



LBS WEBINAR SERIES

2nd

TUESDAY

Mark Landon

LBS Digital Expert, Founder &
Managing Principal of Recrue Media

THE DANGER OF BROADCASTERS BEING TONE DEAF TO INTERNET MARKETING DEMANDS

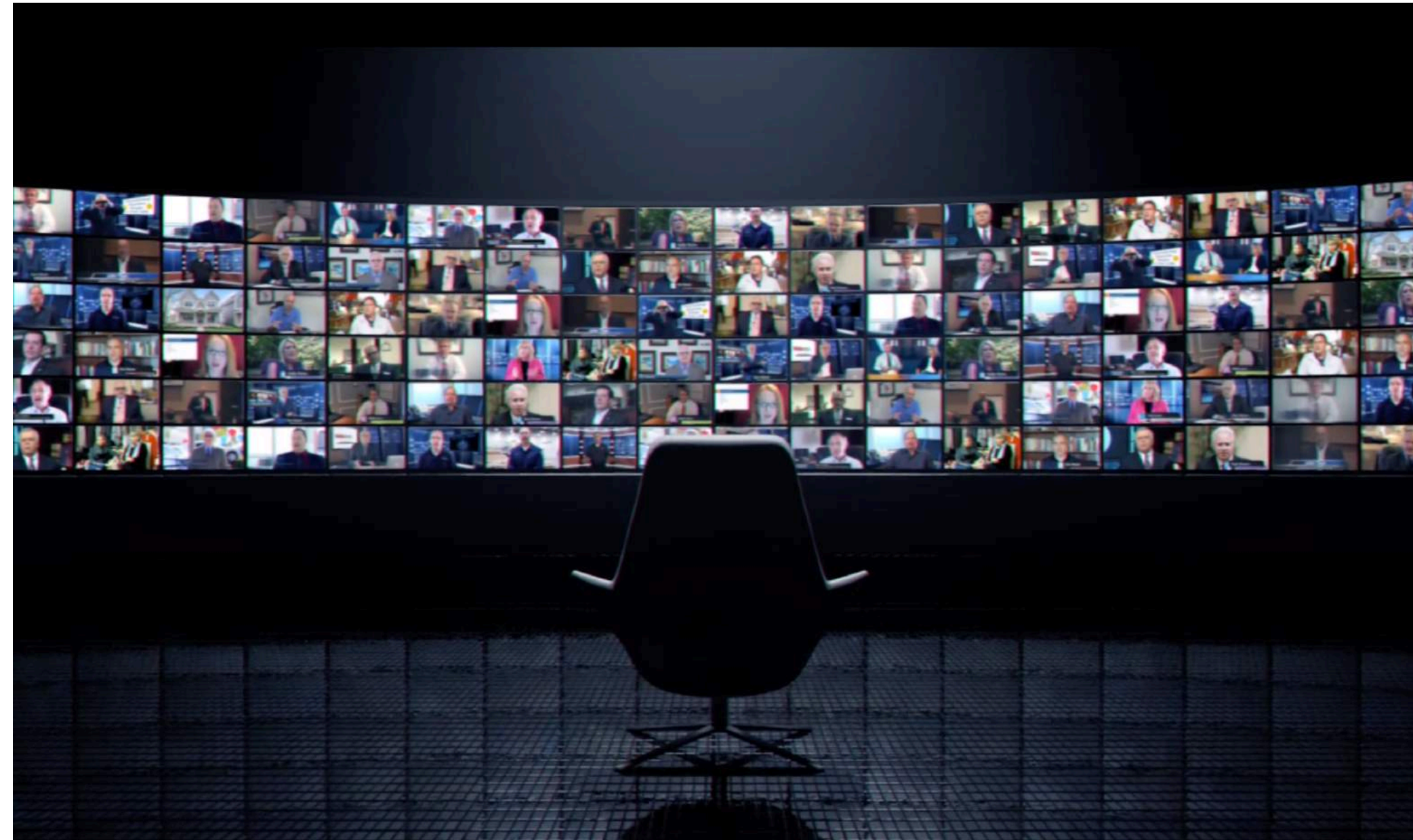


On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 1,000 training videos featuring over 60 trainers –
making us the industry's leading training service!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Weekly sales ideas since every seller in your state can always use fresh, creative ideas for their clients!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's most comprehensive and well thought out sales development library!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Ask LBS - Live access to top industry minds when
unique and real sales challenges arise!



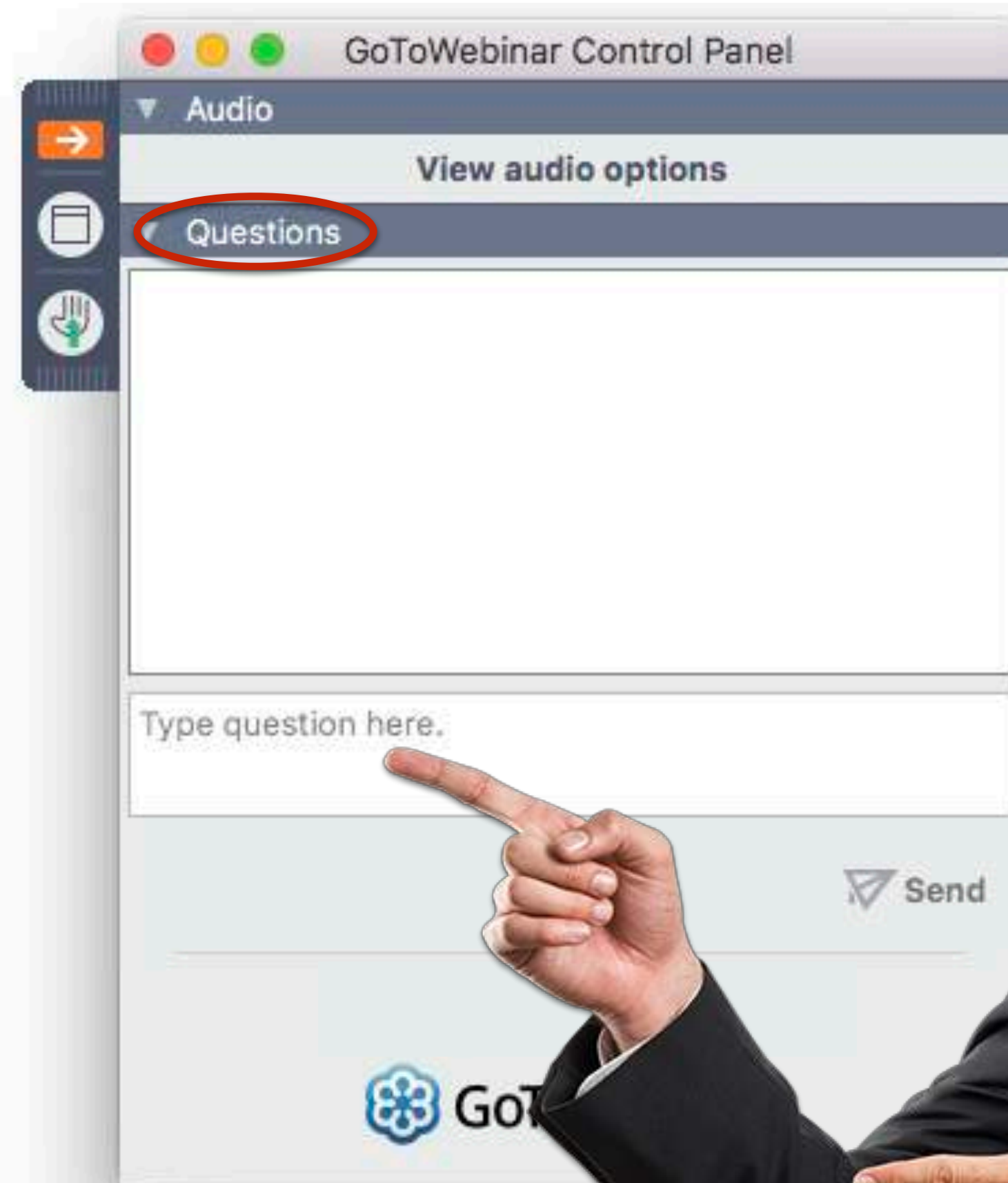
Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's favorite webinars that focus on and provide street-ready skills!

HAVE ANY QUESTIONS?





LBS WEBINAR SERIES

2nd

TUESDAY

Mark Landon
LBS Digital Expert, Founder &
Managing Principal of Recrue Media

THE DANGER OF BROADCASTERS BEING TONE DEAF TO INTERNET MARKETING DEMANDS



On-Demand Broadcast Training
And Revenue Development That Works!

