



LBS WEBINAR SERIES

2nd

TUESDAY



# DIGITAL AD OPPORTUNITIES FOR TODAY'S BROADCAST SELLER



**JEFF KNAUSS**

Co-Founder Digital Hyve



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!

# Training



*“I love LBS because of the video commentary and training tools it has to offer. I have been in sales for 13 years and I have never seen a training site just like this.”*  
**Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois**



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# Sales Ideas

*"I've been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an 'old dog' new tricks and ideas to help clients"* **Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma**



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# Advertiser Intelligence



*“I love LBS because the Advertiser Intelligence data provides me with information that allows me to speak intelligently with my clients about their business.”*

**Paula Bell - WVNI - Bloomington, Indiana**



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**Ask LBS**

*“I love LBS because it is the place to go for ideas, information, help, and motivation.”*

**Kimberly Likens - KFVS, WQQW - Cape Girardeau, Missouri**



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# 2nd Tuesday Webinars



*“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”*

**Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Digits - Lincoln, Nebraska**

# YOU CAN BECOME A SALES IDEAS STAR!



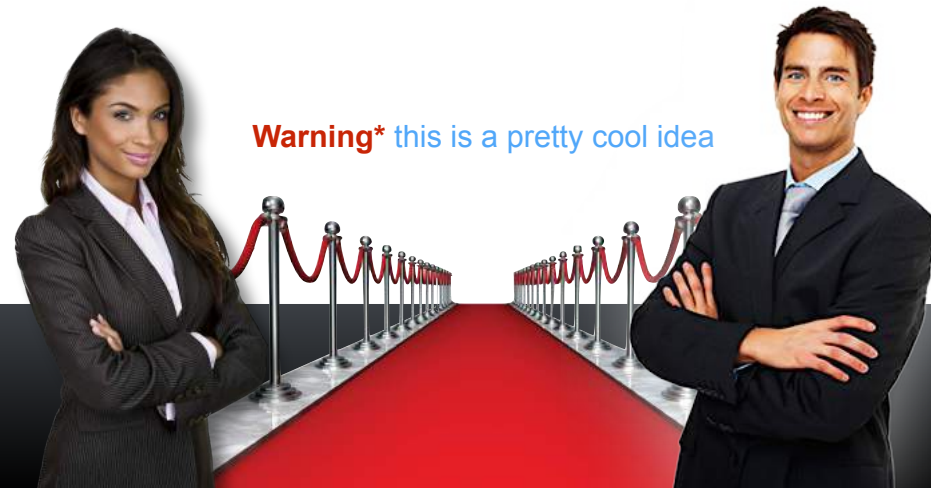
Would you like to receive \$50? Of course you would!  
Your successful local sales campaign can make you a star...again!

How can you participate? **Easy as 1-2-3!**

**Step 1** : Tell us about your amazing local revenue building sales idea! [ericmoore@localbroadcastsales.com](mailto:ericmoore@localbroadcastsales.com)

