

Selling Against Social Media

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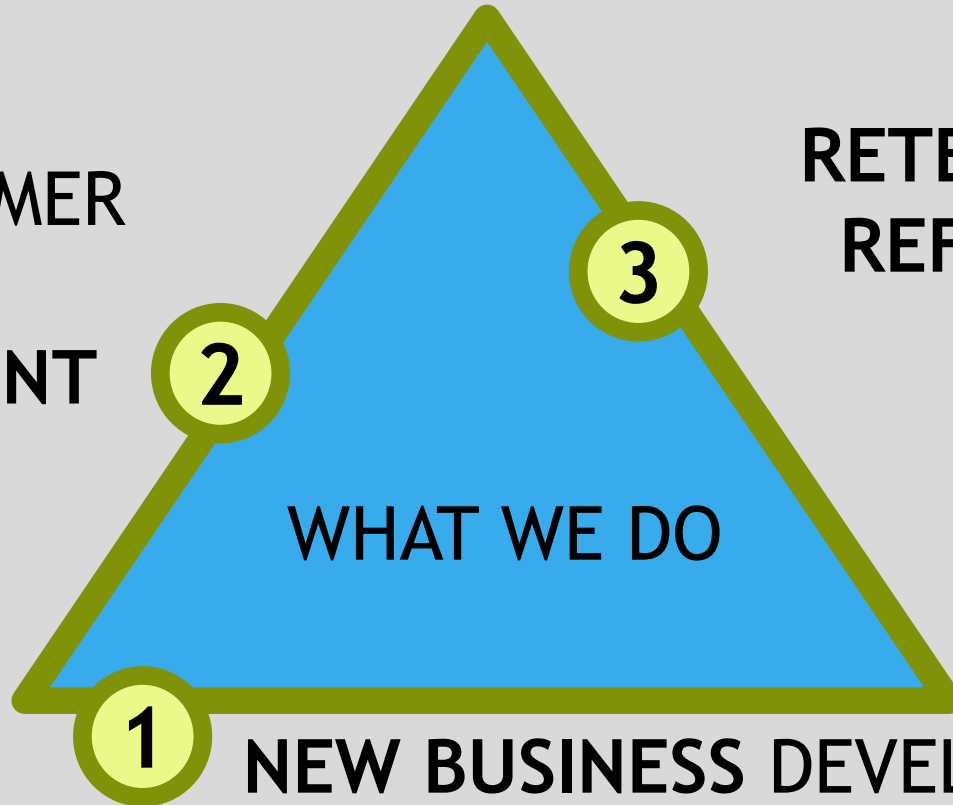


"Rvan, I have to say it was the most inspiring

7+ Hours of Ad Sales Training

**PAST CUSTOMER
RE-
ENGAGEMENT**

**RETENTION &
REFFERALS**



NEW BUSINESS DEVELOPMENT

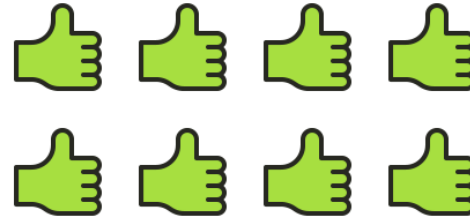
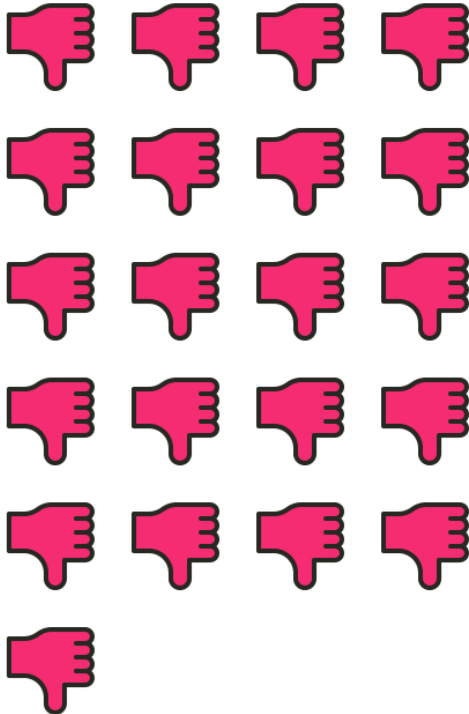


Idea #1:

Use print or digital marketing to balance out word-of-mouth or social.