Succeed In Digital Thru Audience Management

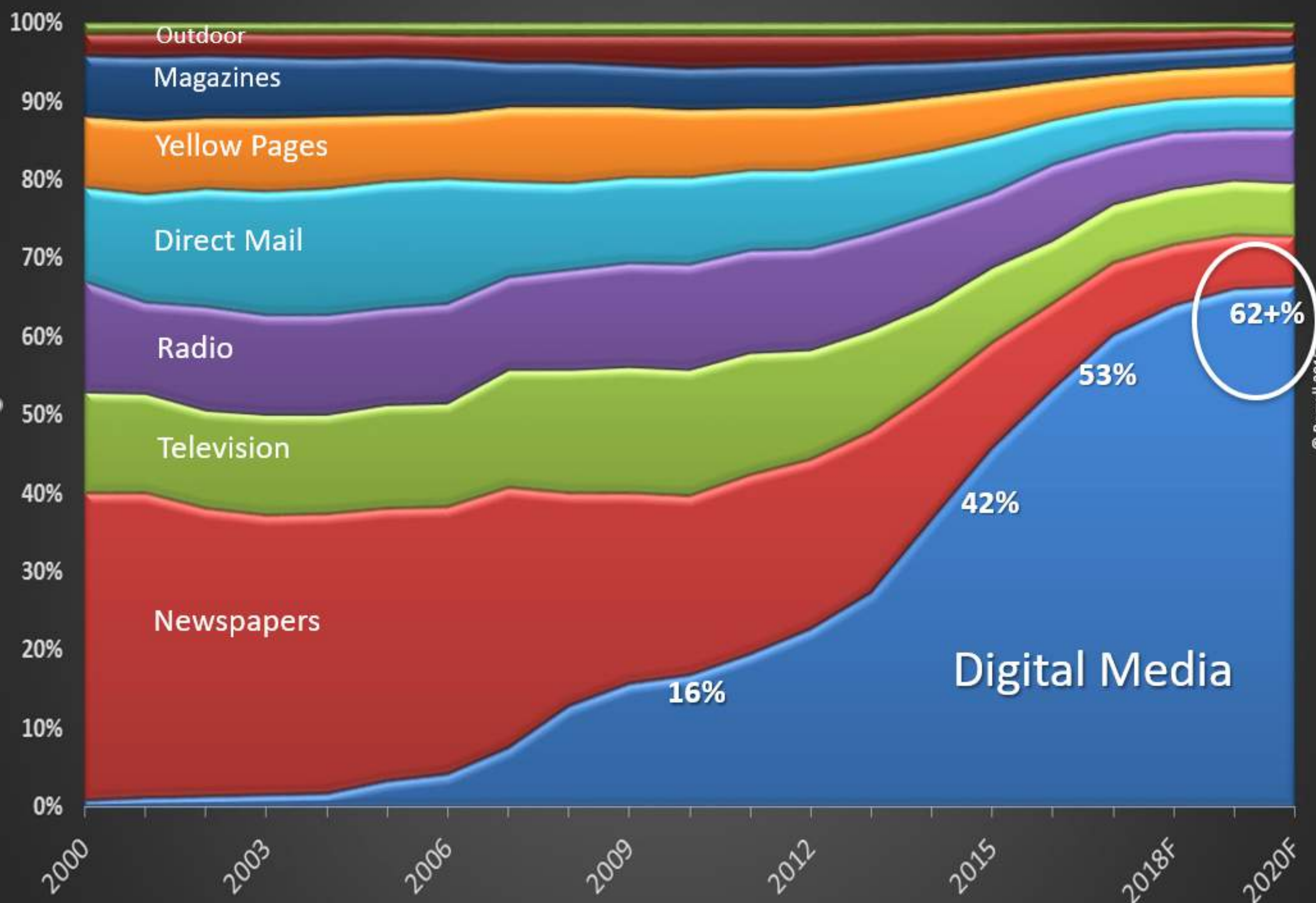
Sell digital like a broadcast audience expert



LBS WEBINAR SERIES

March 12, 2019

U.S. Local Advertising Share, 2000-2020



20 Year View of Digital Growth -- Borrell

Makes clear selling digital is not a choice

Advertisers vote with their ad dollars

Selling broadcast and digital is very complementary

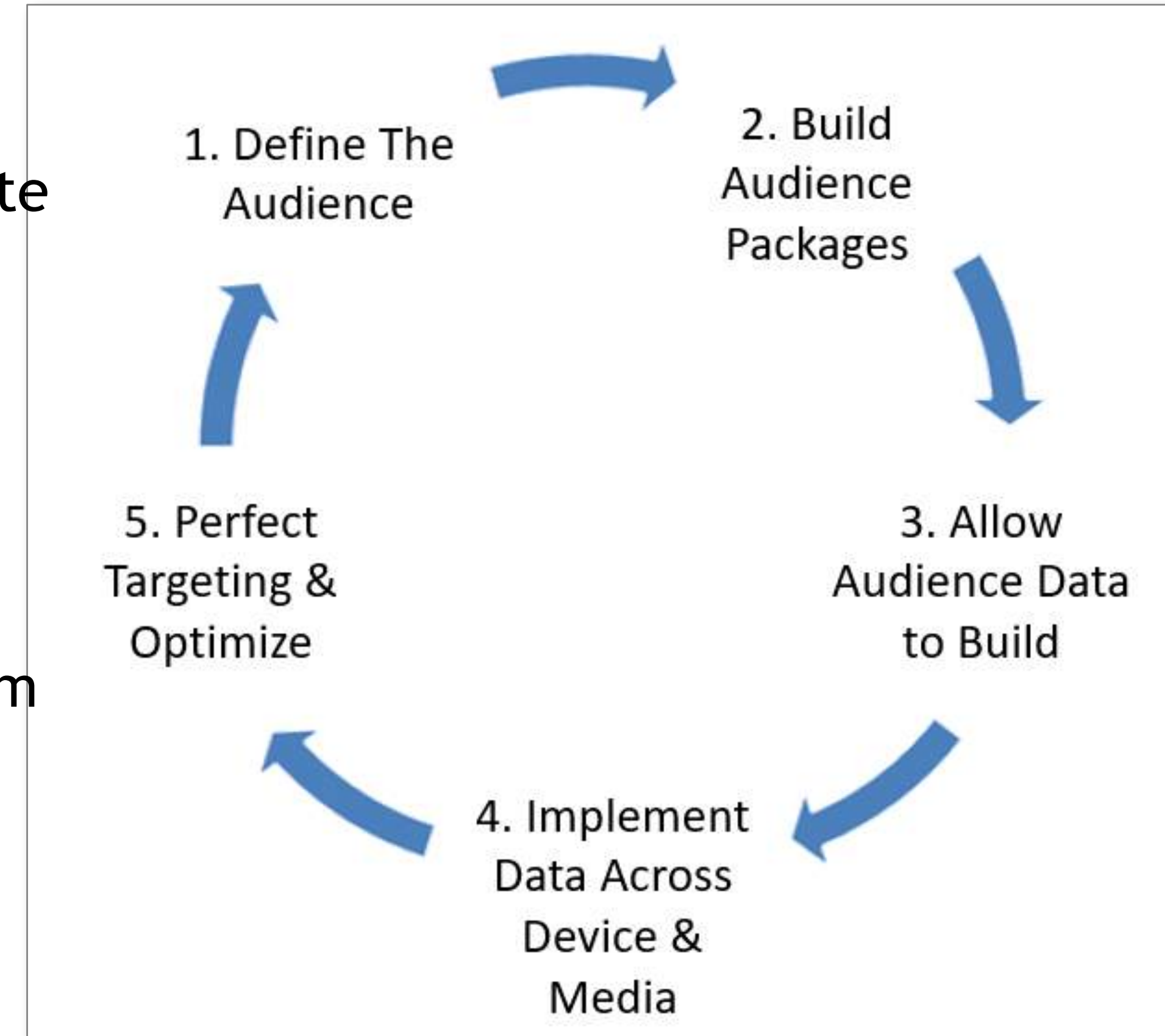
Builds reach and frequency

62%+

© Borrell 2015

Audience Management - A Digital Process That Works

- Audience Management guides decision making
- Process begins with defining the audience you want to communicate
- First Party data is the foundation to building a successful program
- Start with retargeting to package your own site visitors
- Stack audiences to expand reach
- Focus on devices and media most relevant to your audience
- Use data to guide going forward decisions and perfect your program



Don't Sell Product, Sell Audience

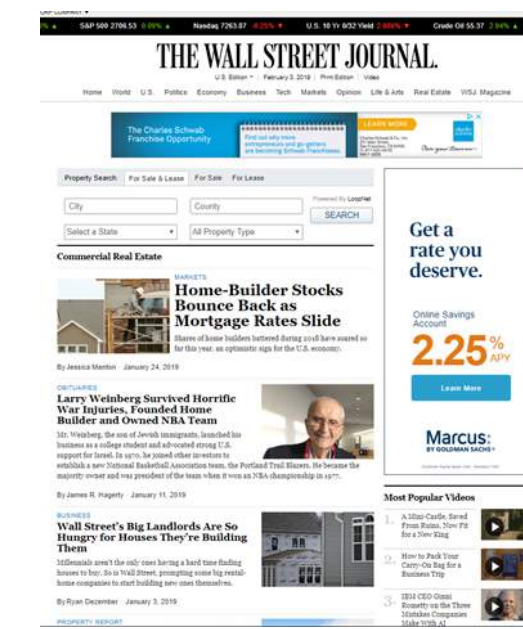
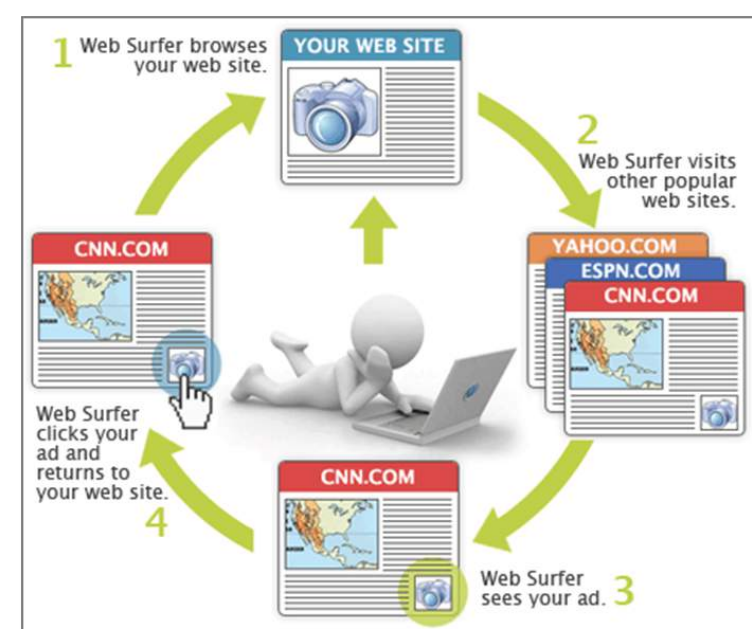
Audience Management - A Process Which Media Companies Excel

- Media companies have always been experts at building and maintaining their audience
- And that audience represents the potential customers an advertiser wants to reach
- If you think about any local radio station, just the call letters conjure the audience it represents
- Every broadcaster has a senior, local manager responsible for Audience Management. . . Program Director
- To be successful selling digital, sell what you have always sold. . .audience.

