



# Sales Managers Forum

Jody Epp

Semadic Interactive

jody@semadic.com

Skype:jodyepp



# Workshop Objectives

- ✓ Meet other people in the industry.
- ✓ Understand some of the changes in the media industry and how they are affecting advertisers spending.
- ✓ Learn some new techniques for hiring, profiling and motivating sales people.
- ✓ Understand customer profiling and how it relates to your market and sales cycle.



# Session Objectives

- ✓ Understand where we stand in the competitive market
- ✓ Who are our competitors and who is winning
- ✓ What can we do to compete and who should we target
- ✓ What about Google and Facebook

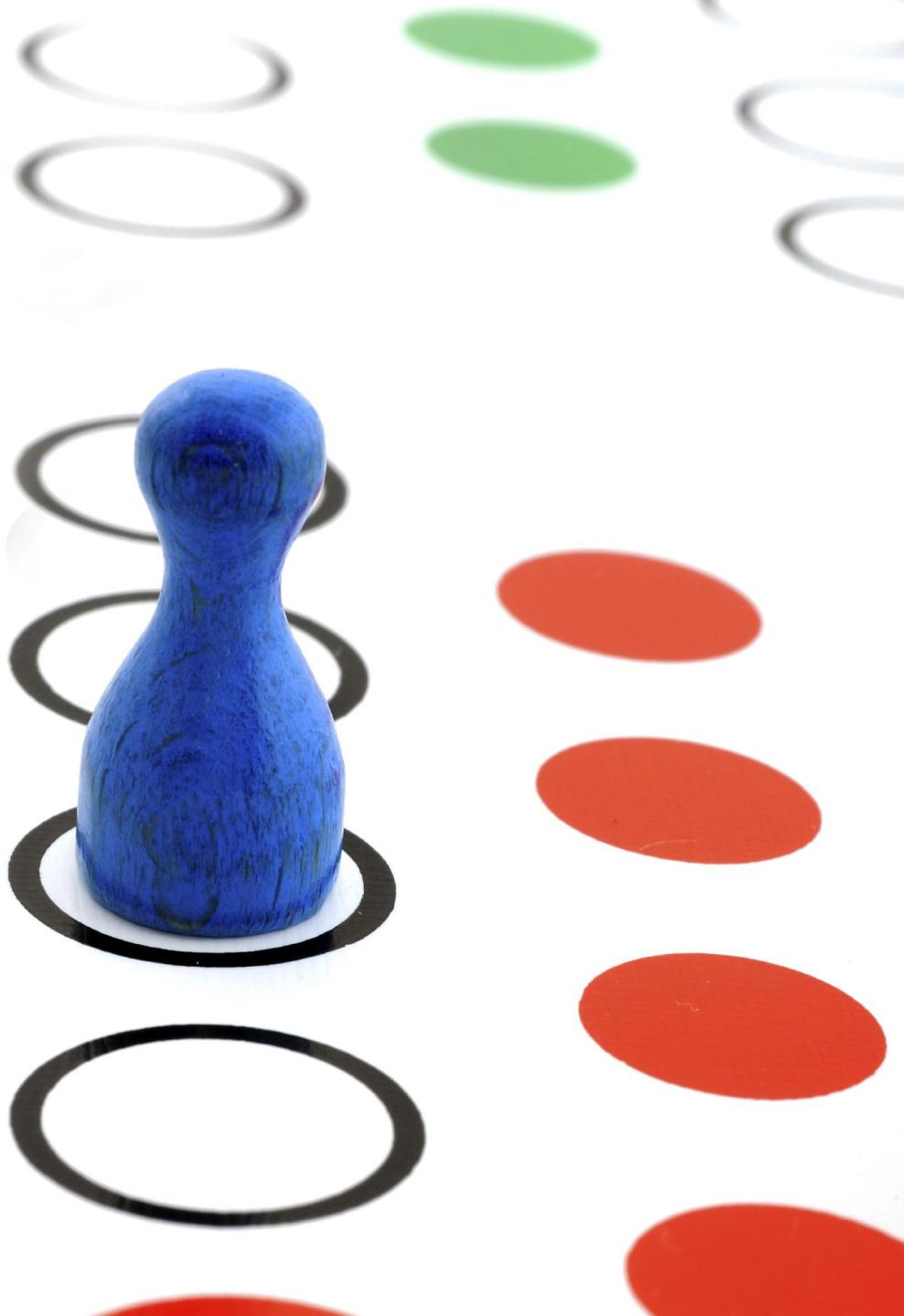
# Game Time

- Game Time
  - What people don't know.
- Tell one thing about yourself that the rest of the people at the table probably wouldn't know