Good News / Bad News

News of bad customer service reaches nearly **3 times** as many people as praise for a good customer service experience.



Source: Digital Donut

THE GOOD, THE BAD & THE UGLY



75%

of people have a good customer service experience at least once a month.

89%

get bad customer service at least once a year.



42%

have a bad customer service experience at least once a month!

Source: Digital Donut

**You have to advertise
in multiple ways on
multiple days.**

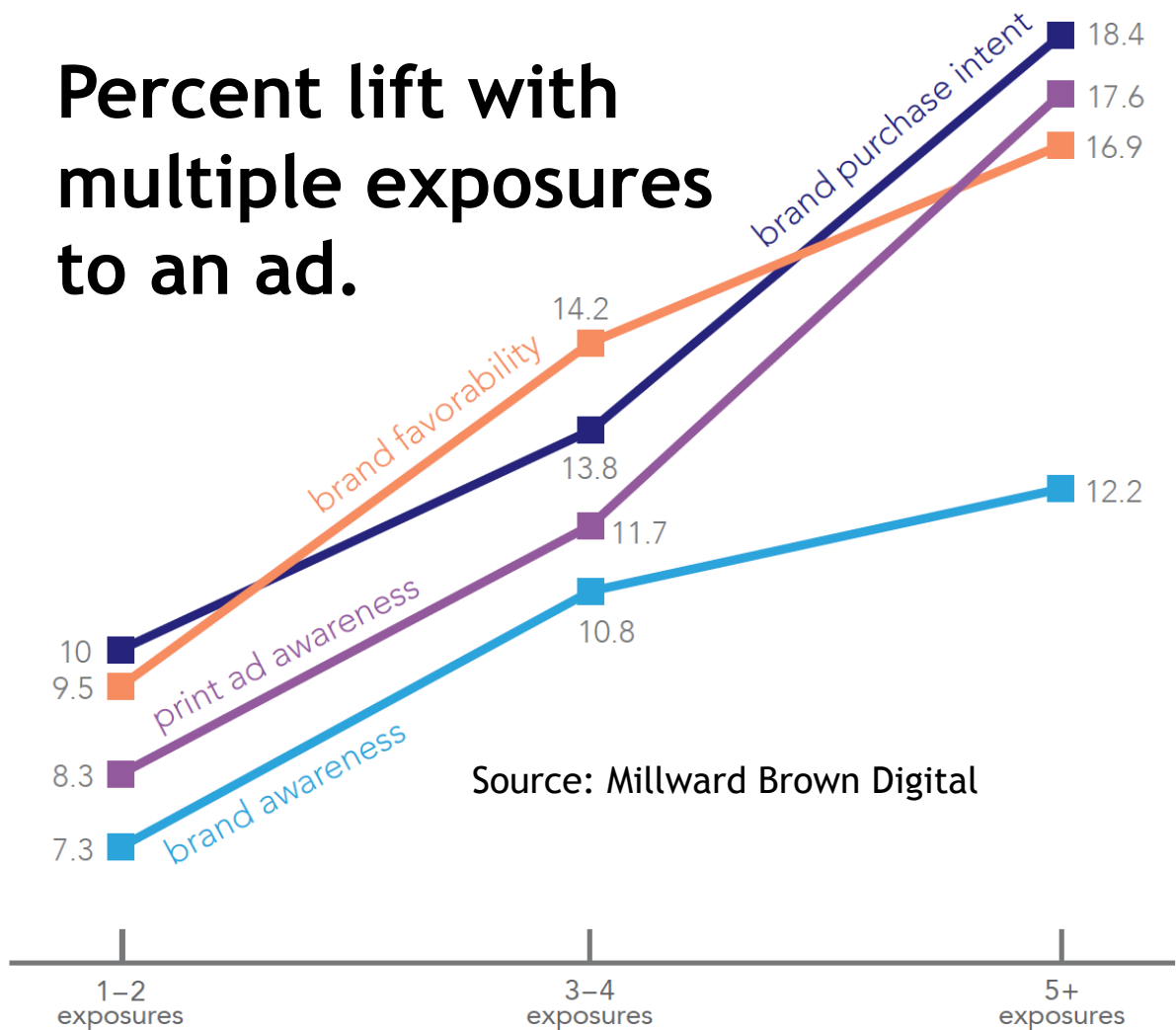
**Marketing is not a one
and done proposition.**