Advertisers have the same challenge media companies have always had. . .managing audience

We'll Cover 5 Key Topics To Build Audiences & Manage Campaigns Successfully

1. The value of first party data
2. Retargeting - audience packaging
3. Social Media - it's where people hang out and spend time
4. Mobile - it goes everywhere you go (and records it)
5. Display - managed with “guardrails”, it is a very efficient approach to finding new customers



I. The Value of First Party Data

As In All Marketing, Digital Is Only As Good As The Data Available

Two data types to be familiar:

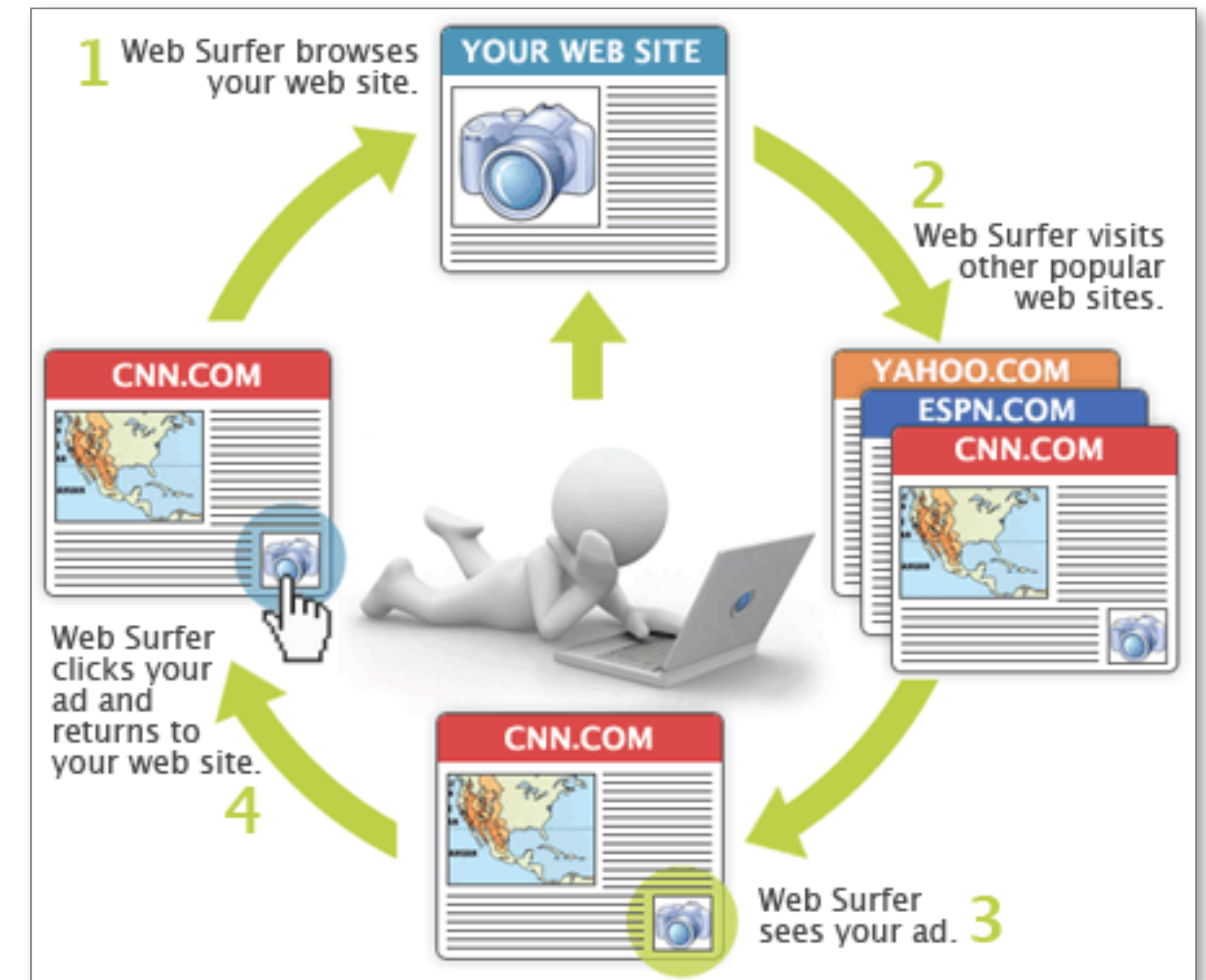
- First Party Data - this is data that is provided by the user with their permission
 - ✓ Retargeting - cookie data that matches site visit to device that visited
 - ✓ Social Media is built on information the user provides
 - ✓ Mobile identifies data, like location, that the user provides
- Third Party Data - model built to project who you are likely to be
 - ✓ Programmatic Display
 - ✓ Behavioral Data is modeled based on site visits and searches

Build Programs Through First Party Data, And Extend Reach With Third Party

2. Retargeting Is The Foundation Of Audience Management

All advertiser sites have an audience...this is where digital marketing begins.

- Organizes the site visiting audience to deliver an ad
- Frequency - keeps the ad message in front of visitors
- Promotes the advertiser's business objective
- Segments the audience for specific messages
- Drives conversions - the result an advertiser wants



Digital Strategy Takes Shape Through Audience Management

Retargeting Provides Stations An Audience To Sell

Your spot advertisers will readily buy your site visiting audience

- You have visitors coming to your station site each day
- Your site visiting audience will look exactly like your on-air audience
- Allow advertisers to retarget your station site visitors with their ad
- No competitor in your market can sell the audience you own
- Extend advertisers digital reach by adding your audience



3. The Value of Social Media To Your Business

The data is provided by the individual user, and available for targeting

- Social Media is user provided “First Party” data
- You can build and engage the audience you want to reach
- Social media is where people spend the most time on digital devices
- Repurpose customer or prospect information to find them on their social p
- Create lead generation campaigns with form fills



Facebook Provides Targeting For Commercial Real Estate Leads



With 2.13 Billion users averaging 41 minutes daily, there's a good chance to find prospects here

- Occupational Targeting - direct ads to your target buyers, sellers and investors
- Geographical Targeting - keep ads focused on exact city your customers reside
- Interests - target by asset class, such as industrial real estate, investing, etc
- Behaviors - select interests in selling, purchasing commercial real estate, etc.
- Lead Generation - design ads to drive leads, with sign ups completed with Facebook.
- Ad Types - Free Evaluation, Testimonials, For Sale, Video Tour

Custom Audiences:

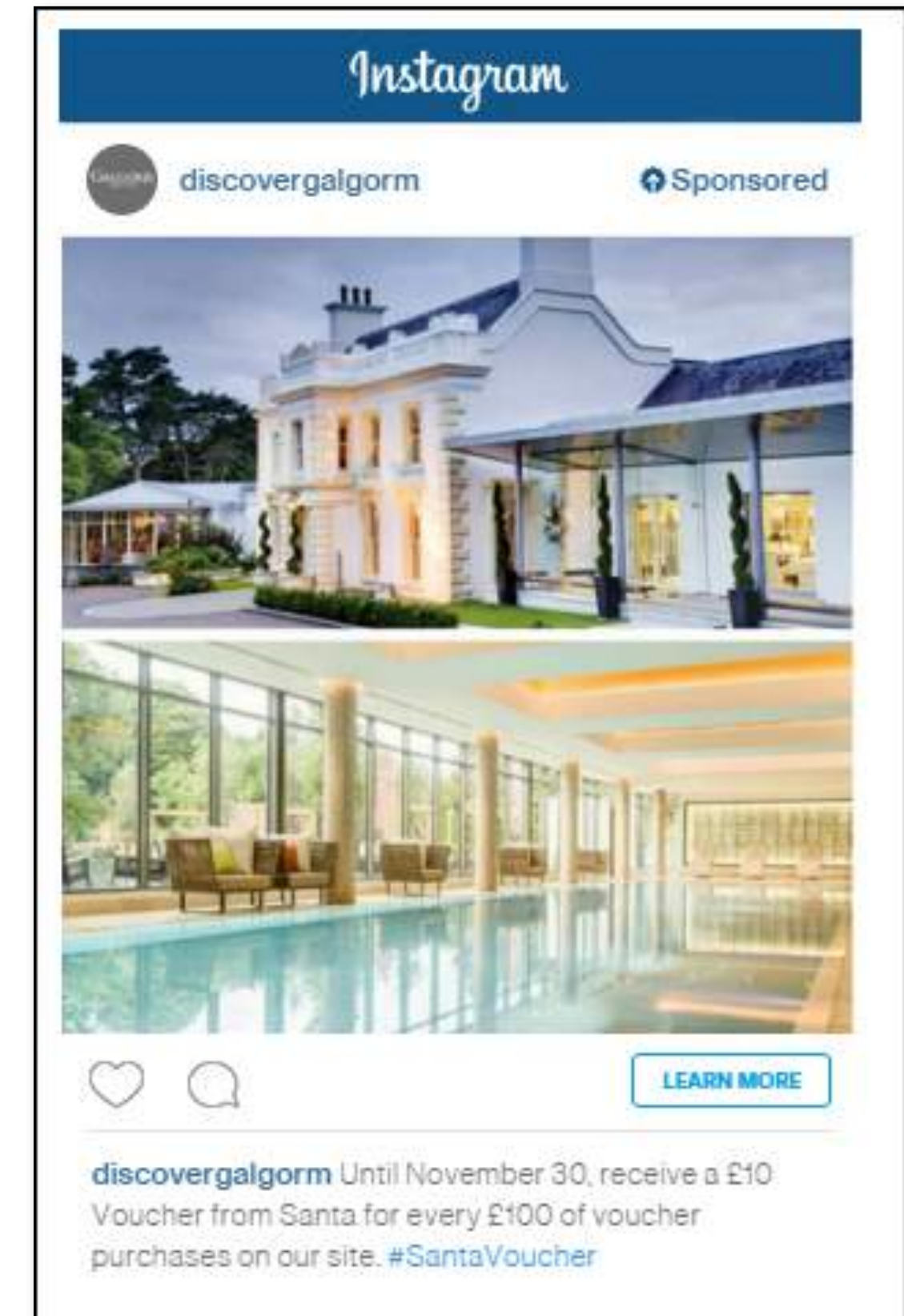
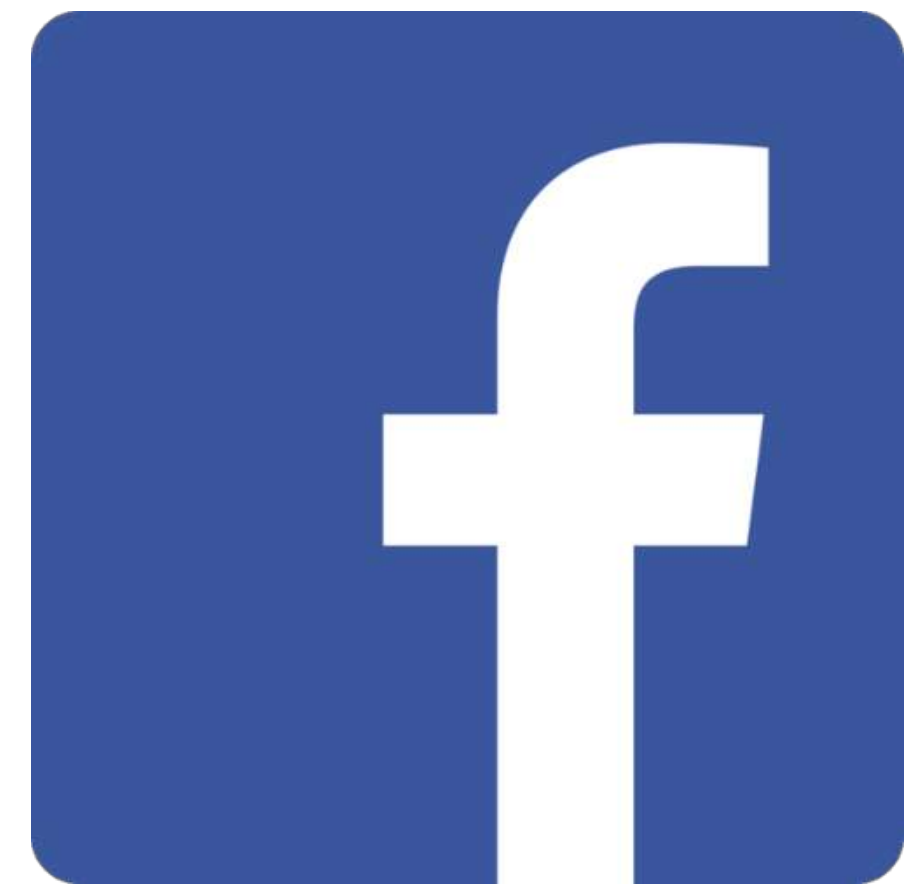
- Facebook Insight Tag - place on website to retarget on Facebook
- Build profiles of your site visitors to refine targeting
- Use email lists or customer data to match up to Facebook profiles