# Table 1

- Each person has 2-4 minutes to show their site and what they are selling
- Also inform us of how you are doing and what will happen in the next 6 months



# Media

# Daily News

“Print ad spending continued to dwindle in the first half of 2012, even as overall media spending grew modestly, according to the latest figures from Kantar Media”

“According to Kantar, local newspapers saw ad spending decrease 1.9%, Spanish-language papers were down 2.5%, and national newspapers tumbled 10.7%. Consumer magazines saw ad spending fall 2.6%”

<http://www.mediapost.com/publications/article/182818/print-ad-spend-lags-other-media.html>

# Media

# Daily News

Internet, outdoor, and TV continued to be the top media categories making gains globally in advertising dollars.

For the second quarter, Nielsen's Global Adview Pulse says Internet advertising rose 7.2%; radio gained 6.6%; outdoor was up 4.7%; and TV added on 3.1%.

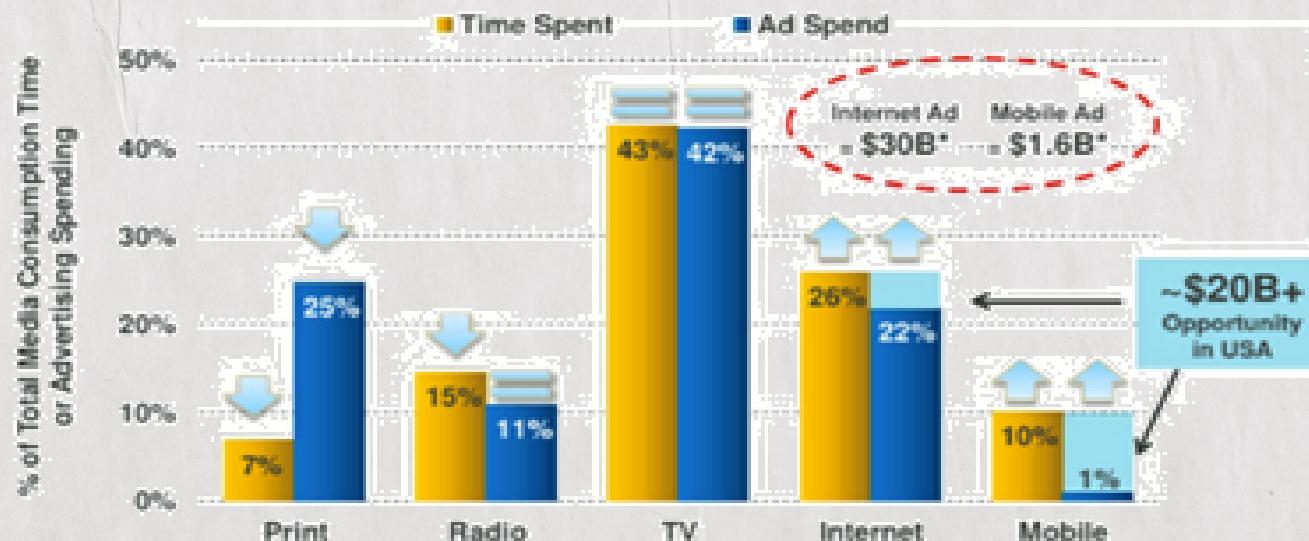
TV holds the biggest share of advertising dollars globally at 61%. (\$67 billion)

<http://www.mediapost.com/publications/article/185474/global-ad-dollars-up-tv-leads-internet-rises.html>

# Media

# Daily News

% of Time Spent in Media vs. % of Advertising Spending, USA 2011



Note: \*Estimated based on available advertising revenue in USA in 2011 per IAB. Mobile advertising reached \$1.6B per IAB. Print includes newspaper and magazine. \$20B+ opportunity calculated assuming Internet and Mobile ad spend share equals their respective time spent share. Source: Time spent and ad spend share data calculated 12/11. Internet and mobile ad dollar spend amount per IAB.

