, Webcasts
- Search

Lead Generation/ Qualification, Purchase Intent, Purchase/Issue POs

1. _____
2. _____
3. _____
4. _____
5. _____

- Re-Targeting Audiences
- CRM Emails
- Social Media
- Customer Events
- eLearning

Customer Loyalty, Advocacy, Re-Activation

1. _____
2. _____
3. _____
4. _____
5. _____

Prospect/Unknown Customer

Promotion/ Activation/ Direct Response/ Lead Gen	**Branding/ Awareness**

Marketing Strategy

Buy Now

Buy Later

One-to-One/ Triggered Messaging	**Build Relationships**
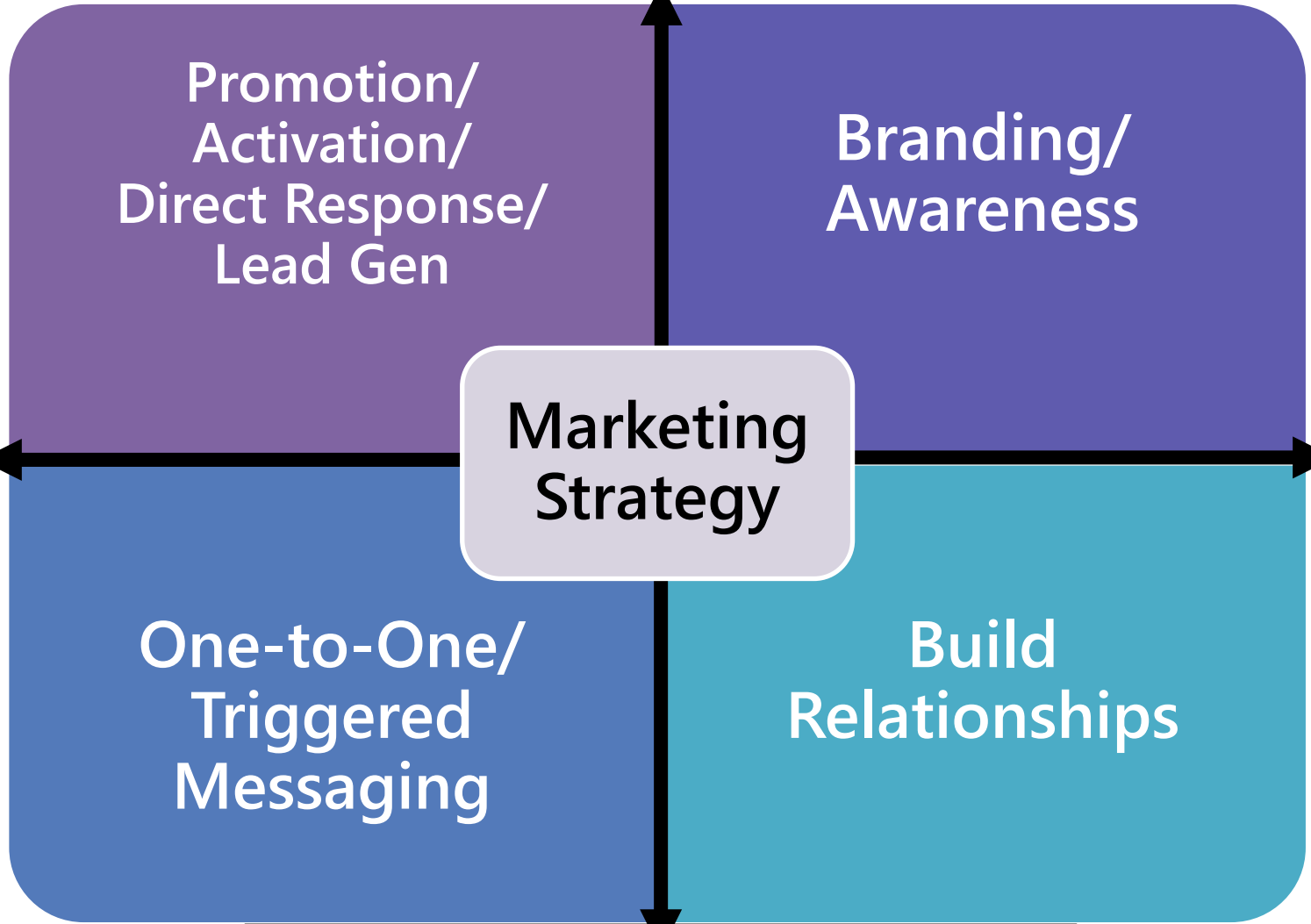
Known Prospect/Customer