**Step 2** : (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.

**Step 3** : Your video will be posted on LBS! You will become famous! You will be \$50 richer!

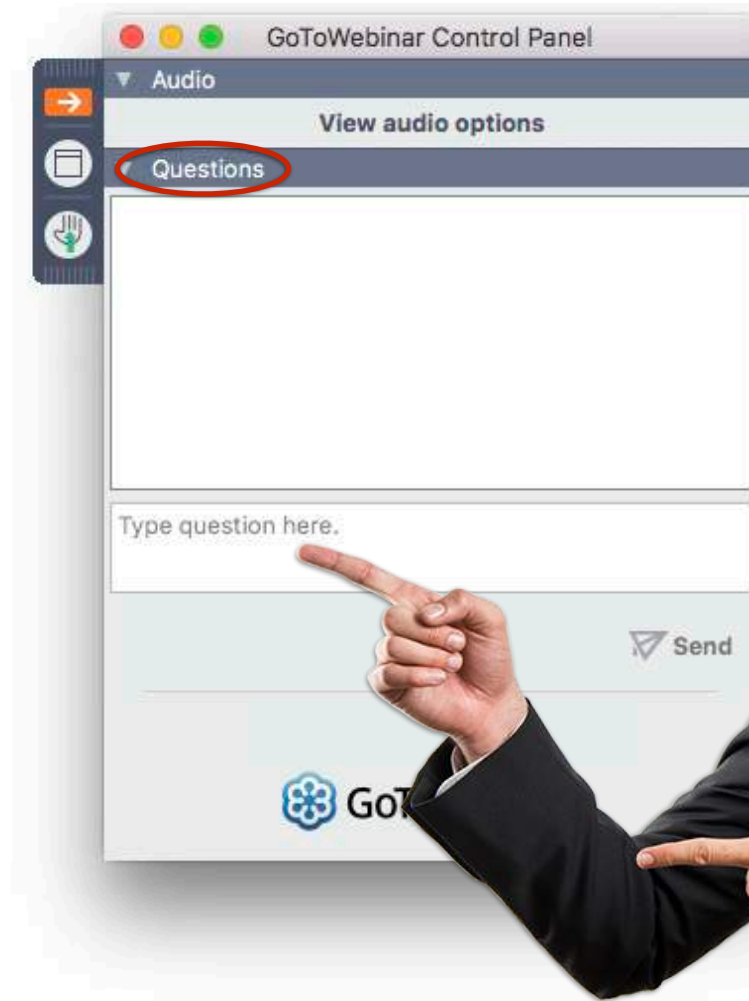


**Warning\*** this is a pretty cool idea





# HAVE ANY QUESTIONS?



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# DIGITAL AD OPPORTUNITIES FOR TODAY'S BROADCAST SELLER



**JEFF KNAUSS**

Co-Founder Digital Hyve

# certifications & recognitions

Built on earned expertise at the individual level.



## Average Time Spent per Day with Major Media by US Adults, 2011-2017

hrs:mins

	2011	2012	2013	2014	2015	2016	2017
<b>Digital</b>	<b>3:34</b>	<b>4:10</b>	<b>4:48</b>	<b>5:09</b>	<b>5:29</b>	<b>5:45</b>	<b>5:56</b>
—Mobile (nonvoice)	<b>0:46</b>	<b>1:28</b>	<b>2:15</b>	<b>2:37</b>	<b>2:54</b>	<b>3:08</b>	<b>3:18</b>
—Radio	0:16	0:26	0:32	0:39	0:44	0:49	0:52
—Social networks	0:04	0:09	0:18	0:23	0:27	0:30	0:32
—Video	0:03	0:09	0:17	0:22	0:26	0:29	0:32
—Other	0:23	0:44	1:08	1:14	1:17	1:20	1:22
—Desktop/laptop*	<b>2:30</b>	<b>2:24</b>	<b>2:16</b>	<b>2:14</b>	<b>2:12</b>	<b>2:11</b>	<b>2:10</b>
—Video	0:12	0:20	0:22	0:23	0:24	0:25	0:25
—Social networks	0:21	0:22	0:17	0:16	0:15	0:14	0:13
—Radio	0:12	0:07	0:06	0:06	0:06	0:06	0:06
—Other	1:45	1:35	1:31	1:28	1:27	1:26	1:25
—Other connected devices	<b>0:18</b>	<b>0:18</b>	<b>0:17</b>	<b>0:19</b>	<b>0:23</b>	<b>0:26</b>	<b>0:28</b>
<b>TV**</b>	<b>4:34</b>	<b>4:38</b>	<b>4:31</b>	<b>4:22</b>	<b>4:11</b>	<b>4:03</b>	<b>3:58</b>
<b>Radio**</b>	<b>1:34</b>	<b>1:32</b>	<b>1:30</b>	<b>1:28</b>	<b>1:27</b>	<b>1:25</b>	<b>1:24</b>
<b>Print**</b>	<b>0:46</b>	<b>0:40</b>	<b>0:35</b>	<b>0:32</b>	<b>0:30</b>	<b>0:28</b>	<b>0:27</b>
—Newspapers	0:28	0:24	0:20	0:18	0:17	0:16	0:15
—Magazines	0:19	0:17	0:15	0:13	0:13	0:12	0:11
<b>Other**</b>	<b>0:39</b>	<b>0:38</b>	<b>0:31</b>	<b>0:26</b>	<b>0:24</b>	<b>0:22</b>	<b>0:21</b>
<b>Total</b>	<b>11:08</b>	<b>11:39</b>	<b>11:55</b>	<b>11:57</b>	<b>12:00</b>	<b>12:04</b>	<b>12:05</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; \*includes all internet activities on desktop and laptop computers; \*\*excludes digital

Source: eMarketer, Oct 2015



# radio pond

Fish where the fish are.