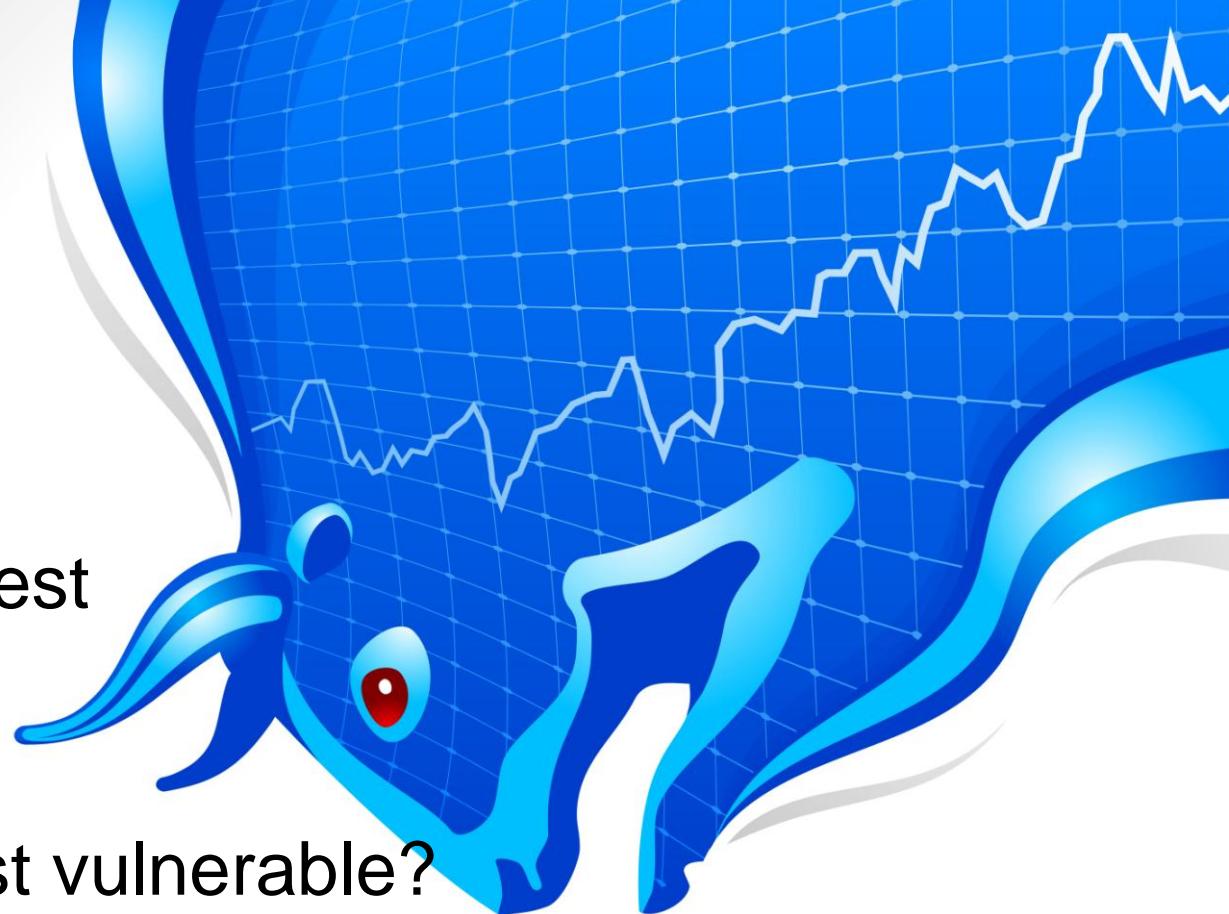
# Who takes the money \$\$\$



- TV
- Radio
- Print
- Magazines
- Directories
- Facebook
- Google
- Online
- Other