The image shows a Facebook advertisement for 'Team Deborah Doug Annette Dale'. The ad is sponsored and features a map of Tampa with numerous blue house icons, each labeled with a price. The text of the ad reads: 'TAMPA Home Values Are UP! Right Now is the best time to SELL! Get the maximum asking price. Do you know what your home is worth?'. Below the map, there is a call to action: 'FREE Home Evaluation' and 'Get a report right in your email inbox.' A 'Learn More' button is located at the bottom right of the ad.

Facebook & Instagram Targeting Sample Profiles

Profile 1: Real Estate for Businesses

- Age Range: 25 - 65+
- Interests: Real Estate; Real Estate Broker; Property; Property Finder; Entrepreneur; Business; Small Business Funding; Small & Medium Business Enterprises
- Behaviors: Small Business Owners; Self-Employed
- Job Title: Small Business; Owner / Manager; Founder; Start Up Company; Business Owner / Operator



LinkedIn Provides Excellent Targeting For B2B Marketers

From outreach to lead generation, LinkedIn provides B2B marketing solutions

- Provides member generated demographic data so you reach the right audience
- Combine targeting criteria to build the target audience you wish to reach
- Job Titles can be matched to geo- target at City, MSA or DMA levels.
- LinkedIn's **Matched Audiences** allows you to activate your audience data:
 - Insight tags placed on your website *enables retargeting* your site visitors on LinkedIn
 - Insight tags build profiles of your site visitors to improve your targeting
 - Merge email or accounts lists and match to their LinkedIn profiles to deliver ads
 - Can upload up to 300,000 emails or accounts



LinkedIn Matched Audiences Builds Profiles of Your Site Visitors

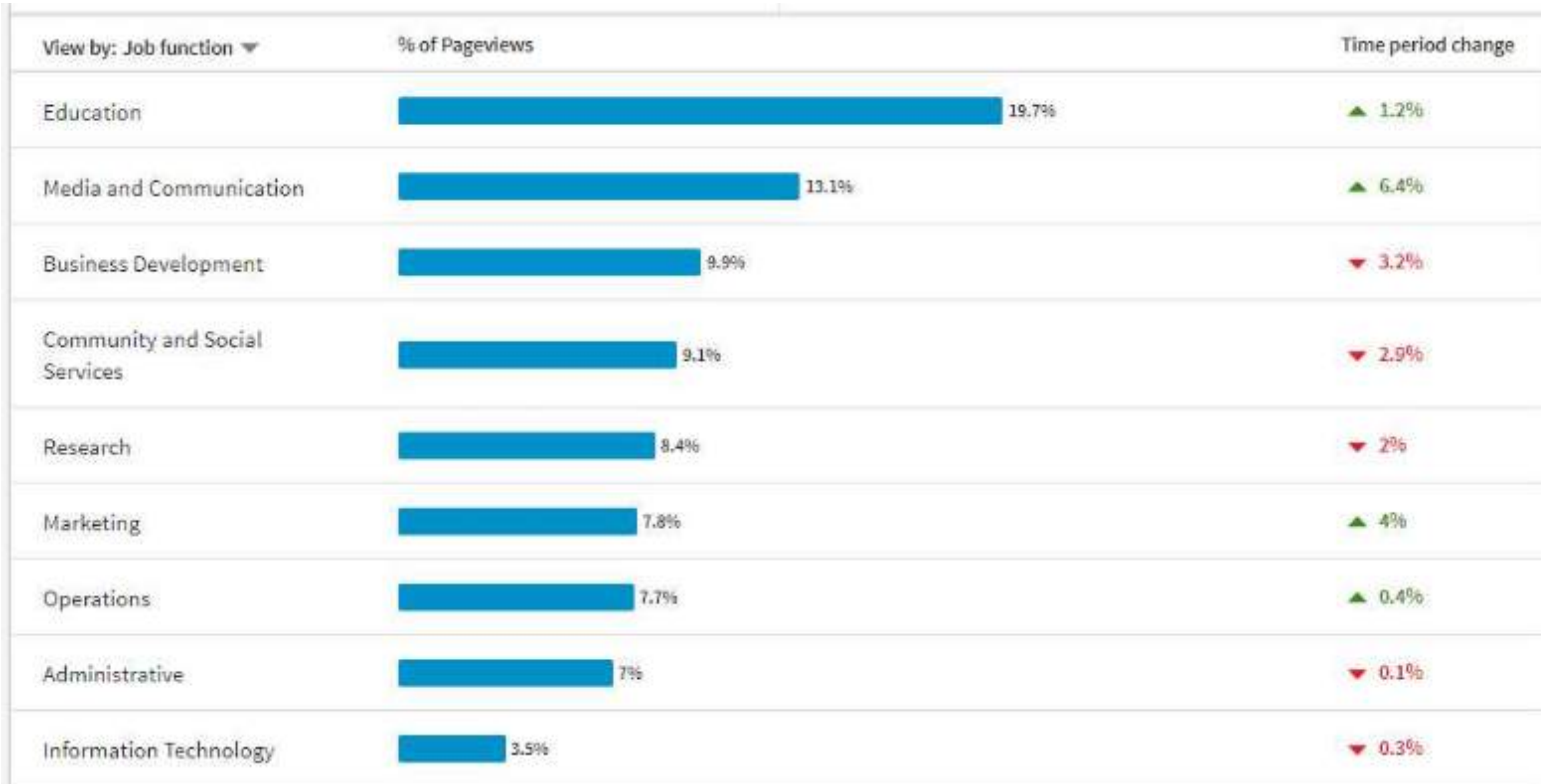
Reveals “who” by Job Title



View by: Job title ▼	% of Pageviews	Time period change
Web Specialist	4.9%	▲ 4.9%
Marketing Director	4.7%	▲ 2.8%
Researcher	2.1%	▲ 0.4%
Intern	1.6%	▲ 0.3%
Professor	1.5%	▲ 0.1%
Research Assistant	1.4%	▼ 0.2%
Associate	1.4%	▼ 0.2%
Digital Specialist	1.3%	▲ 1%
Associate Professor	1.2%	▼ 0.1%

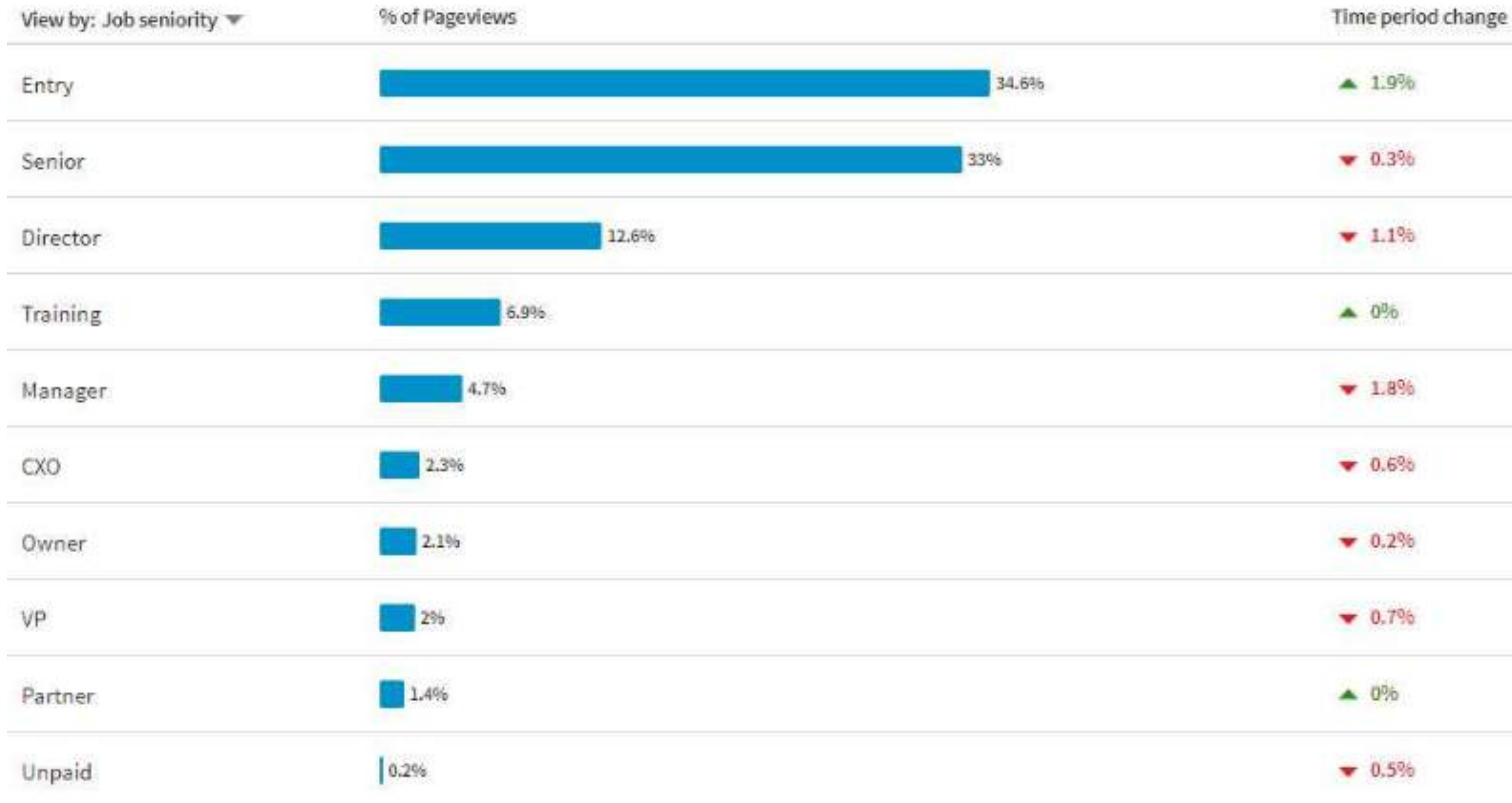
LinkedIn Matched Audiences Builds Profiles of Your Site Visitors

