

Integrated Solutions Strategies

Here's what we know as fact:

- ① Spot business is flat or down
- ② Companies need to grow revenue year over year
- ③ Ad landscape is changing at lightning speed

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Guess What?

- ✓ Everyone Has FOMO
- ✓ Clients Know More These Days
- ✓ Yes, You Will Make Mistakes
- ✓ Change Your Approach: Sell **OUTCOMES**, Not Products

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What we'll cover today:

- ① Trends
- ② Tools
- ③ Pricing Models
- ④ How do you get more people to sell it
- ⑤ Where do you find great ideas
- ⑥ Q&A

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TRENDS

Embrace The Customer Experience Model

- ① The Truth: If Advertising Isn't Relevant, It's Annoying!
- ② Technology Is Your Friend
- ③ Social Media Is A Channel; Not A Strategy
- ④ Omni-channel Is Retail's Best Friend

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TRENDS Cont'd

- ⑥ Big Data Matters
- ⑦ Mobile, Mobile, Mobile!
- ⑧ Video Exploding; Streaming Moving To Forefront
- ⑨ Content Is Still King
- ⑩ Data (READ: RESULTS) Will Be A Recurring Theme

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TOOLS:

- ✓ Research
- ✓ Pitch/Deck
- ✓ Media Plans
- ✓ Contracts
- ✓ Execution Brief
- ✓ Wrap Deck/ Results Recap

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Measurement Matters

- ✓ Pricing for success
- ✓ Pass thru costs that may be necessary
- ✓ Recapping results throughout campaign life

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How Do You Get More People To Sell It?

- ✓ Commission Plans
- ✓ ID the visionaries and make them positive examples for your team
- ✓ Sophisticated Marketing is Valuable
- ✓ Recap the great things happening - not just in Radio, but everywhere!

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Where Do You Find Great Ideas?

- ✓ Everywhere!
- ✓ Read/Look/Listen
- ✓ Look outside of Radio—Tech News/ ANA are great resources
- ✓ Where are YOU finding great ideas?

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Q&A

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THANK YOU!

If you ever need help/advice/direction, please
call or email me:

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