2011:  
**1:34**



2017:  
**1:24**

# television pond

Fish where the fish are.



2011:  
**4:34**



2017:  
**3:58**

# Newspapers pond

Fish where the fish are.



2011:

**28mins**



2017:

**15mins (-48%)**

# digital pond

Fish where the fish are.



2011:

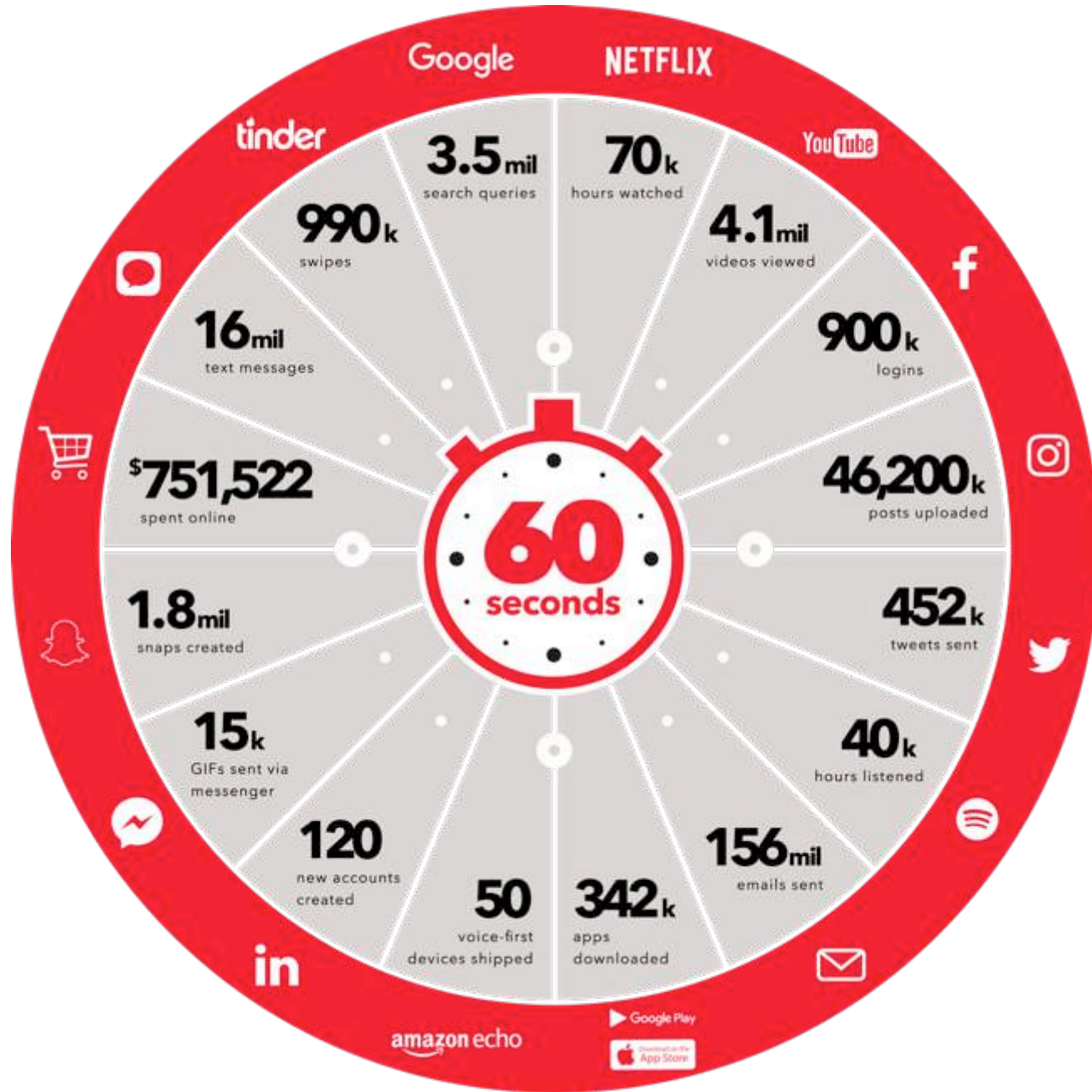
**3:40**



2017:

**5:56 (+62%)**





# WHAT HAPPENS IN A DIGITAL MINUTE

# Targeted. Measurable.



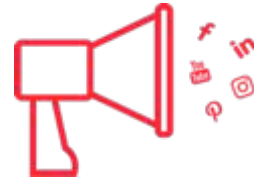
Responsive Web Design



Search Engine Optimization



Search Engine Marketing



Social Media Advertising



Targeted Online Advertising



Retargeting



Video Pre-roll



Content Marketing



Online Public Relations



Email Marketing

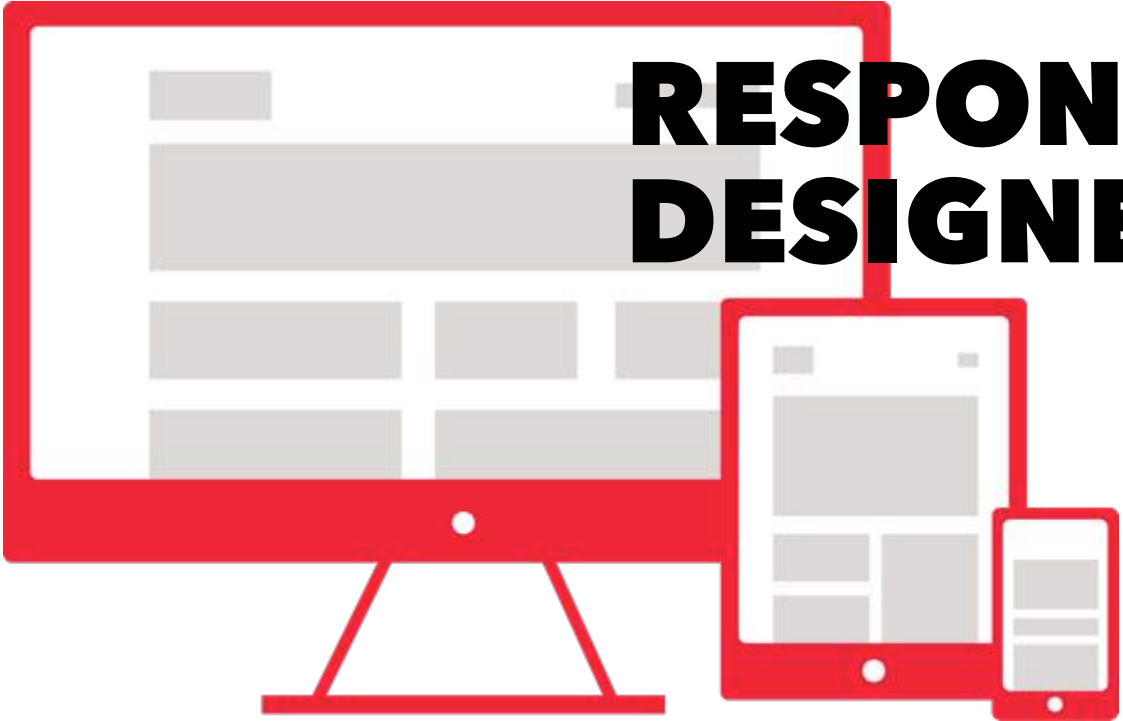


Inbound Marketing



Reputation Management

# web design & development



**RESPONSIVELY  
DESIGNED.**

**60%**

Website traffic from mobile  
devices in 2015.

*Your 24/7 customer service.*  
Responsive design lets users  
effortlessly view your site on  
any device.

*Digital Hyve specializes in the  
creation of responsive, easy  
to manage websites.*

# search engine optimization

## ON-PAGE OPTIMIZATION:

optimizing your website's keywords, title tags, meta tags, url names and other signals to search engine best practices.

## OFF-PAGE OPTIMIZATION (OUTREACH):

reaching out to other high authority websites. These websites will post your content and link back to your website, showing the search engine that you are an authority in your field.

# SEO



## 70%

Of users will only click on  
organic links.

MAKING SURE  
YOUR WEBSITE  
COMES OUT  
ON TOP IS OUR  
**SPECIALITY.**

# search engine marketing



## SEARCH ENGINE MARKETING (SEM)

is when you buy ads targeting people that are conducting searches that you don't rank **organically** for.

