

©2021 Revenue Development Resources
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Just in case you didn't know...

Mark Levy
 President
 40 years in sales, management & consulting

Holly Levy, Esq.
 Vice President
 17+ years in customer service

Married 37 years
 (Holly says Mark is VERRRRY Lucky!)

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CERTIFICATE OF COMPLETION

AWARDED TO

FOR SUCCESSFULLY COMPLETING
From Influence to Impact:
 "7+ Steps To Better Finish This Year."

Mark A. Levy
 PRESIDENT, RDR

MAY 11, 2021

Holly A. Levy, Esq.
 VP, RDR

RDR REVENUE DEVELOPMENT RESOURCES
 MAKING DOLLARS AND SENSE FOR MEDIA

Local Broadcast Sales On-Demand Broadcast Training And Revenue Development That Works!

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GROWTH
 Desire, Study, Practice
 Desire, Study, Practice
 Desire, Study, Practice

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MONEY WILL LIKELY BE SPENT WITH OUR COMPETITORS TODAY - because buyers don't know enough, if anything, about our offerings and whether they're worthwhile.

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Tools You Should Have To Do Your Job Better (Besides LBS!)

THE NIELSEN TOTAL AUDIENCE REPORT
 MARCH 2021

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Competitive Media

- Outdoor, rates
- Digital, rates
- Broadcast competitors, rates
- Cable choices, rates
- Theaters, rates
- Newspapers, rates
- Yellow pages, rates
- What else?...Direct Mail!

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Top Five Media in 2021

Total Ad Spend \$137.5B
 Dollar Spend and Percentage Share by Media

Rank	Media Type	Dollar Spend	Percentage Share
1	Direct Mail	\$31.2B	22.7%
2	Mobile	\$23.4B	17.0%
3	Online	\$23.3B	17.0%
4	Local Television	\$15.7B	11.4%
5	Local Radio	\$12.6B	9.2%

Who's getting your money?
 Why?

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Share of Traditional and Digital Media in 2021

2021 US Local Spend \$137.5B (Post-COVID)

Media Type	Share
Radio O-T-A	8.2%
Radio Online*	1.1%
Online	17.0%
Mobile	17.0%
Direct Mail	22.7%
Other	22.6%
TV O-T-A	10.4%
TV Online	1.0%

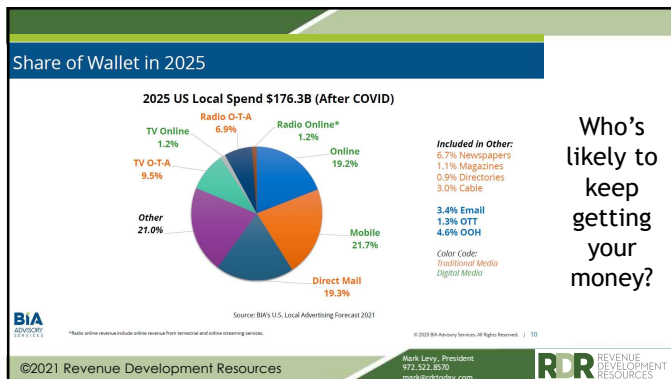
Included in Other:
 8.3% Newspapers
 3.4% Cable
 1.3% Directories
 1.2% Magazines
 0.9% OTT
 3.1% Email
 4.5% OOH

Color Code:
 Traditional Media
 Digital Media

Who's getting your money?
 Why?

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Who's likely to keep getting your money?

Direct Mail

Thank you for being a top listener.

Hey it's Charles Kelley from Lady Antebellum.

You're getting this email because you are one of our Antebellum top listeners in Seattle. Thanks so much for listening to us and all our music.

It's exciting to see how our music is doing. Thank you so much for being one of our top listeners in Seattle.

The greatest music is **Wednesday** (October 14th at 8pm and live with Charlie, October 14th at 8pm). You'll be able to purchase our live album when it comes out. The password is **BELLEVUE**.

Check out our new album and see what you think. It's called "The Show" and also features Chris Stapleton and Eric Church. Happy to hear!

