

**Yes! I want to sell
online advertising...
*but I'm completely lost.***



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I don't get it

Secret codes:

URL, SEO, SMS

Odd terms: optimization,
widget, rails, flash,
analytics, impressions,
views, hits, tags



Print is easy

Advertisers understand the benefit of print because they've used it and it's worked



Print is stable

Advertisers can hold the newspaper in their hands, touch their ad, and the ad never moves off the page



The known zone

Sales reps stay focused on primary products, bundle online with print, or use it as value added



Unknown Zone

The terminology may not be second nature, but unless you move forward, you're locked in with few choices



Imagine

You're trapped in a tower, you'll be there for a ***long*** time. You can have only ***one*** media. Which one would you choose:

Radio

Television

Cell phone

Newspapers

Kindle with unlimited books

Computer with internet access



Maybe you didn't choose internet

But a majority of your
customer's prospects did

They wouldn't want to live
without it

Can your advertisers afford
to create marketing
campaigns without online?



Clients survive with good strategy

They purchase when they
perceive real value

They rely on you to present the
options and communicate that
value



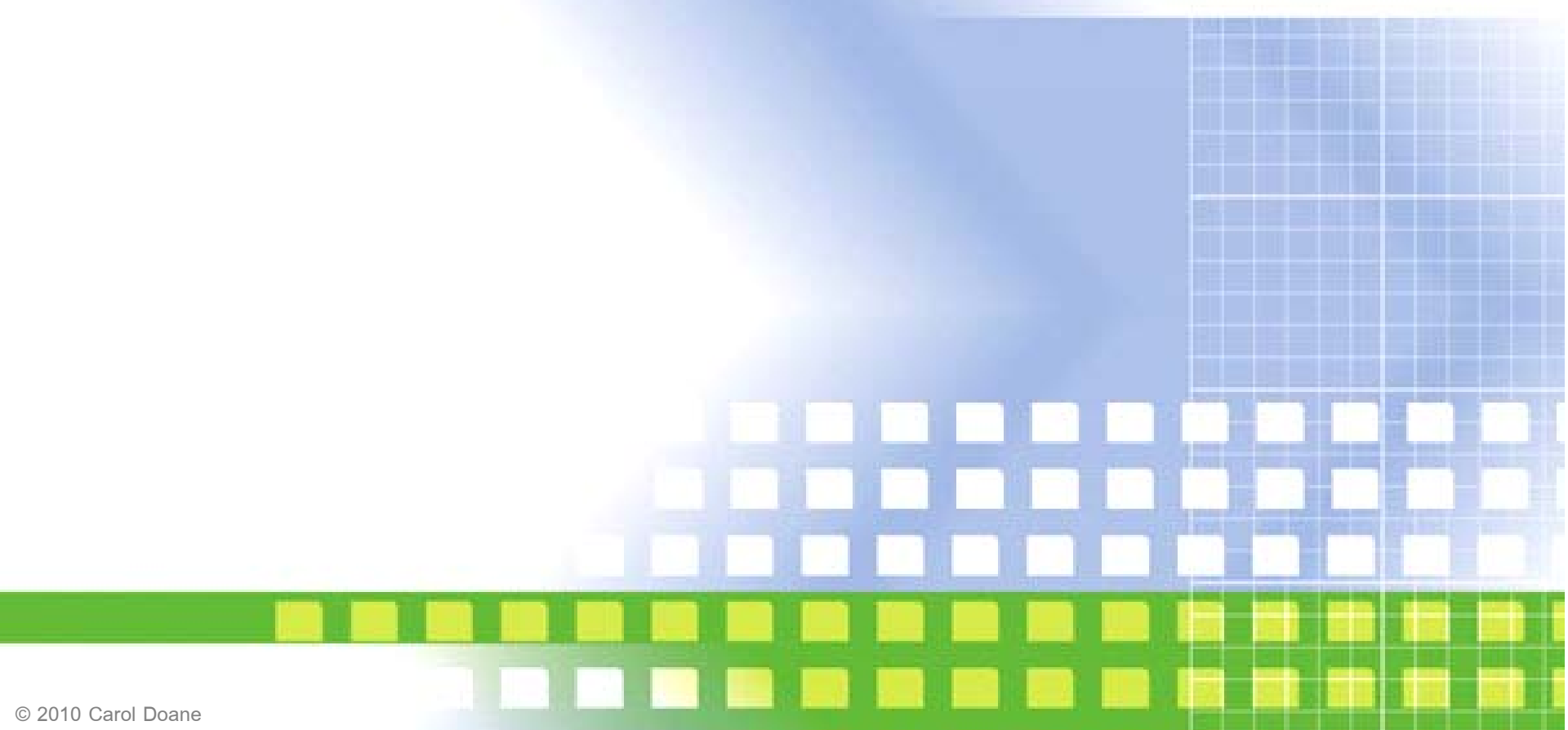
But, just wait

*Online advertising is still
confusing—to me and the
customer*

*And nobody knows if it
works*

(Nobody?)

I want to know. Do online ads work?



Yes.

Online advertising
boosts retail sales an
average of 9%

Research: comSCORE
and dunnhumbyUSA

via Media Week

Professionals

making advertising
decisions chose:

Internet 92%

Print 88%

Radio 46%

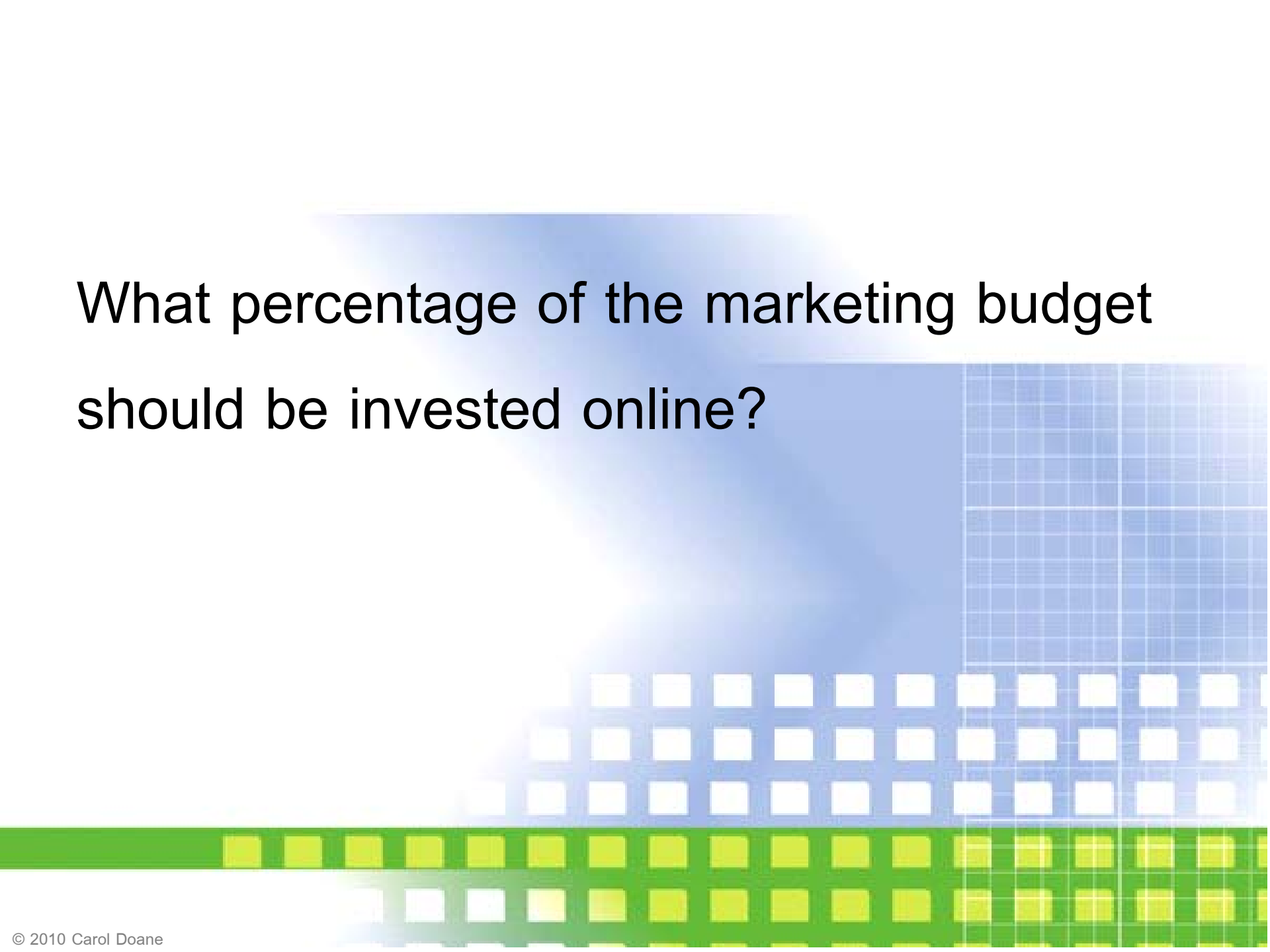
TV 46%

Cell-phone ads 39%

Research: Brandweek

When given
a choice, 42%
of consumers
chose the
Internet as
"most essential"

Survey: Arbitron, Edison Media



What percentage of the marketing budget