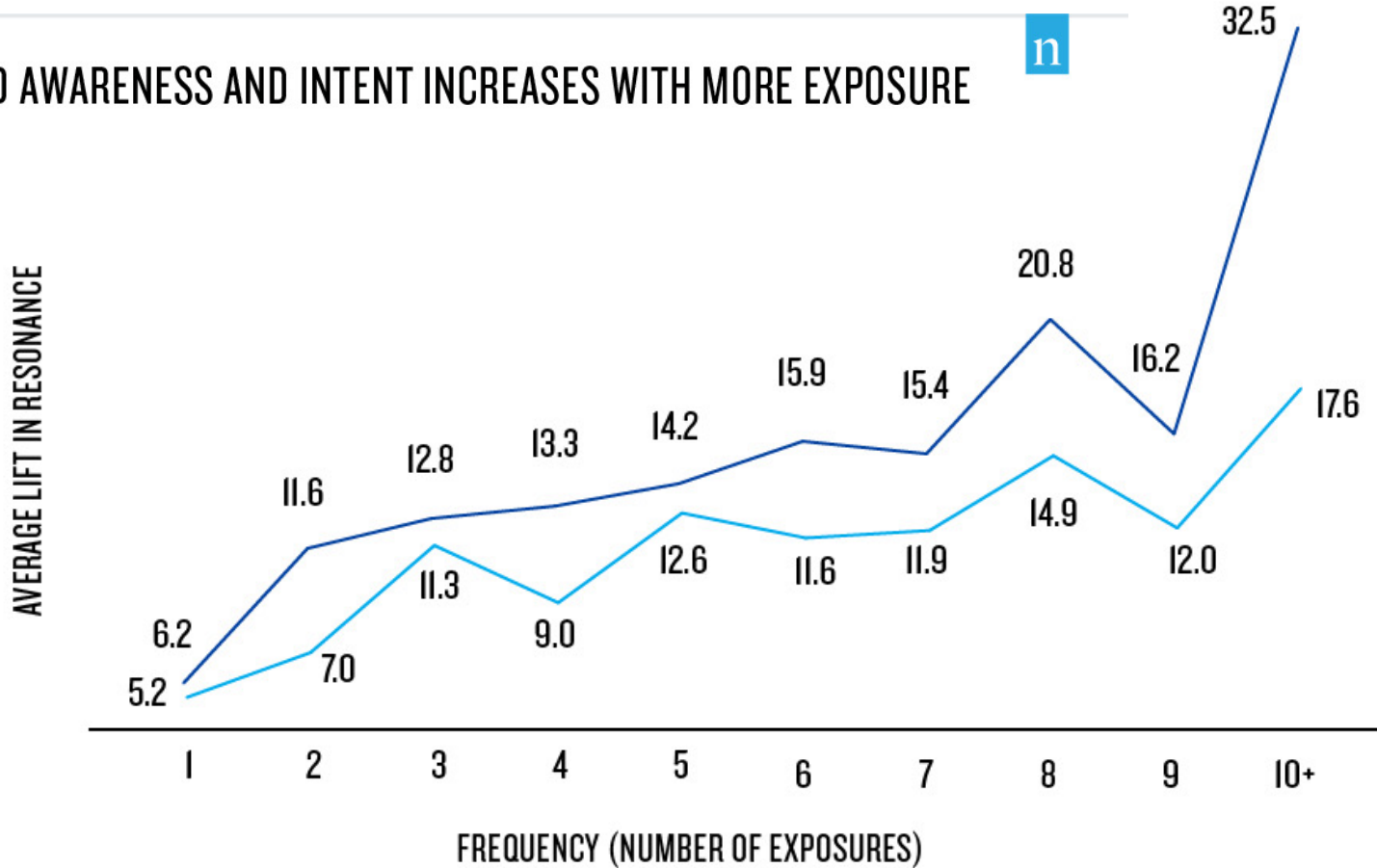
Action Idea #2:

Print and digital
compliment each
other to drive ROI.

Percent lift with multiple exposures to an ad.



AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE



Source: Nielsen

■ AWARENESS ■ INTENT



Action Idea #3:

Buyers trust branded **web sites** more than social media or Google search.

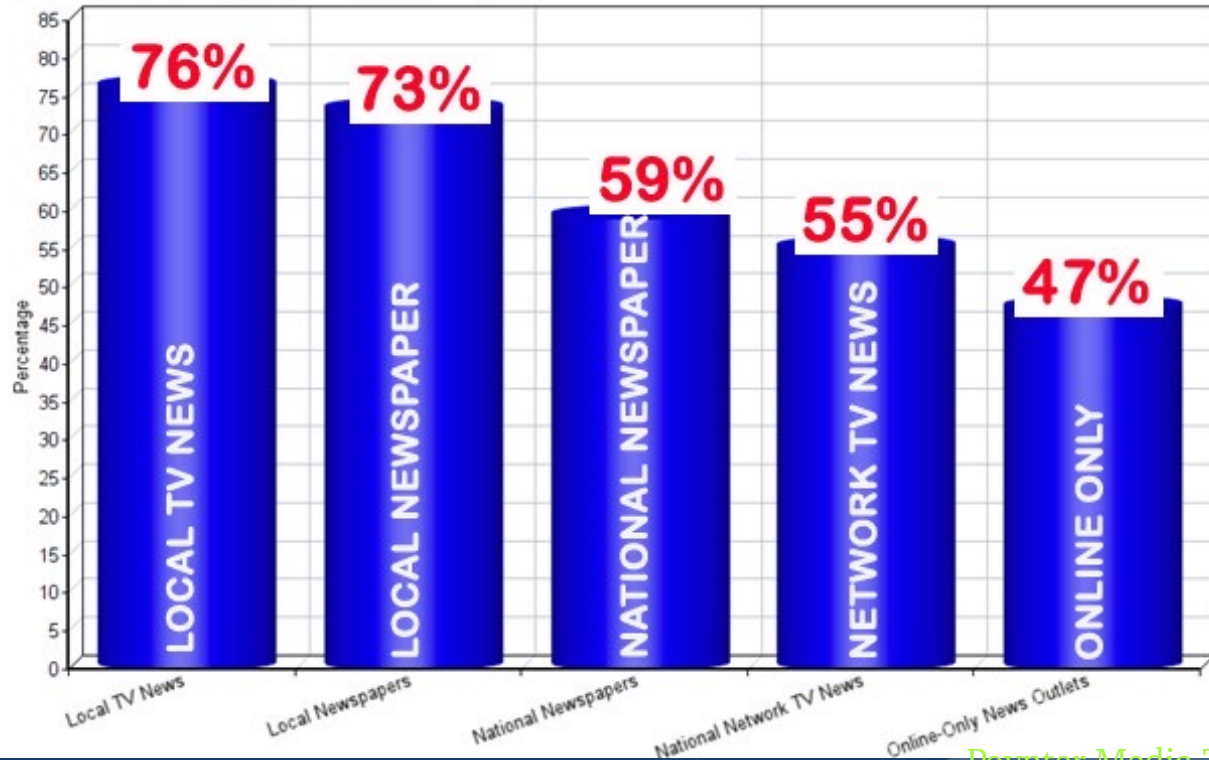
Advertising Trustworthy Ranking

	Gen Z	Millennials	Gen X	Boomers	Silent Gen
Recommendations from people I know	83%	85%	83%	80%	79%
Branded websites	72%	75%	70%	59%	50%
Consumer opinions posted online	63%	70%	69%	58%	47%
Editorial content, such as newspaper articles	68%	68%	66%	60%	55%
Ads on TV	58%	67%	64%	55%	48%
Brand sponsorships	62%	66%	62%	52%	42%
Ads in magazines	57%	62%	61%	50%	46%
Ads in newspapers	57%	62%	62%	55%	53%
Ads before movies	54%	60%	55%	42%	31%
Billboards and other outdoor advertising	59%	60%	57%	46%	38%