Reveals “who” by Job Function



LinkedIn Matched Audiences Builds Profiles of Your Site Visitors

Reveals “who” by Job Seniority



LinkedIn Matched Audiences Builds Profiles of Your Site Visitors

Reveals “who” by Company Size



View by: Company size ▼	% of Pageviews	Time period change
51-200 employees	20.6%	▲ 1.7%
5001-10,000 employees	15.2%	▲ 2.9%
10,001+ employees	13.1%	▼ 1.9%
1001-5000 employees	9.3%	▼ 1%
11-50 employees	9%	▼ 0.2%
201-500 employees	6.2%	▼ 0.7%
1-10 employees	5%	▼ 1.8%
501-1000 employees	4.3%	▲ 0%
Myself Only	0.5%	▼ 0.1%

Build to the audience profile you wish to reach, and engage them



Profile 1: Commercial Real Estate

- Location: Portland, OR DMA
- Company Industry: Commercial Real Estate, Real Estate, Real Estate Investment
- Job Titles: Commercial Real Estate Analyst; Commercial Real Estate Advisor; Commercial Real Estate Broker; Commercial Real Estate Appraiser; Commercial Real Estate Consultant
- Job Seniority: CEO; President, Sr. Vice President, CFO, Chief Investment Officer

Other Targeting Options: Location, Company Name, Company Industry; Company Size; Skills; Schools; Degrees; LinkedIn Groups; Years Experience

A screenshot of a webinar sign-up form. The form has a blue header with a building icon and the text "Sign up for our webinar!". Below the header, there is a text input field for "Email address" containing "anne.smith@example.com", a text input field for "First name" containing "Anne", and a text input field for "Last name" containing "Smith". At the bottom of the form is a blue "Submit" button. A small disclaimer text reads: "We'll send this information to Connecteleven subject to their privacy policy."/>

Sign up for our webinar!

Come learn about how we can help your business.

We'll send this information to Connecteleven subject to their [privacy policy](#).

Email address
anne.smith@example.com

First name
Anne

Last name
Smith

Submit

4. Mobile Allows Us To Target Audience By Location

Location is a strong indicator of a person's interests

- Example Opportunity:
 - ✓ Advertiser: Tulane University
 - ✓ Objective: target is college bound high school students



St. Paul's High School, 917 S. Jahncke Ave, Covington, LA

Geo Fence captures users while they are in the radius.

Useful for saturating an audience you want to reach while they are in the geo fence

- Example Opportunity:
 - ✓ Advertiser: Tulane University
 - ✓ Objective: target is college bound high school students
- Geo Fence:
 - ✓ Identify location
 - ✓ Determine radius size
 - ✓ Buy as many ads possible
 - ✓ Saturate audience while there
 - ✓ No longer reach when they leave



St. Paul's High School, 917 S. Jahncke Ave, Covington, LA

Mobile Device ID Capture Creates Audiences Based On Location

Retains the mobile ID's in a location enabling continuous messaging

- Mobile Device ID Capture:
 - ✓ Location defines the target audience.
 - ✓ Builds audience going 2 years back.
 - ✓ Deliver ads to identified devices when outside of polygon.
 - ✓ Engage user any where, any time for as long as they own phone.
 - ✓ Eliminate extraneous areas like streets or highways.
 - ✓ Accurate within 3 meters.

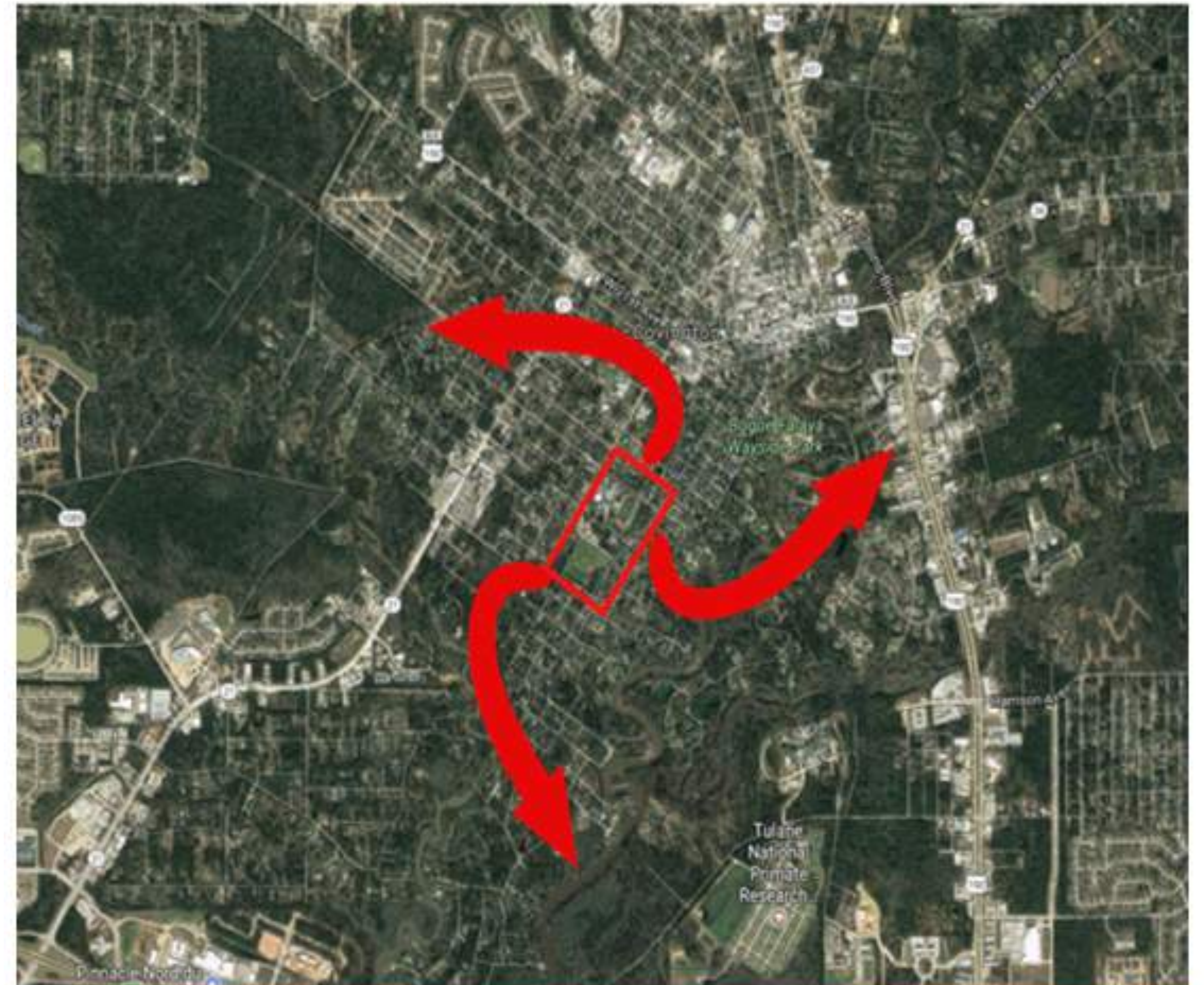


St. Paul's High School, 917 S. Jahncke Ave, Covington, LA

Continue To Engage Your Audience Any Time, Any Where They Go

The device ID is where the ad is delivered, not the geography

- Precise Polygons:
 - ✓ Captures Location Audience.
 - ✓ Stores Device ID for Future Use.
 - ✓ Segment Audience into Groups.
 - ✓ Use ID's to Create Look-A-likes.
 - ✓ Engagement on and off location.
- ✓ Cross Platform, Cross Device
Data Integration



St. Paul's High School, 917 S. Jahncke Ave, Covington, LA

Device ID's Allow Us To Build New Audience Extensions. . .