## ONLY PAY FOR **RESULTS!**

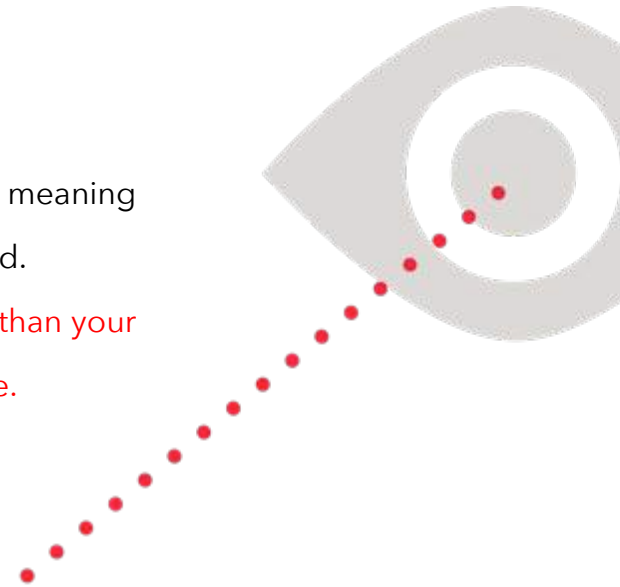
AdWords is set up as Cost Per Click (CPC), meaning you only pay when someone clicks on your ad.

Many people assume you have to pay more than your competitors to show up first. That is **NOT** true.

## WE FOCUS ON

## **RAISING QUALITY SCORES**

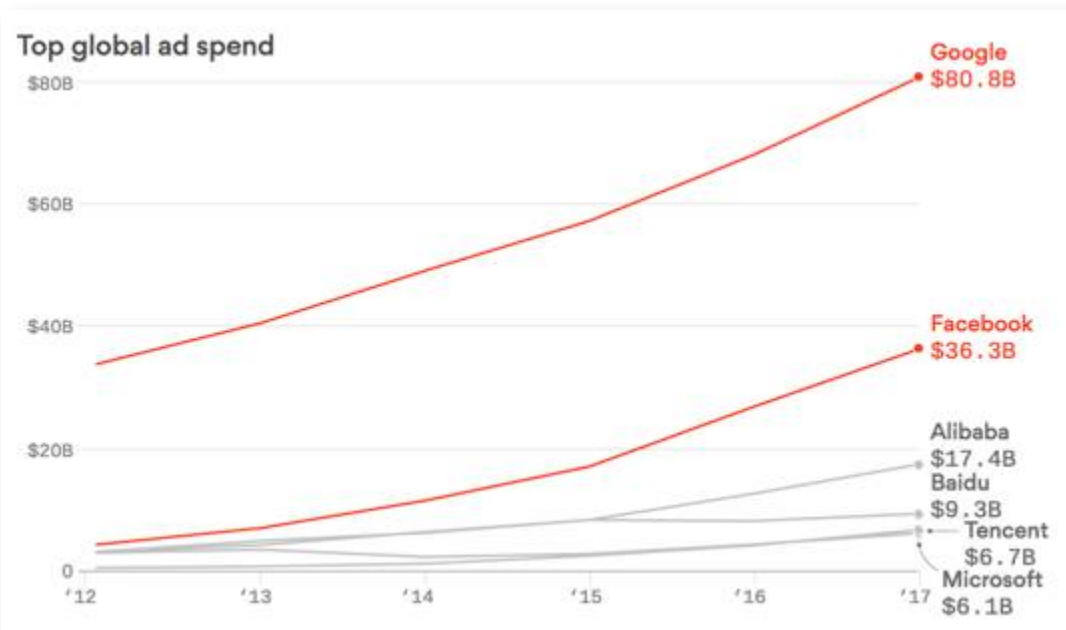
Quality score determines rankings. This ensures lower CPCs and higher Click Through Rates (CTRs), giving you more clicks for the same budget.



# social media advertising

## DID YOU KNOW?

Google and Facebook Now Make More From Ads Than Every Newspaper, Magazine, and Radio Network In the World Combined



Data: [eMarketer](#) Note: Google includes YouTube, Microsoft includes LinkedIn; Chart: Andrew

Witherspoon / Axios

Google × f

Roughly **50%** percent of ad dollars flow to to Google and Facebook, America's "Duopoly." Together they are expected to take **83%** of every new ad dollar, according to calculations from Digital Content Next, the premium publishers association.