1. _____
2. _____
3. _____
4. _____
5. _____

1. _____
2. _____
3. _____
4. _____
5. _____

1. _____
2. _____
3. _____
4. _____
5. _____

1. _____
2. _____
3. _____
4. _____
5. _____

Search Marketing

Search Marketing
- SEM/PPC
- SEO/Organic
  - On-Page SEO — Keywords to Find Pages
  - Technical SEO — Website Structure, Mobile Friendly, Indexing, Speed
  - Off-Page SEO — Site's "Authority" Backlinks
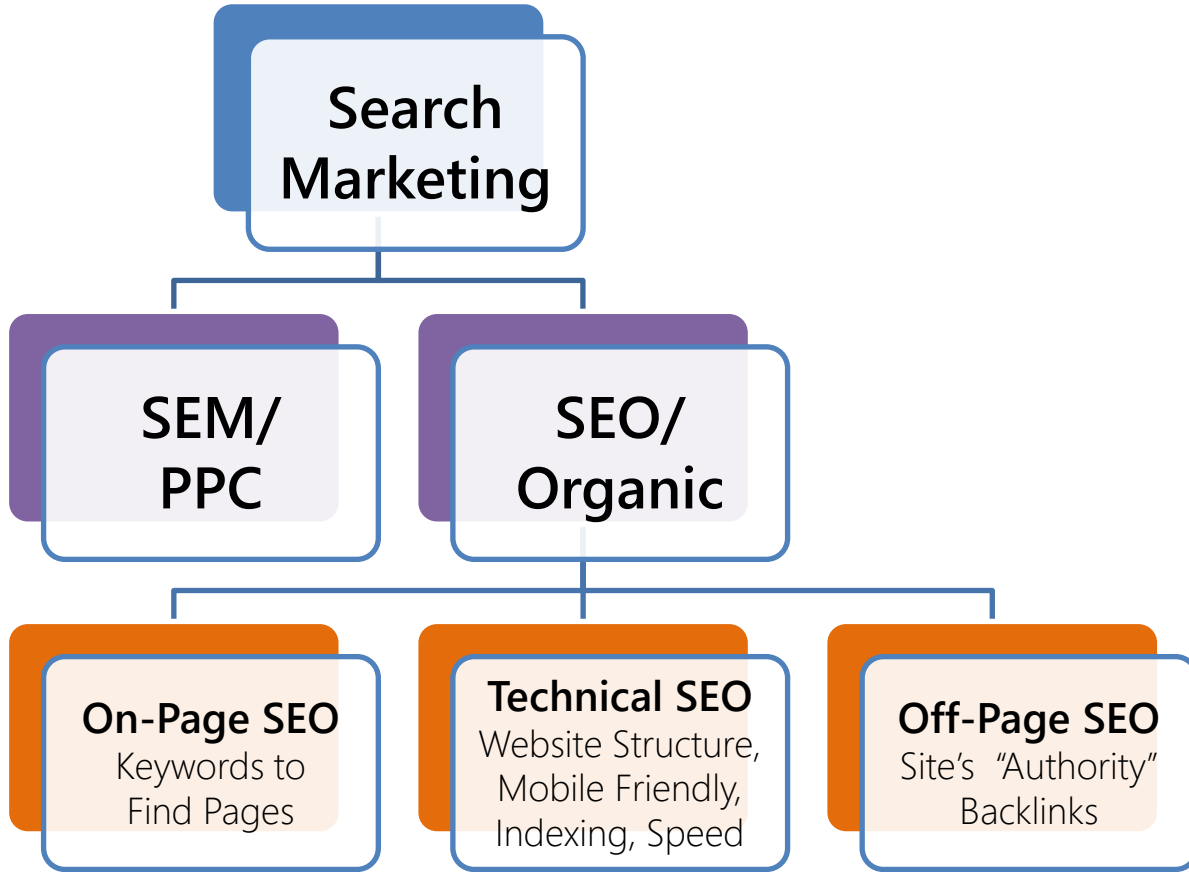
- **Help Brand's Presence in Search Results**
  - Increase search visibility
  - Improve rankings on SERP
- **Drive More Site Traffic**
  - Know audience's needs, how they search throughout their buying journey
  - Use research to find most popular/ appropriate search terms/phrases
  - Use keywords to target through SEM
  - Use content to find audiences with organic efforts (optimized site)