should be invested online?

10-15% of an
advertising
budget should
be allocated
for online

Study: Cross Media Optimization



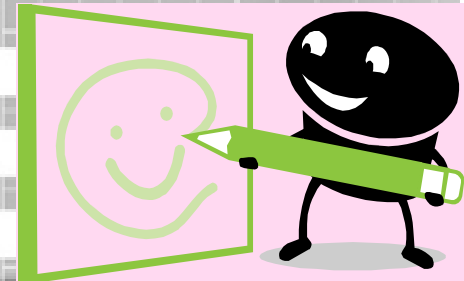
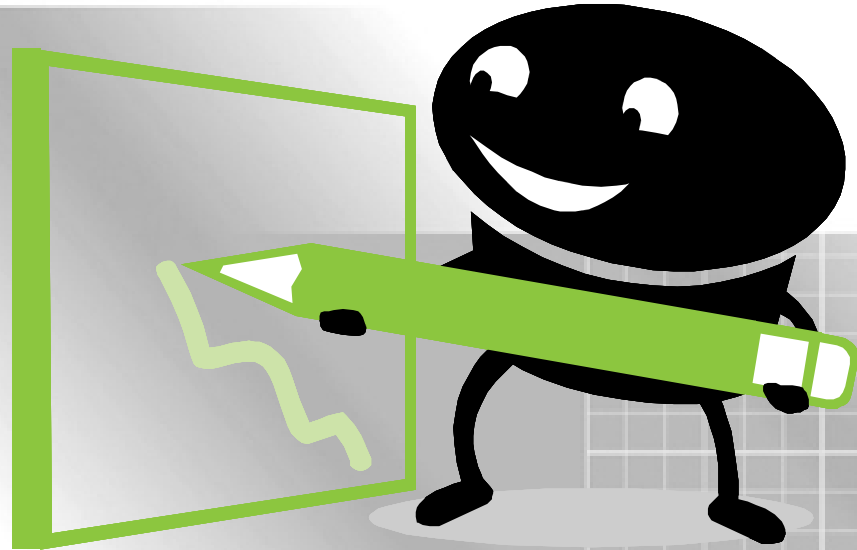
I know how to sketch a print ad.

How do I conceptualize an online ad?