\* Fischer, Sara. "Tech giants eating the advertising world." [www.axios.com](#), axios, 27 Jan. 2017.

Accessed 13 July 2017.

# social media advertising

**SOCIAL  
MEDIA**

Is an ever changing landscape.  
We live and work there every day.



Social media advertising is effective because the data is provided by the user, so it is clean and accurate. We target client advertising very efficiently based on geography, interests, income and property size, among other variables.

**OUR GOAL**

DRIVE TARGETED, RELEVANT TRAFFIC TO YOUR WEBSITE

# social media marketing



- 
- Instagram has recently rolled out its advertising platform to the public.
  - Facebook owns Instagram, so we will be able to use the same qualified traffic as FB.
  - Digital Hyve can create beautiful images with custom filters.



- 
- Twitter has an engaged audience; however, there's not as much targeting as Facebook, so the traffic is less qualified. Advertising has a lasting impact, as Twitter user interaction is extremely high.
  - Excellent for visibility and branding.



- 
- Pinterest has a female-dominated audience, so you'd want to deliver gender-specific content and advertising messaging.
  - Pinterest is working on refining targeting.



# social media marketing



- 
- YouTube is highly engaging and the second-most used search engine in the world.
  - Many types of ads, from pre-roll to in-video ads
  - Hundreds of millions of videos are watched each day
  - Due to the large nature of YouTube, placement is based on content rather than the person viewing the video.

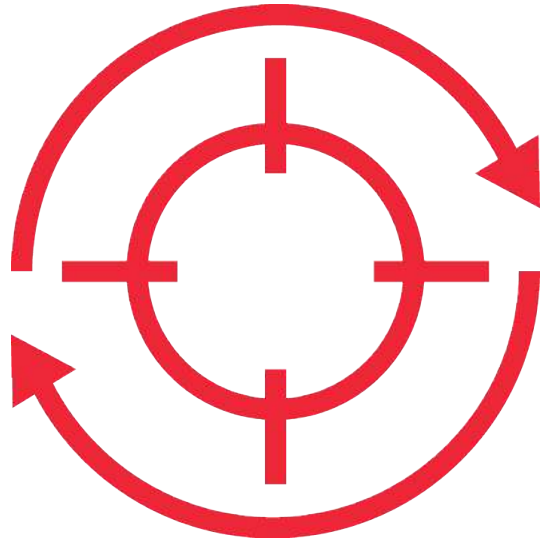


- 
- Snapchat is the best way to reach millennials.
  - Videos are viewed over 4 billion times per day.
  - It's premier demographic is people between the ages of 18 - 24.