[BUY TICKETS NOW](#)

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"...If they're not thinking about buying a local newspaper or starting a direct mail initiative in their market, they should..."

"Radio's Big Challenge: Finding Its Way Forward In This New Digital World"
 Gordon Borrell
 3/30/18
 Forbes.com

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- ## Why Do People Buy Direct Mail?
- Perception = it works
- Per BIA, response rate is now over 5.6%
 - Per Borrell, it is the only traditional medium in the top 9 for customer retention efficiency. And 62% of the businesses who used it for retention said it was the most effective media choice.
 - Great for bringing current customer back (BOGO, Off-Peak Offer, etc.)
 - Targeting by geographic zone...**recommended by Google?**
 - Targeting by demo as well
 - Great tool for building segmented database
 - Prospects will touch it (even if they throw out)
 - Easy to test different offers in the same mailing
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- ## Why Do People Buy Direct Mail?
- Easy to track
 - Great amount of co-op
 - Details/pictures
 - Variety of sizes/layouts
 - Great coupon deliverer
 - Tangible results vs. "branding" ads so often run on broadcast
 - True ability to be totally personalized
 - Great way to reach Boomers, Gen-Xers & Millennials? YES!
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- ## Baby Boomers
- ✓ ½ of all consumer expenditures
 - ✓ Look forward to checking mail each day (Gallup)
 - ✓ 36% used coupon mailed for a purchase in past month
 - ✓ 34% used coupon emailed for a purchase in past month
 - ✓ 75% = more likely to purchase with coupon/loyalty discount (Synchrony Financial, Ap. 2017)
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Gen Xers

- Were just gaining in the workforce when recession hit
- Not relying on Social Security after retirement
- Saving for college, homes, a business, retirement
- They *love coupons* (Wordstream Dec. 2017)

- Appreciate standard mail (bills excluded)
- Many still mail hand-written notes
- Direct mail may reach them at home more effectively than work since many in management (May Design, Mar. 2017)

Millennials

- ✓ More than 1/2 obtain coupons from paper sources such as direct mail, inserts & magazines (WMI, July 2017)
- ✓ 47% increased their use of coupons in past year - 14% more than all respondents & 21% more than Baby Boomers
- ✓ 34% report increase in mail coupon usage (Business Wire, 2016)
- ✓ Nearly 90% use paper coupons received via mail (Valassis' annual coupon report, 2017)
- ✓ Response rates to all direct mail, ads & coupons = up 60% from a decade ago (Data & Marketing Assoc., 2017)

Gen Z

- ✓ A study conducted by the [UK Royal Mail](#) shows us that 71% of people are more likely to trust advertising mail.
- ✓ Direct mail may feel more personalized to Gen Z than online efforts, as it shows the company sent something directly to them versus a mass marketing approach. (Direct Mail: Gen Z And Millennials, 8/30/19)
- ✓ Looking for product reviews and value in their direct mail. (5 Direct Mail Considerations for Generation Z)

Selling with DM

- Consumers like DM, so don't trash it! Remember: "old" newspaper/frog legs adage
- Use broadcast to increase awareness of ad for people receiving ad in mailboxes
- Use broadcast to increase reach of ad for people not getting the ad in their mailboxes by directing your audience to an on-line version, maybe hosted by you
- Use broadcast to give "life" to mailed message

Selling with DM

1. Center broadcast schedules so they run the day before, day of, & day after the mail piece drops, in order to reduce "I just threw it away."
2. After client accepts your recommendation to reduce ad size, reallocates money into broadcast, & schedule has aired, always ask: **"How did the ad perform?"** **Never ask** "How did the broadcast schedule work?" You *want* the client to say the ad worked better because you said it would if augmented with broadcast!

Selling against DM

- Your camera is your tool
- How good is the zip code list?
- "Do not mail" lists
- Not environmentally friendly

Selling against DM: People Opt Out!