Sketch out several frames

Storyboard it
like a movie

Create an ad
of moving
images that
communicate
the customer's
message



My Customer complains he's not getting
enough click thrus

80% of display
clicks come from
only 16% of
internet users

Web users who are
younger and lower
paid

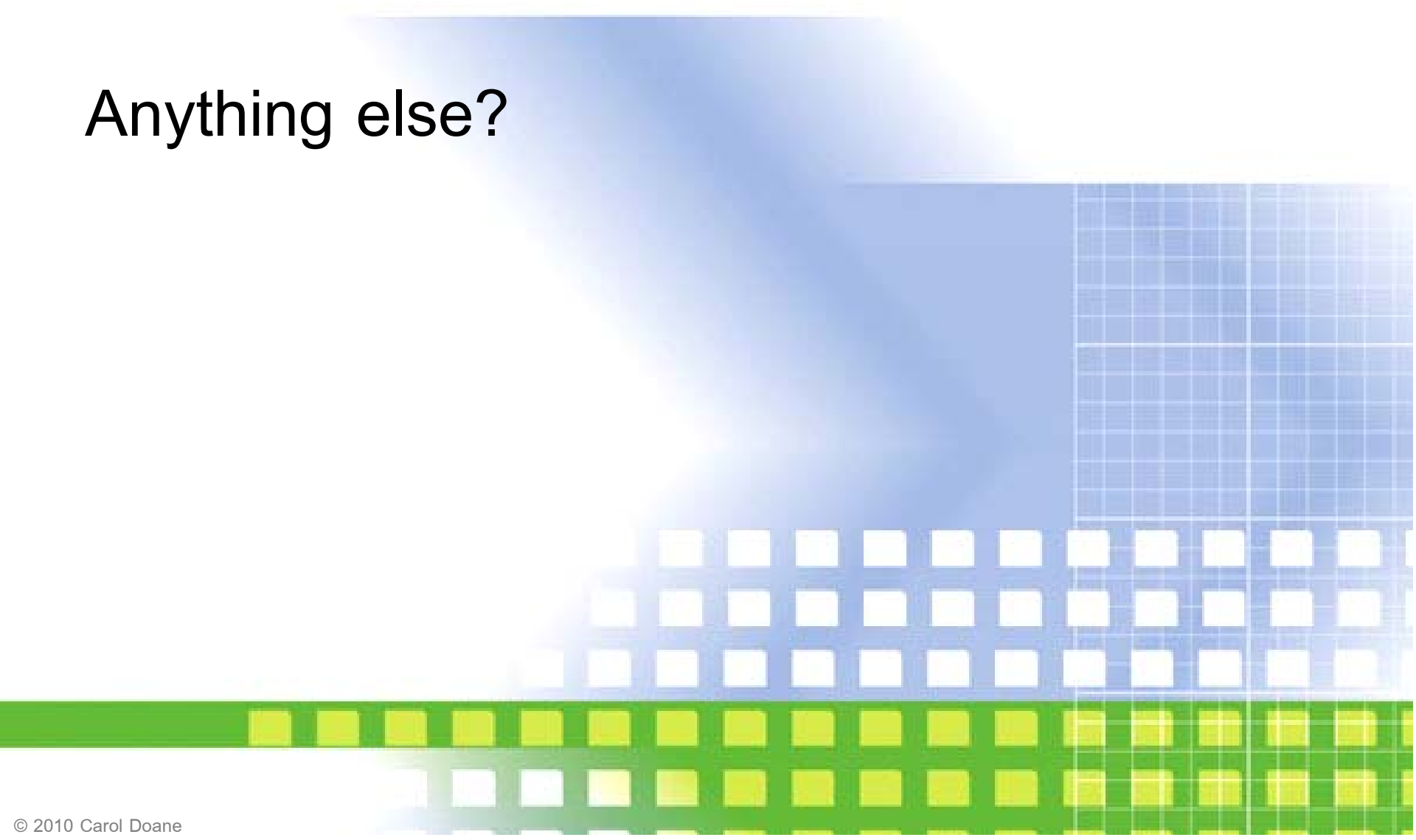
comSCORE and Publishers Association

Those who viewed
but did **not** click
drove the majority
of sales

Clicks don't
measure the
cumulative impact

comSCORE via Greg Stuart, CEO of IAB

Anything else?



Yes. We're going to have to go video

“The one big shift
in the next three
to five years is
going to be video
advertising”

Nikesh Arora, Google Global Sales via Reuters



Video?

Yeah



Oh, and next is mobile

And all those things that
haven't been invented. . .
yet



This isn't a static world or career

It's constantly bombarded
with new concepts. Evolving.

Grab the opportunity to
excel. . . *now*



Plan *your* strategy

Study

Practice

Learn

Practice, again



Start with small customers

If they say “No,” you lose small dollars, but you gain experience



**When you feel
confident**

Go after the 'big fish.'



Just make sure

You're talking to the real
decision maker



**Because unsold
online ads . . .**

Are just like disappearing
air time



Once an online visitor has left

There is no second chance
to recapture that page view

It's lost opportunity



Selling online is basic

Identify if the campaign is branding or call to action

Create a storyboard

Choose locked position (guaranteed) or roaming position (ROS)



Sell enough to be effective

As if you were selling
inserts into the paper

Minimum per day

Pulse don't dribble



Market yourself after the sale

Say, “Tell me about the
success of your
advertising campaign”

Know what is working,
adjust what isn’t, secure
testimonials



Be a media pro

Learn new terms

Practice

Improve your presentation

Never stop

Go, team!

Start, today





Thank you

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