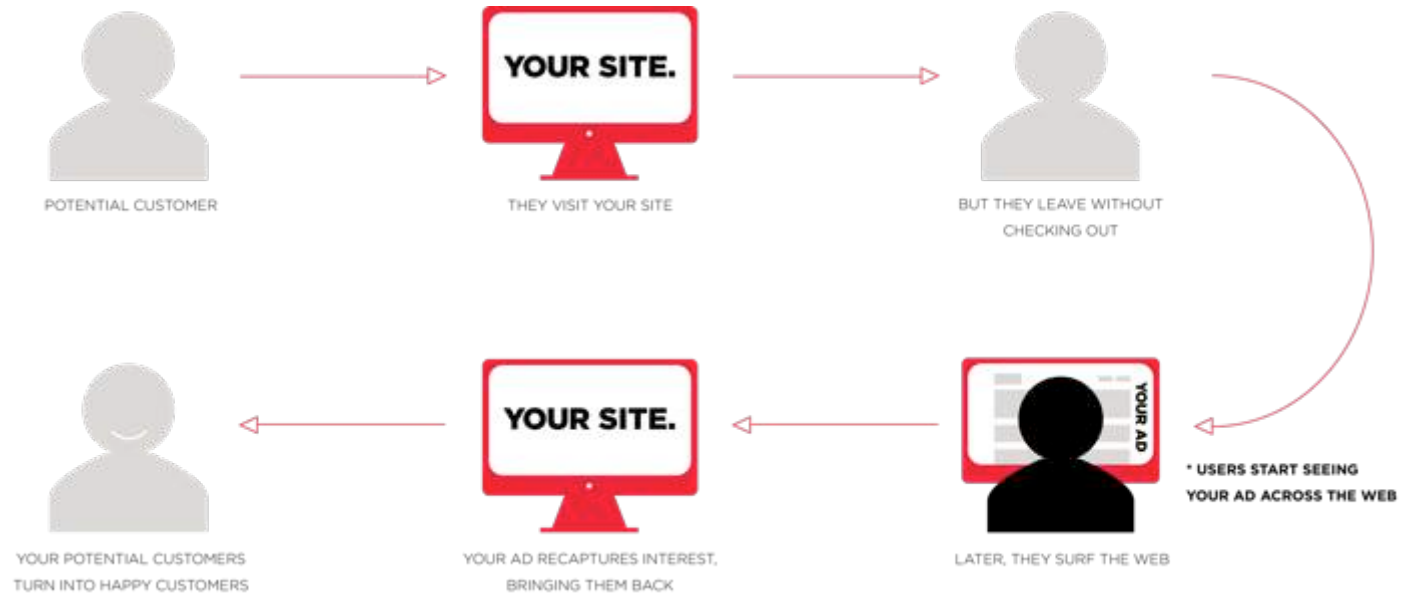


- 
- LinkedIn is great for engaging and connecting with professionals. With targeting similar to Facebook, LinkedIn allows us to identify a specific audience amongst over 465 million users.
  - Excellent for B2B marketing and targeted recruitment.

# retargeting



Retargeting keeps your brand top of mind among consumers that already visited your site. You can only serve retargeting ads to people that have been to your site, ensuring that those people are interested in your brand.



We can retarget on thousands of websites - including [local](#) websites!

Here are just a few examples:



# content marketing

Strong content is crucial to cementing the brand/customer bond for our clients. We excel at creating intelligent, thoughtful, relevant and authentic content that will excite our client's target audiences. Content that influencers and other valuable media platforms will want to share. Our lead content creator is affiliated with \_\_\_\_\_, one of the most influential business news sites. With her experience and insight, we can be confident that we are creating the right messages for exceptional content marketing.

Building these relationships is what we're passionate about, and it shows. We develop content for almost all of our clients, from organic posting and ads to writing blogs. In addition to crafting impactful website content, we also create native and sponsored content, determining the cadence, methods and avenues to make these connections. From emails to text messaging, we create meaningful dialog between companies and their publics.



**Making sure that any communication is clear and error-free is critical to creating authenticity and legitimacy for any brand. Each piece of content goes through a rigorous 4-stop proofing process.**

# targeted online advertising



Like social media advertising, delivering ads through online ad networks can be extremely effective because you use data to pinpoint your target demographics based on behaviors, search history and many other filters.



By creating your consumer's profile, we can deliver ads to integrate into their online experiences, keeping your business top of mind.

This also limits wasted advertising dollars spent on trying to communicate to the **WRONG** customer.

## TARGET YOUR IDEAL AUDIENCE:

Creating look-a-like profiles

Behaviors

Interests

Context

Sites visited

Demographics

Geography

Past purchase history

Past keyword searches

### MOBILE TARGETING

We can target based on GPS location via phone and segment testing based on type of phone.



# customer reviews

According to a survey by

Search Engine Land

88%

of consumers trust online reviews as much as personal recommendations from real people. Positive customer reviews are an incredibly important piece to growing your business.

## BUT HOW DO YOU DO IT?

1

Drive customers to a review funnel that allows them to write reviews on the sites that matter the most to you.

2

Automatically ask, remind and guide happy customers to write positive reviews.

3

Allow unhappy customers to speak with a representative before having the opportunity to write a negative review.

4

Receive monthly reports that highlight the reputational improvement your business experienced due to reviews.

5

Automatically stream positive reviews to your website, generating more business for you!

# measurable

HERE ARE SOME BENEFITS OF USING



Google Analytics

1. It is completely free of charge
2. Learn how many people are visiting your site
  - Set date parameters
  - Avg session duration, bounce rate, page views, unique visitors
3. Able to find out how your visitors locate your website.
  - Source/Medium
  - Mobile?
4. Identify where visitors go (or not go) after getting to your site
  - Bounce Rate
  - Behavior Flow
5. How are people converting?
  - Conversion goals
6. Ability to Fine Tune Your Website and Marketing Campaigns

# who we are

A few of the organizations we are proud to call partners.



# HERE TO MAKE YOU **BETTER EVERYDAY.**

JEFF KNAUSS

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