TV program product placements	51%	60%	56%	42%	39%
Emails I signed up for	54%	57%	56%	53%	54%
Ads on radio	51%	55%	57%	49%	42%
Online video ads	45%	53%	50%	37%	27%
Ads served in search engine results	43%	52%	50%	41%	33%
Ads on social networks	45%	51%	47%	35%	26%

Source: Nielsen

TRUST

Media Trust by Outlet Type



Consumers are more likely to click on familiar brands.

Source: Nielsen

The Familiar Factor

@RyanDohrn



Action Idea #4:

The consumer buying cycle **demands** multi-media.

Awareness Ads



Need?



No

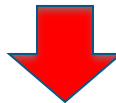
Yes



Social Influence



Personal Consideration



Doubt/Validation



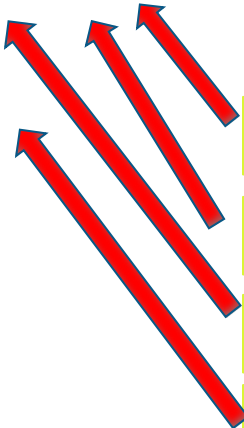
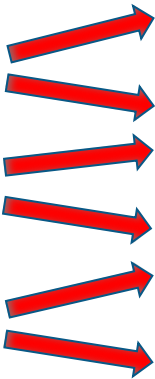
Purchase

Social Ad Campaign

Print Ad Campaign

Digital

eNewsletter



Buying Cycle

Awareness Ads



Need?