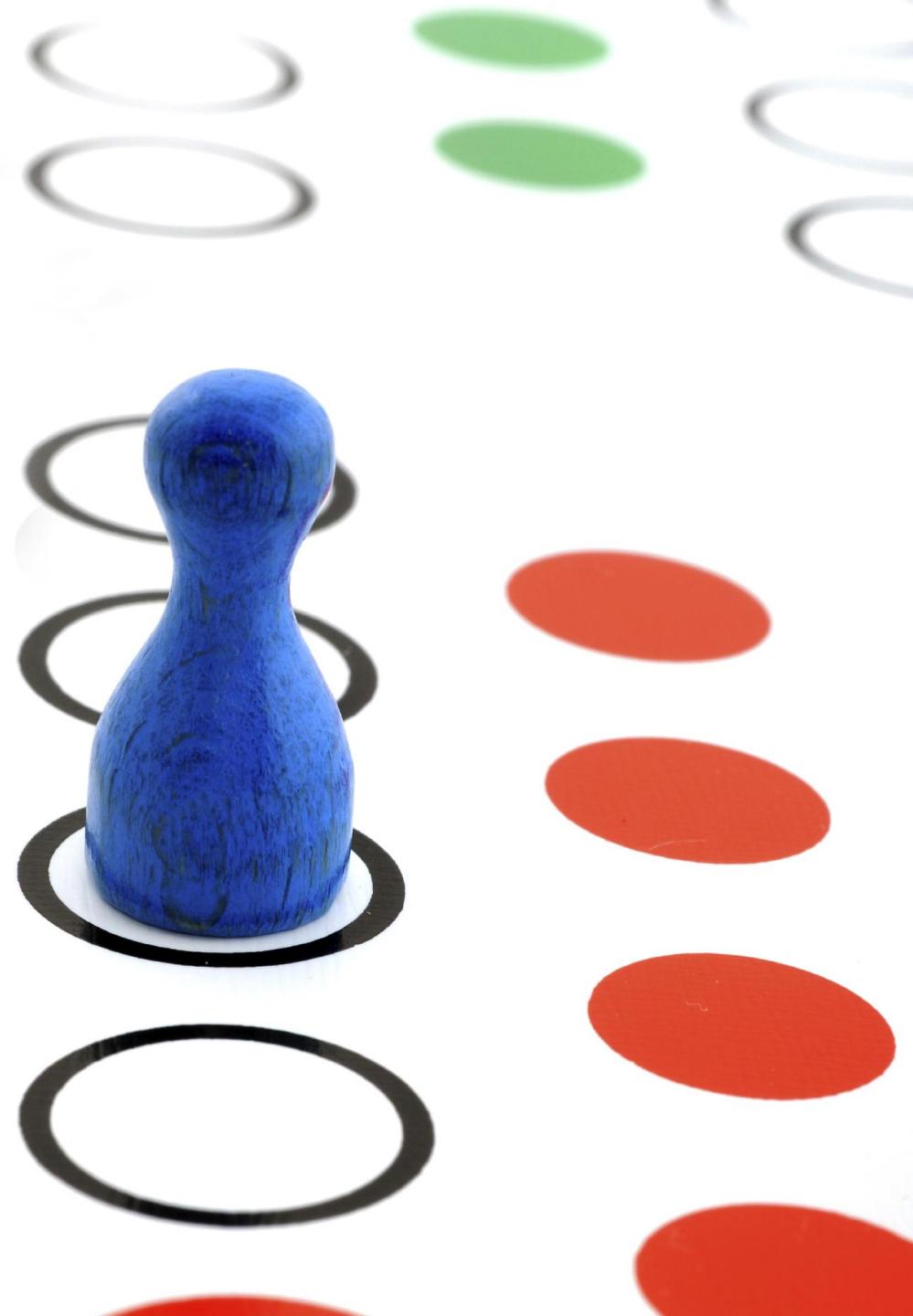
# What % of the market

- ✧ Of the media's mentioned who takes the greatest amount out of the market?
- ✧ Who is the most vulnerable?
- ✧ Who is gaining?
- ✧ Who do you target?
- ✧ How do they target you?
- ✧ How do you protect yourself?



# Group Task

- Pro's and Con's of each media?
- What are strengths and weaknesses?
- What is their USP?
- If you had to buy this media, what would you buy and why?



# Media

# Daily News

43% of retailers said they will raise online marketing budgets – investing in either mobile, social or email marketing channels during the holiday season.

<http://www.mediapost.com/publications/article/185986/retail-to-increase-email-mobile-social-marketing.html?edition=52888>

# What action can we take?



What can we do to take some market share from **TV**?

*What about Facebook?*

What products can we offer or do we offer that will make a **difference**?

What about **Google**?