Search Marketing – SEM vs. SEO

	SEM	SEO
Search Results	Appear/marked as ad, can have ad extensions	Appear in organic results, can have snippets
Costs	Pay each time user clicks on listing (amount is based on auction and competitiveness of keywords)	Pay nothing for listing Pay for SEO expertise/ consultants
Visibility	Shown to targeted audiences	Shown to anyone, can't target who sees listing
Results	Immediate	Takes time
Value Over Time	If budget is maintained, pay for results	A lot, grows, creates lasting results
CTR	Lower	Higher

Search Marketing Considerations

Search Marketing
- SEM/ PPC
- SEO/ Organic

	SEM	SEO
What is Competition Doing	There is a lot of competition for target keywords, what terms drive traffic	There are content gaps to fill
How Well Known is Target Audience	Not known well, need to test ideas for products/ services	Know your target, long-term value and demand
How long is the buying journey	Short, or customers know what they want, search to compare/buy	More considered purchase decision, research longer
Age of business, product or website	New, little online presence	Established, have online authority
Status of site's SEO	Use SEM if website needs a lot of work to improve SEO results	Website is stable, optimized

Why SEO is SO Important – Stats for 2021

- **93% of online experiences begin with a search engine.**

- **57% of B2B marketers stated that SEO generates more leads than any other marketing initiative.**

- **81% of people perform some type of online research before making a large purchase.**

- **47% of consumers view 3-5 pieces of content created by a company before talking to a salesman from that company.**

- **72% of online marketers describe content marketing as their most effective SEO tactic.**

Why SEO is SO Important – Stats for 2021

- 75% of people never scroll past the first page of search engines.

- 61% of internet users do research on a product online before making a purchase.

- Leads from search engines have a 14.6% close rate, outbound leads (ex. cold-calling, direct mail, etc.) have a 1.7% close rate.

- 70-80% of people ignore paid search results, choosing to only click on organic search results.

- Bounce rates increase by 50% if your website takes 2 seconds extra to load.

How SEO Works

- **Search Engines Crawl and Analyze Content**
  - Sites need to be accessible, optimized for navigation
  - Sites need to load fast, provide a compelling user experience
  - Each page, unique URL, title and description tags
  - Content validated by "authoritative" external links

- **Sites Need Compelling Content to be Found**
  - Answer the searcher's query
  - Different content formats and types (text, images, video)
  - Content validated by "authoritative" external links (back links)

- **Keywords Fuel Site Traffic and Business Outcomes**
  - Understand which keywords drive attract searchers
  - Analytics will highlight keywords

How SEO Works

- ## Rankings
  - Content is indexed and pages are organized and stored
    - Note searching is not "real time" bots finding content but retrieving page from database of indexed pages
  - Retrieved pages are ranked based on how well the page answers the search query, the quality/authority of the page, and other factors (sharing)
    - Google constantly changes their algorithms for how they rank pages

Mozlow's Hierarchy of SEO Needs

Improves competitiveness

Improves competitiveness

Snippet/ schema markup
to stand out in SERPs

7 "Featured" Content Summary

Title, URL, & description
to draw high CTR in the rankings

6 HTML, Meta Data Optimized

Share-worthy content
that earns links, citations, and amplification

5 Trusted Content

Great user experience
including a fast load speed, ease of use, and compelling UI on any device

4 User Experience

Keyword optimized
to attract searchers & engines

3 Keywords Optimized

Compelling content
that answers the searcher's query

2 Relevant Content

Essential to rankings

Crawl accessibility
so engines can reach and index your content

1 Site Hierarchy

Why Do You Want to Talk to Your Clients About SEO???

ACADEMY
of Digital Media

Thank You!

Leslie@AcademyDM.com