No



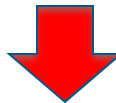
Yes



Social Influence



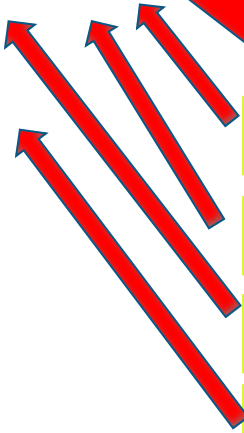
Personal Consideration



Doubt/Validation



Purchase

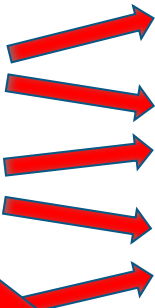


Social Campaign

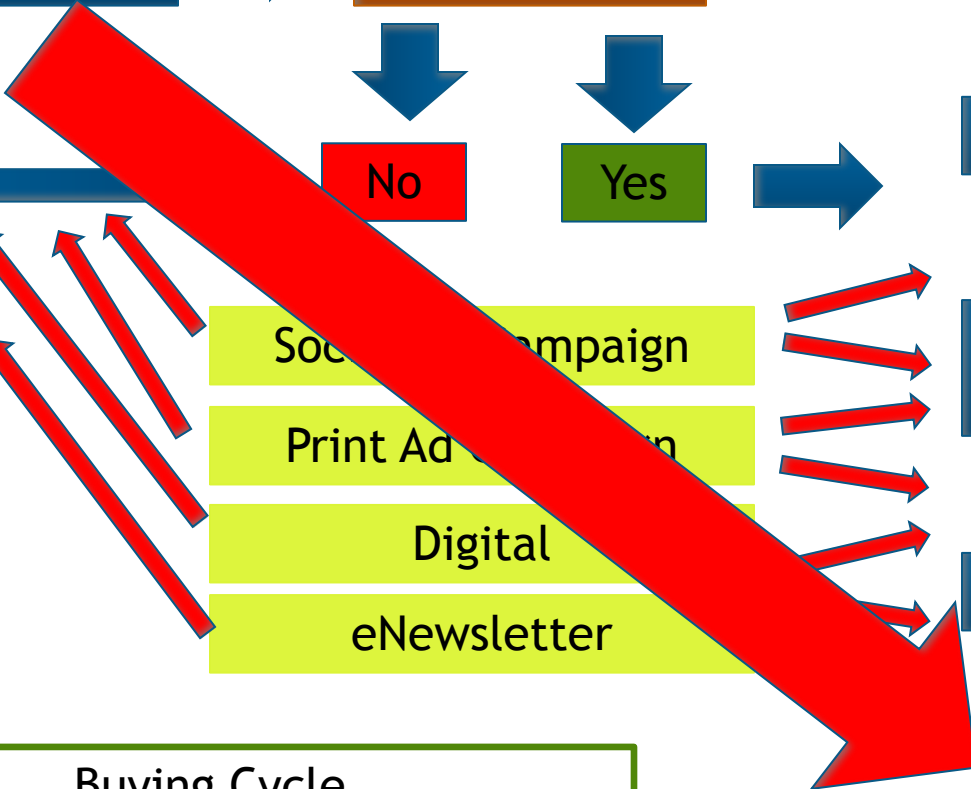
Print Ad Campaign

Digital

eNewsletter



Buying Cycle





Action Idea #5:

Social media is not a **cheap** form of marketing any more.

% of US adults that have bought products via social media. - eMarketer

Facebook



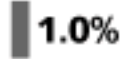
Instagram



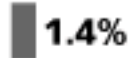
Pinterest



Snapchat



TikTok



Have made a purchase via a social platform other than those listed above



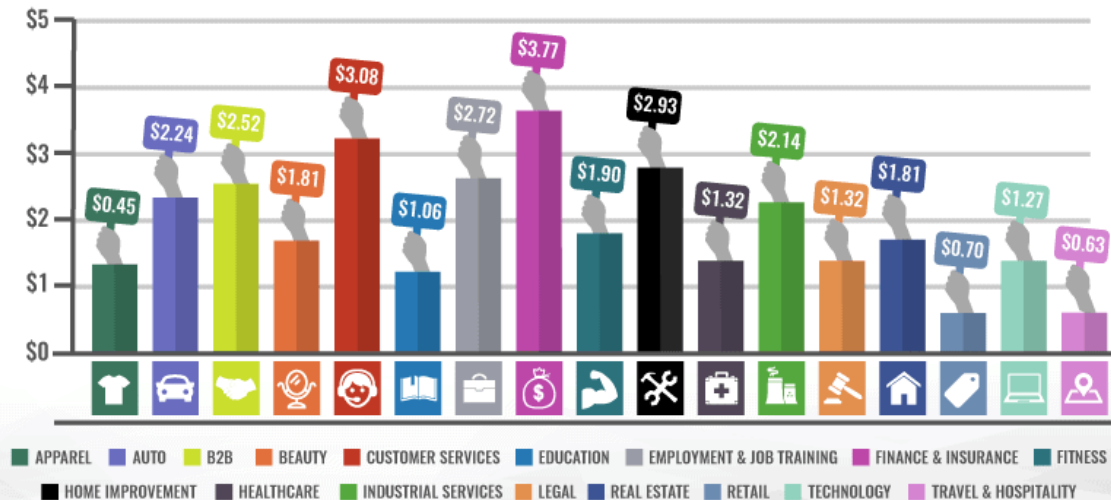
I have not purchased anything in this way