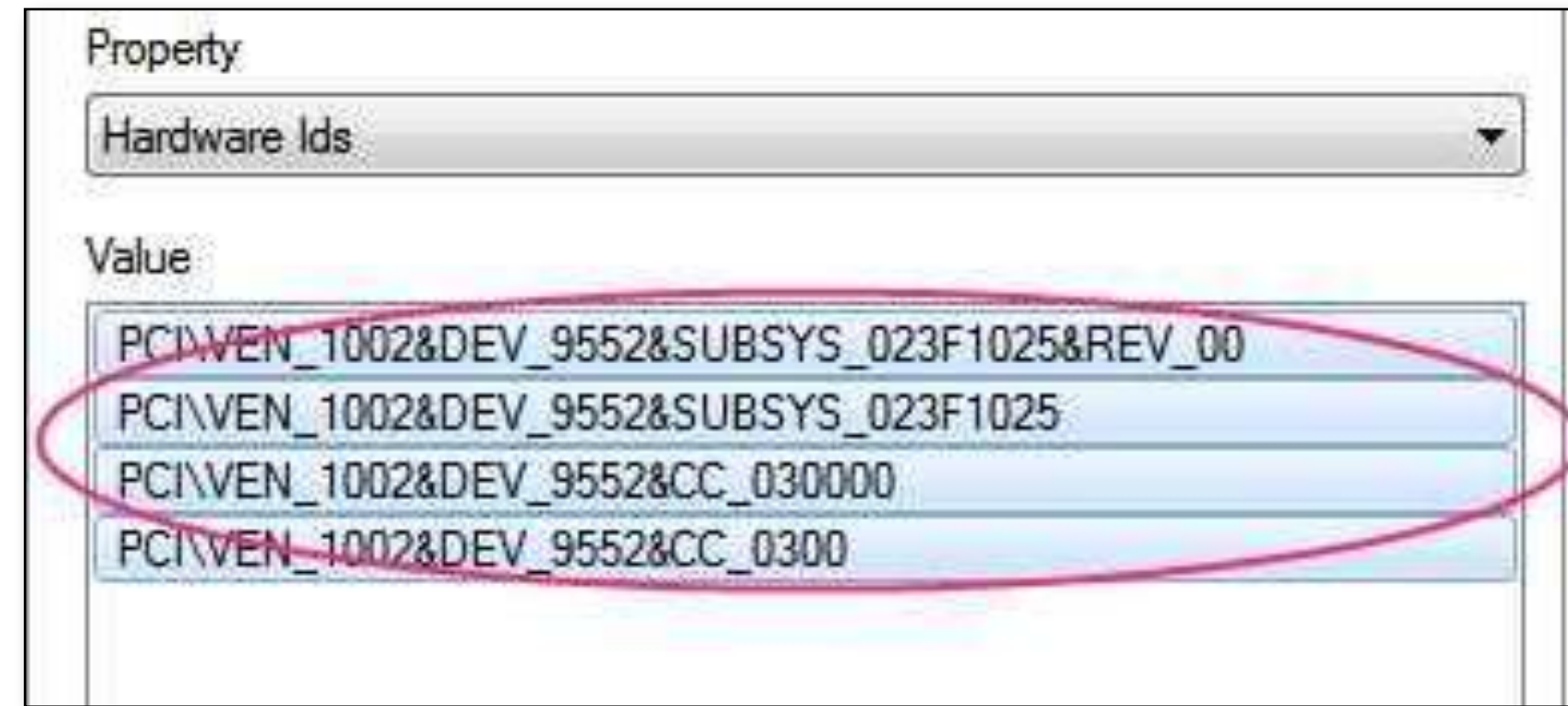
- First we identify the device ID's captured by location or in a campaign.

Device ID...9552&SYS_023FLO25&REV_00



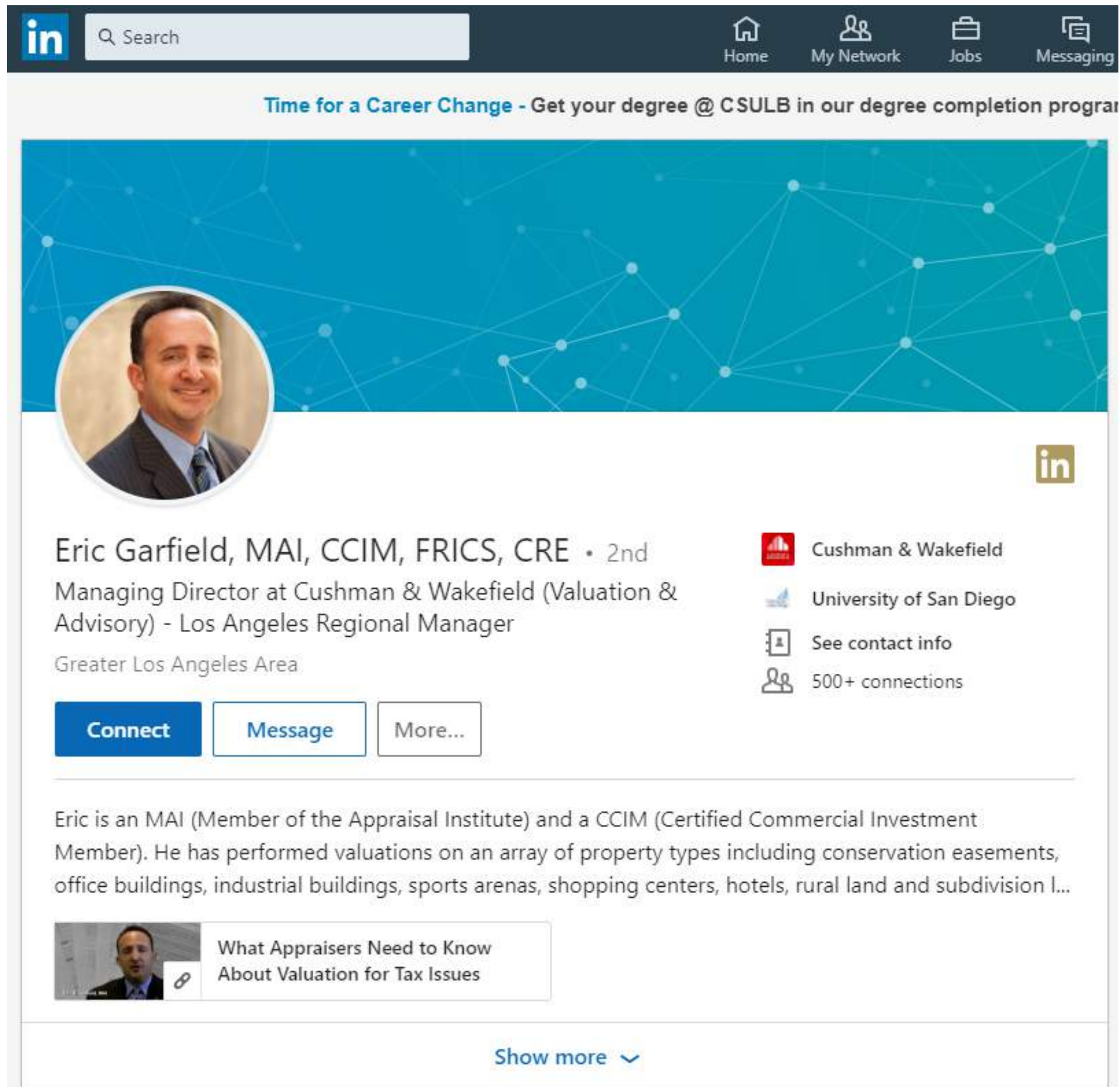
Device ID's Allow Us To Build New Audience Extensions. . .

- Database all device ID's and export into *CSV file for transport.



Load ID's into LinkedIn to re-engage. . .

Match LinkedIn ads to user's whose devices we've captured.



Time for a Career Change - Get your degree @ CSULB in our degree completion program

Eric Garfield, MAI, CCIM, FRICS, CRE • 2nd
Managing Director at Cushman & Wakefield (Valuation & Advisory) - Los Angeles Regional Manager
Greater Los Angeles Area

Cushman & Wakefield
University of San Diego
See contact info
500+ connections

Connect Message More...

Eric is an MAI (Member of the Appraisal Institute) and a CCIM (Certified Commercial Investment Member). He has performed valuations on an array of property types including conservation easements, office buildings, industrial buildings, sports arenas, shopping centers, hotels, rural land and subdivision l...