- Not everyone gets all advertising mail
- You can take several actions to stop the delivery of unwanted mail in your mailbox.
- Tell companies you do business with to remove your name from customer lists they rent or sell to other companies. Find out how to opt-out of marketing lists on sales materials, order forms, emails, and websites.
- Sign up for the [Data & Marketing Association's](#) mail preference service. This will remove your name from most national telemarketing, mail, and email lists. [Register online for \\$2](#) or by sending the [registration form](#) and \$3 fee through postal mail.

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Selling against DM

- Not everyone gets all advertising mail
- The Consumer Credit Reporting Industry has an Opt-Out Program. Register with this program to stop receiving credit card and insurance offers. All major credit reporting agencies (Equifax, Experian, Innovis, and TransUnion) take part in this program. [Register online](#) or call 1-888-567-8688 to opt-out for five years. You must [register online](#) if you want to opt-out of these offers permanently.
- Complete and file a [PS Form 1500](#) (PDF, [Download Adobe Reader](#)) at the Post Office to stop receiving sexually oriented advertising in your mail.
- If you've already opted out for credit or insurance offers, and would like to begin receiving them again, you must [complete a request to opt-in](#).

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Selling against DM

- Not everyone gets all advertising mail
- Remember, opting-out will not end all mail solicitations. You may still receive mail from:
 - Local merchants
 - Religious and charitable organizations
 - Professional and alumni associations
 - Politicians
 - Companies with which you do business

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Selling against DM (sound familiar?)

Is it really working? What's the criteria?

% people saying "I saw it" vs. lift in sales

Or


in a bad year, staying close to previous year

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Out of Home: Billboards

"It's not a medium. It's a


LARGE!



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Out of Home: Billboards

- Paints - large, long standing boards
- Walls (of buildings)
- Digital Boards - rotating messages
- Posters/ Jr. posters - paper, 30 days, bane of political season



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Out of Home: Transit

Buses, Airports, Subways, Taxis

Digital Messages on vehicles

Mobile Billboards

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Out of Home: Urban Furniture

Bus Stops
 Benches
 Trash Receptacles
 Streets

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Out of Home: Location Based

Restrooms
 Theaters
 Shopping centers
 Stadiums (college/high school)
 High-traffic pedestrian areas
 Parking garages

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Why Do People Buy OOH?

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Selling with

*texting laws

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Selling with

- Broadcast can tighten or broaden client's target demo
- Alert audience in ads:
 "Watch for ABC Client's billboard, & watch/listen for ABC Client's future broadcast ads..." = synergy!
- Augment brief message with broadcast
- "Reallocation" - reduce & move \$ to your media

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Selling against

Your camera is your tool

- Evening pics
- Light traffic time
- Dirty benches
- Restrooms
- Model billboard = misleading
- People in theater (math)
- “I have a concern” email/call

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Selling against

A car moving at 10 miles per hour travels 14.666 feet per second. If a billboard can be read from ¼ mile away:

- A driver traveling 40 miles per hour can see the billboard for a maximum of 22 seconds (58.664 Ft/Sec).
- A driver traveling 50 miles per hour can see the billboard for a maximum of 18 seconds (71.665 Ft/Sec).
- A driver traveling 60 miles per hour can see the billboard for a maximum of 15 seconds (87.996 Ft/Sec).
- And if it is a changing digital... Jim Busch of the Pittsburgh Pennysaver

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Selling against

Exposure vs. Engagement: “Name 5 boards you saw on your way to work this am.”

Is it really working? What is criteria?

% people claiming “I saw it” vs. lift in sales

or in a bad year:

staying close to previous year

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Long Term Biz

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“What have you brought me lately?”