AVERAGE COST PER CLICK



The average cost per click (CPC) in Facebook ads across all industries is \$1.72



Page Likes

January 17 - February 13

1,324

Page Likes ▼17%



Reach

January 17 - February 13

250,734

People Reached ▼10%



Post Engagements

January 17 - February 13

32,581

Post Engagement ▼28%



Videos

January 17 - February 13

51,849

Total Video Views ▼14%



The Math on an un-boosted post

**Coastal Credit Union has 2,431 Likes
on their Facebook Page...**

1% = 24



Action Idea #6:

Our digital is
permission based
marketing!



Facebook ads interrupt.

Instagram ads interrupt.

**Client direct emails are
not trusted.**



**WSJ.com reports that
57% of email
recipients do not trust
emails from vendors
they know well.**



**We are a trusted
source for digital
media. Show success
stories.**

Action Idea #7:



**Social media is not
enough to win in
the marketing
game.**

SOCIAL MEDIA

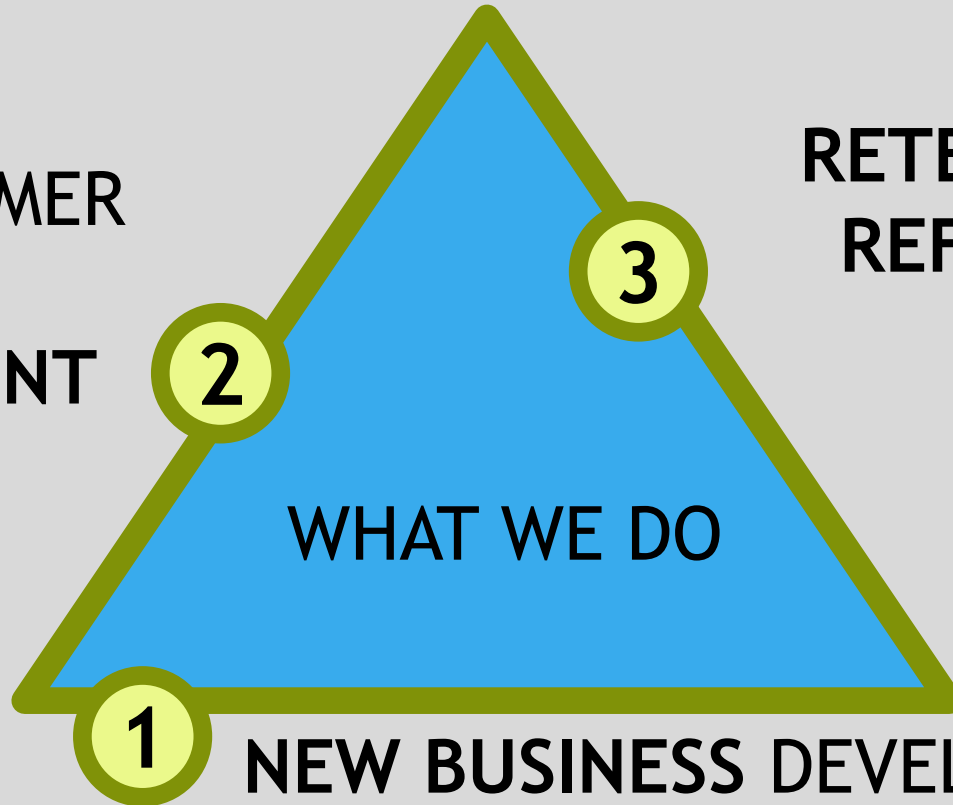
DIGITAL MEDIA



TRADITIONAL MEDIA

**PAST CUSTOMER
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NEW BUSINESS DEVELOPMENT



Action Idea #8:

Adopt a **Print Plus** mentality in your media company.







**Where do
you grow
from here?**



1. Focus on one idea from the class and make it happen.

2. Embrace those that challenge you.

3. Fail forward.



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7 Ways To Sell Web and Digital Like a **BOSS!**



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