What Appraisers Need to Know About Valuation for Tax Issues

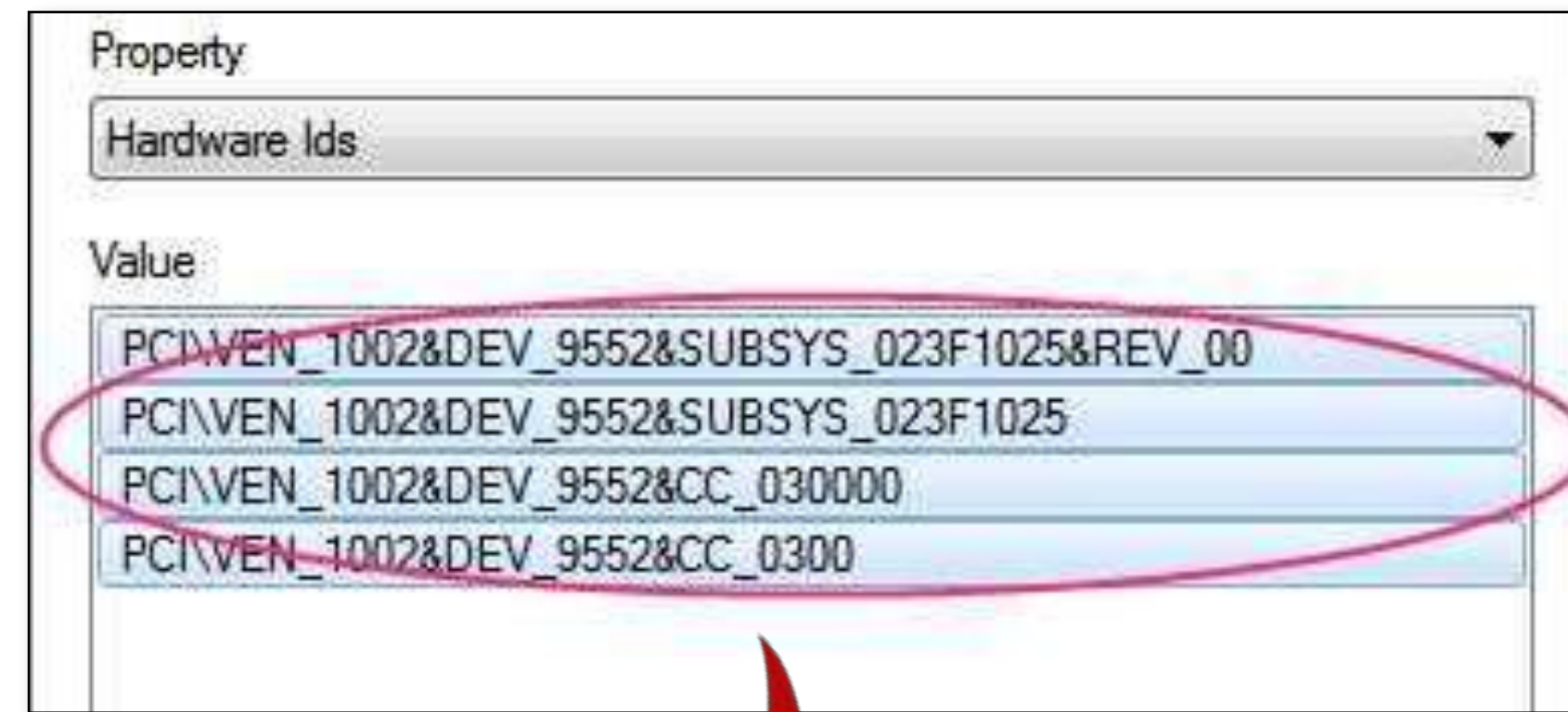
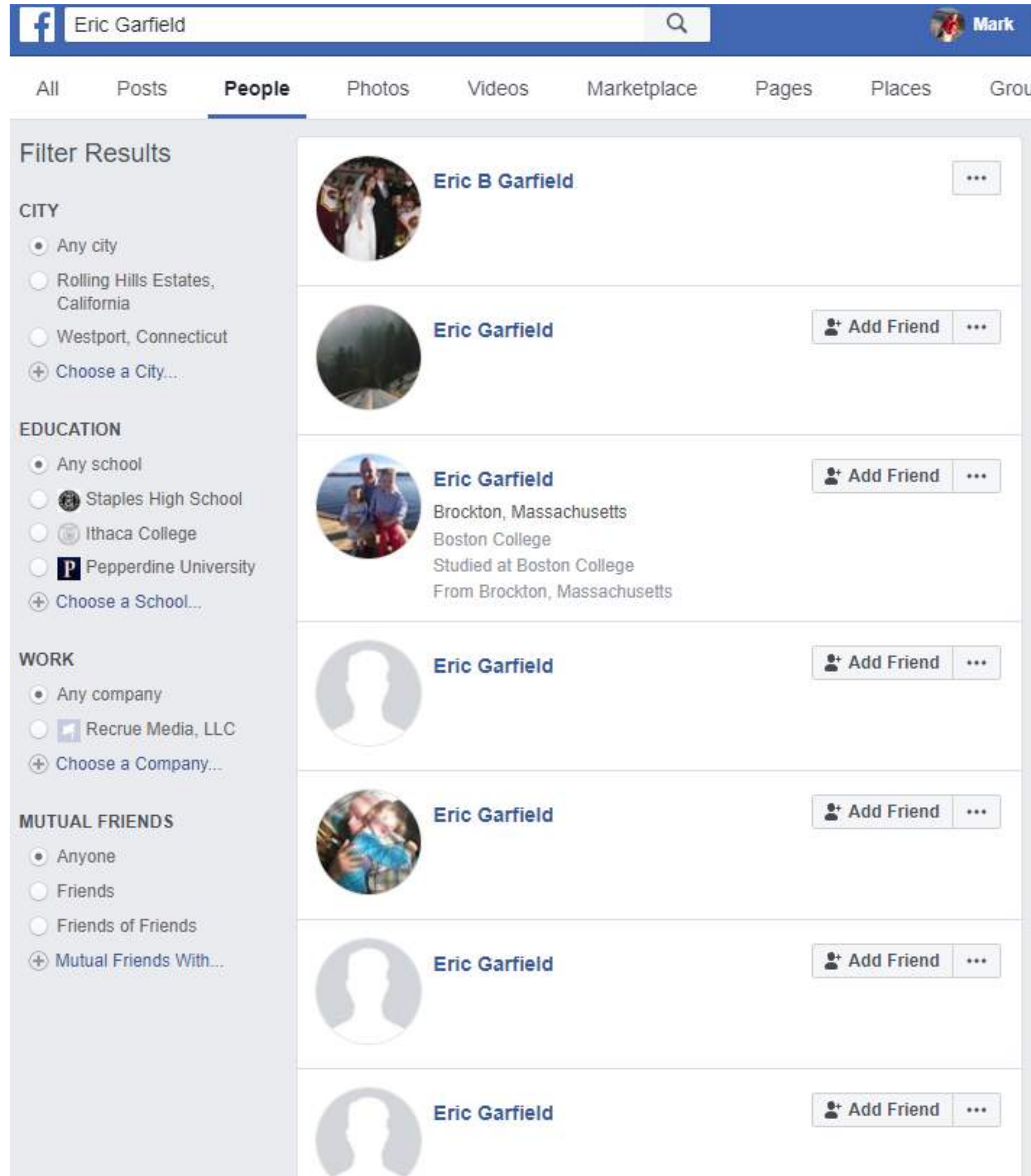
Show more

Property
Hardware Ids
Value
PCI\VEN_1002&DEV_9552&SUBSYS_023F1025&REV_00
PCI\VEN_1002&DEV_9552&SUBSYS_023F1025
PCI\VEN_1002&DEV_9552&CC_030000
PCI\VEN_1002&DEV_9552&CC_0300



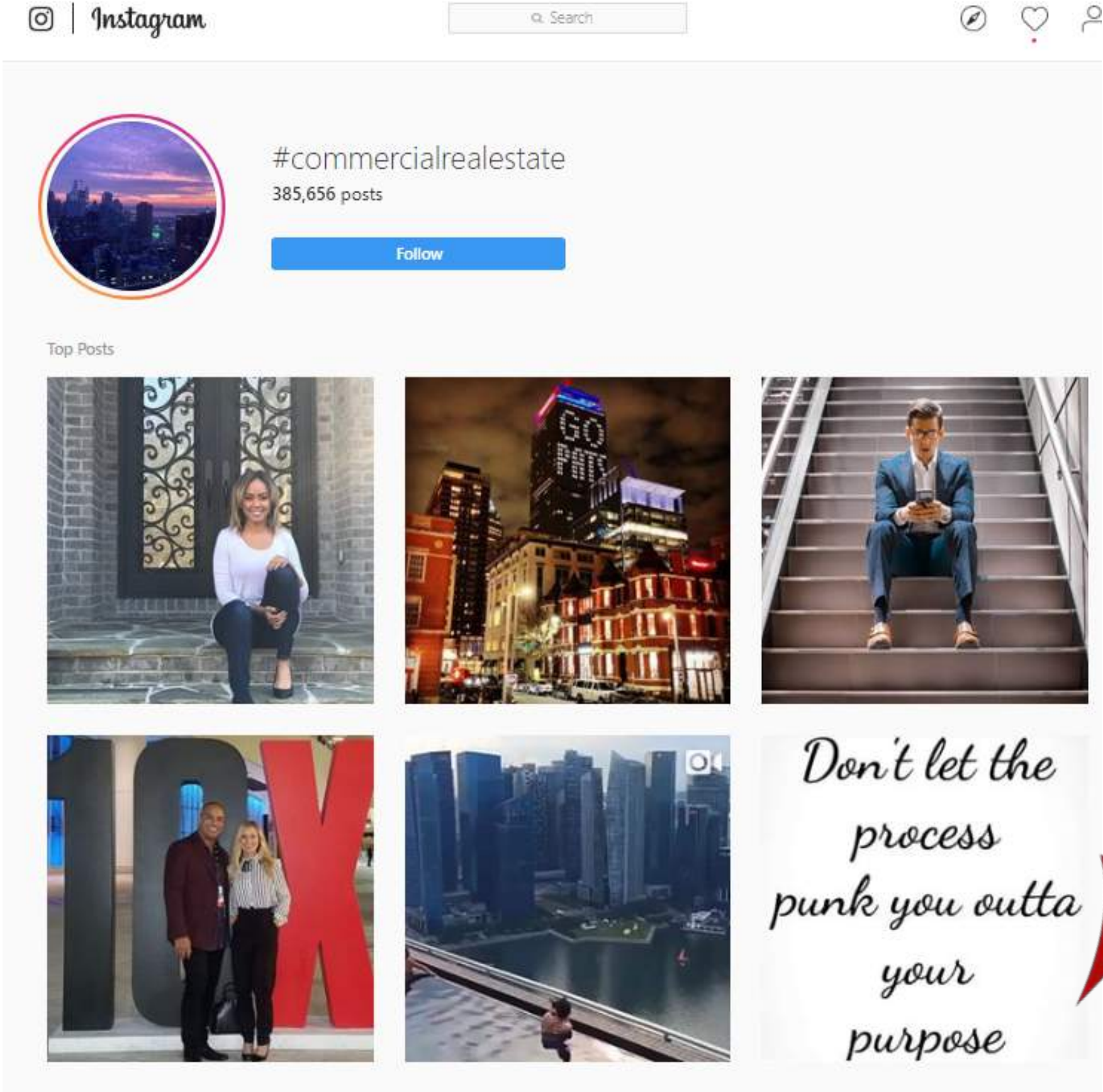
Load ID's into Facebook to re-engage. . .

Match facebook ads to user's whose devices we've captured.



Also into Instagram. . .

Match Instagram ads to user's whose devices we've captured.



Load ID's into cross platform providers. . .

U.S. News Education Rankings Grad Schools

U.S. News Best Graduate Schools rankings are designed to help prospective students research more than 1,900 graduate programs.

READ THE METHODOLOGY »

COLLEGES **GRAD SCHOOLS** ONLINE COLLEGES GLOBAL UNIVERSITIES HIGH SCHOOLS

Contents

Business Schools	Fine Arts Schools
Law Schools	Health Schools
Medical Schools	Library and Information Studies Schools
Engineering Schools	Public Affairs Schools
Nursing Schools	Science Schools
Education Schools	Social Sciences and Humanities Schools

Top Business Schools

Earning an MBA or another master's degree in business can help prospective students advance their careers in the public and private sectors.

