

In a so-called digital world, why is digital advertising so hard to sell?

Presented by:
Kelley Sparkman
Partner
LaunchPad Media Management





About Me

- Partner at LaunchPad Media Management
- Assist clients in managing over \$500 Million annually
- Avid fly fisherman
- Soon to be first time dad
- Has a brother-in-law from Stillwater Minnesota



My goal for today

As partner at LaunchPad I am exposed to 100+ media companies a year and have the luxury of being able to observe from the outside some of the best practices at each organization. I hope to share a few tidbits of knowledge I have gained along the way as it relates to the digital advertising.

Lets get this out of the way....

Print is not dead “BAD PRINT” is!

airbnb



WebMD





Sales Team Structure

- **Dedicated Digital Team**
 - Requires upfront capital
- **Existing Sales Team**
 - Where most companies fall



Dedicated Digital Sales Team

- This team must be managed completely independent of print/events team
- Run more like a call center
- Very little face to face interaction with customer
- Passes on leads for larger integrated packages
- Typically targets a wider range of prospects
- Quota driven



So why is selling digital advertising so hard?

- Lack of Education/Training for Sales Team
- Requires Different Sales Approach
- Complicated Menu of Options
- Setting Proper Expectation
- Understand Your Industry Benchmarks



Lack of Education / Training

- Charge marketing or product development with task of educating reps
- Role Play
- Have media kit or published rate card



Requires Different Sales Approach

- Eliminate “Value Add” from your vocabulary
- If not pitching integrated package you can’t afford to meet face to face
- Use GoTo, WebEx, etc
- Bring tablet or laptop device to meetings should you get chance to present
- Set goals/budgets for digital; do not lump



Complicated Menu of Options

- Digital products are being created and released at a rapid pace you must scale back
- Reduce existing inventory and raise prices
- Spend time internally tracking success or failure of products with those who create it
- Unbundle placement offerings
- Ditch CPM if market allows



Setting Proper Expectations

- Be careful when talking about site traffic versus performance of the ad
 - Our website gets 1 million hits a month!
- Understand the value of targeted email blast
 - Why would I want to send to 300 people and not 10,000?
- Be able to report back on performance of expectations that were set



Understand Your Industry Benchmarks

- Collaborate with likeminded organizations to gather meaningful benchmarks
- What constitutes a successful campaign?
- Views vs. Click Thru
- Relay these benchmarks to sales so they can set proper expectations



Questions?



Contact Me

Kelley Sparkman

214-969-7300 Ext 121

ksparkman@mediaintranets.com

Website:

www.launchpadmediamanagement.com

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