#1 BEST COLLEGE CITY

Tulane University

1 by AOL.

videoamp

theTradeDesk

DC/GDN by Google

Online Master's in Cybersecurity Management

Tulane University SCHOOL OF PROFESSIONAL ADVANCEMENT

2018 TULANE FOOTBALL BUY NOW! Sat. Sept. 8 @ 7 PM TulaneTIX.com

/552&SUBSYS_023F1025&REV_00

/552&SUBSYS_023F1025

/552&CC_030000

/552&CC_0300

Examples of Audience Categories Captured

Bass Pro Shops.....	95
Cabelas.....	76
Field and Stream.....	29
Gander Mountain.....	92
Home Depot.....	1,760
Lowes.....	1,725
4 + 5 Star Ranges.....	82
Premium Gun Ranges.....	225
Sportsman Warehouse.....	88
State Police Training Centers...	321
Fire Departments.....	4,431
Police Departments.....	3,597
US Military Bases.....	196
Tractor Supply.....	1,488
REI.....	145
High Schools.....	24,500
Colleges & Universities.....	1,812
Community Colleges.....	1,018
Marinas and Boat Yards.....	2,214
Trucking Co. Locations.....	10,000



Build The Audience That Is Valuable To You

5. Display Networks - Run Banner Ads On Sites That Represent Your Audience

Build traffic to your site and communicate with your audience on the sites they visit

- Most sites accept ads through services like Google Display Network
- Ads can be delivered geographically on national sites
- Measure traffic from selected sites
- Positive reflection of your business appearing on these sites
- This is how to build reach of the target audience

The screenshot shows the homepage of The Wall Street Journal. At the top, there is a navigation bar with market indices: DJIA 25063.89 (0.26% ▲), S&P 500 2706.53 (0.09% ▲), Nasdaq 7263.87 (-0.25% ▼), U.S. 10 Yr 0/32 Yield 2.686% ▼, Crude Oil 55.37 (2.94% ▲), and Euro 1.1459 (0.00% ▼). The main header features the title "THE WALL STREET JOURNAL." and the date "February 3, 2019". Below the header is a navigation menu with categories like Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Life & Arts, Real Estate, and WSJ. Magazine. A search bar is located on the right side.

The main content area features a large banner ad for "The Charles Schwab Franchise Opportunity" with a "LEARN MORE" button. Below this is a "Property Search" section with fields for City, County, State, and Property Type, and a "SEARCH" button. The "Commercial Real Estate" section includes a market article titled "Home-Builder Stocks Bounce Back as Mortgage Rates Slide" by Jessica Menton, dated January 24, 2019. Below this is an obituary for Larry Weinberg, titled "Larry Weinberg Survived Horrific War Injuries, Founded Home Builder and Owned NBA Team" by James R. Hagerty, dated January 11, 2019. The "BUSINESS" section features an article titled "Wall Street's Big Landlords Are So Hungry for Houses They're Building Them" by Ryan Dezember, dated January 3, 2019.

On the right side, there is a sidebar with a large red-bordered ad for "Get a rate you deserve." from Marcus by Goldman Sachs, offering an "Online Savings Account" with a "2.25% APY" and a "Learn More" button. Below the ad is a "Most Popular Videos" section with three video thumbnails and titles: "A Mini-Castle, Saved From Ruins, Now Fit for a New King", "How to Pack Your Carry-On Bag for a Business Trip", and "IBM CEO Ginni Rometty on the Three Mistakes Companies Make With AI".

“Curated” Networks Provide Known Sites

Curated refers to typically top performing sites by category

Curated Site List Benefits:

- Sites you know your audience engages
- Ability to select sites to test delivery
- Eliminates objectionable sites
- Use different networks to reach different audiences
- Identify sites that drive engagement



Real Estate Network

The Real Estate network consists of over 225 national and regionally based websites with content designed specifically for individuals interested in homes and real estate. These sites provide a cross-section of categories including MLS, assessor services, financial advice, mortgages, rentals, foreclosures, property searches, and more.

Examples of participating websites in this network are:

bankrate.com	lakeplace.com	realtytrac.com
city-data.com	landbin.com	redweek.com
cnnmoney.com	landwatch.com	reil.com
domain.com.au	livability.com	rentdigs.com
foreclosure.com	mainstreet.com	smartmoney.com
forrent.com	mls.com	thebalance.com
frontdoor.com	motleyfool.com	trulia.com
hgtv.com	move.com	usatoday.com/money
homefinder.com	newhomesource.com	vacationrentals.com
homes.com	openhouseok.com	vrbo.com
homes.org	pro.mlslistings.com	watchforeclosure.com
housepricecrash.co.uk	realestate.aol.com	wisconsin.com
inman.com	realestate.com.au	youngmoney.com
kiplinger.com	realestateabc.com	youtube.com::Agencies
lakehomesusa.com	realtor.com	youtube.com::Listings

Ad and file sizes for computers, tablet, and mobile devices:

Most Common Ad Sizes:		Additional Sizes:		File Types:
300x250	Inline Rectangle	250X250	Square	Formats- GIF, JPG, PNG, SWF Max. Size- 150KB
336x280	Large Rectangle	200x200	Small Square	
120x600	Skyscraper	468X60	Banner	
728x90	Mobile Banner	336X280	Large Rectangle	
320x50	Large Mobile	160X600	Wide Skyscraper	
		300X600	Half Page Ad	
		970X90	Large Leader Board	

Geo Targeting Capabilities:

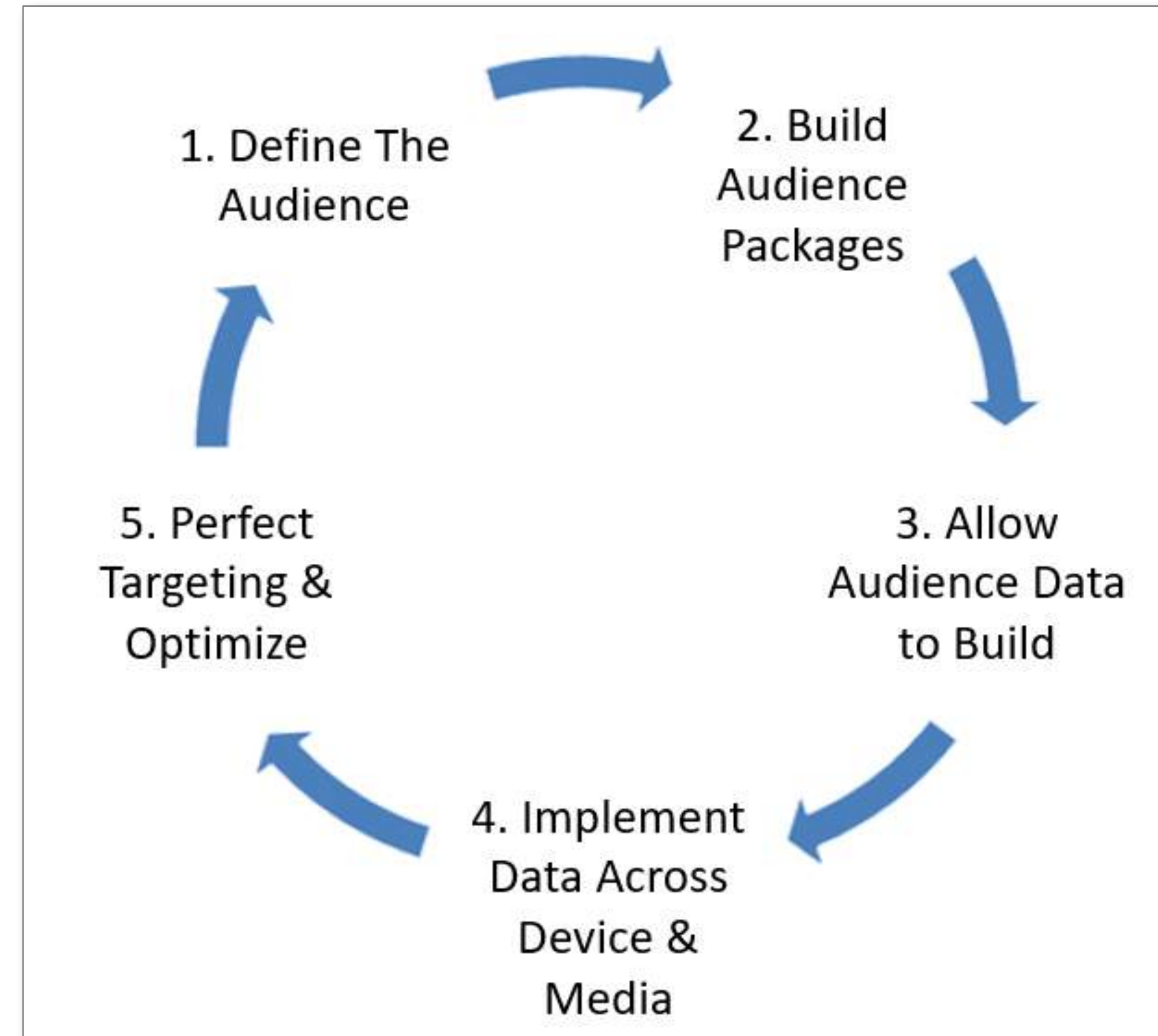
These are websites with national and international reach delivering monthly ad impressions that can be targeted to: Country, Regional, State, DMA, MSA, County, Zip, Radius- Geo Fence.

Behavioral Targeting Provides Efficient Packaging of Audiences

- All individual searches, site visits, purchases are recorded through cookies
- These cookies are used to build audience profiles related to the likes and interests of users
- The allows advertisers to identify those people that interested in their products or services
- Two benefits:
 - User - receives ad messages related to their interests
 - Advertiser - targets ad dollars to people interested in their product or service
- Behavioral Targeting “buckets” for Real Estate are:
 - ✓ Commercial Properties - For Sale
 - ✓ Commercial Properties - For Rent
 - ✓ Property Development
 - ✓ Lending
 - ✓ Real Estate Listings - Land, Residential, Foreclosed
 - ✓ Real Estate Agencies - Title & Escrow
 - ✓ Insurance - Real Estate

Conclusion - Audience Management Is Process To Follow

- Audience Management Is The Stacking Of Audiences
- Start with data you know to build the audience targets you want
- Work with a partner that provides the ability to package audiences and manage their growth
- Use data you own and have ready for export to build audience reach
- With audiences built, focus on creative messaging
- Test and Learn, Test and Learn, Test and Learn



Thank You.

Mark Landon
Principal Partner
Recrue Media, LLC
Los Angeles, CA
mldon@recruemedia.com
m. 310.567.9174