- Articles
- 22 Immutable Laws
- Podcast Links
- Hand Delivered Thank You Notes
- Lottery Tickets
- Popcorn
- Evidence that you are growing to better serve
- Success Stories
- A Marketing Calendar**

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1. Customize & Print the Advertising Planner Cover



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7+ Steps To A Better Rest of the Year

Mark Levy, President, Revenue Development Resources

2.
If you want long term biz, ask for it, with a 13 month calendar. Template goes through 2025.

February 2020
Monthly Ad Planner

February Advertising Planner

Special Events	SPORTS EVENTS	Other Events
Valentine's Day	Pro Bowl	Chili Opens
	NBA	
	NHL	
	College Hoops	

February Bonus Offer!
Receive 10 Sponsorship Mentions When You Run 50 Commercials In A Week!

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3. Print Monthly Advertising Planner Template too. But first, look at each page & list any upcoming sales events or promotions.

December Advertising Planner

Special Events	SPORTS EVENTS	Other Events
Christmas Eve	Bowl Games	
Christmas		
New Year's Eve		

Special Offer This Month:

Bottom half of your monthly ad planner is a Word file so easily edited!

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When 1 month falls off, the next is added on!

Google:
"Who buys what in (Month)"

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Anti-Cancellation Tool A

Sell schedules that clients say work!

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“Clientee”

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	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mid-1	X	X	X	X	X	X	X
1-2	X	X	X	X	X	X	X
2-3	X	X	X	X	X	X	X
3-4	X	X	X	X	X	X	X
4-5	X	X	X	X	X	X	X
5-6	X	X	X	X	X	X	X
6-7	X	X	X	X	X	X	X
7-8	X	X	X	X	X	X	X
8-9	X	X	X	X	X	X	X
9-10	X	X	X	X	X	X	X
10-11	X	X	X	X	X	X	X
11-Mid	X	X	X	X	X	X	X
Mid-1	X	X	X	X	X	X	X
1-2	X	X	X	X	X	X	X
2-3	X	X	X	X	X	X	X
3-4	X	X	X	X	X	X	X
4-5	X	X	X	X	X	X	X
5-6	X	X	X	X	X	X	X
6-7	X	X	X	X	X	X	X
7-8	X	X	X	X	X	X	X
8-9	X	X	X	X	X	X	X
9-10	X	X	X	X	X	X	X
10-11	X	X	X	X	X	X	X
11-Mid	X	X	X	X	X	X	X

Take some off?


24 spots a day, 7 days a week
 168 Spots a week
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	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mid-1	X						
1-2	X						
2-3	X						
3-4	X						
4-5	X						
5-6	X						
6-7	X						
7-8	X						
8-9	X						
9-10	X						
10-11	X						
11-Mid	X						
Mid-1	X						
1-2	X						
2-3	X						
3-4	X						
4-5	X						
5-6	X						
6-7	X						
7-8	X						
8-9	X						
9-10	X						
10-11	X						
11-Mid	X						

Take off more?

12 spots a day, 7 days a week
 84 Spots a week
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	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	X						
2							
3	X						
4	X						
5	X						
6	X						
7	X						
8	X						
9	X						
10	X						
11	X						
11-Mid	X						
Mid-1	X						
1-2	X						
2-3	X						
3-4	X						
4-5	X						
5-6	X						
6-7	X						
7-8	X						
8-9	X						
9-10	X						
10-11	X						
11-Mid	X						

Take off more?

8 spots a day, 7 days a week
 56 Spots a week
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	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mid-1	X						
1-2	X						
2-3	X						
3-4	X						
4-5	X						
5-6	X						
6-7	X						
7-8	X						
8-9	X						
9-10	X						
10-11	X						
11-Mid	X						
Mid-1	X						
1-2	X						
2-3	X						
3-4	X						
4-5	X						
5-6	X						
6-7	X						
7-8	X						
8-9	X						
9-10	X						
10-11	X						
11-Mid	X						

Take off more?

5 spots a day, 7 days a week
 35 Spots a week
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Take off more?

Anti-Cancellation Tool B

Think: *Late Night Smooth Jazz DJ*

1. Agree to cancel
2. Ask permission to ask:
if anything/everything/event (calendar use is BIG) is being cancelled

Anti-Cancellation Tool B

December Advertising Planner

Special Events	SPORTS EVENTS	OTHER EVENTS
Christmas Eve	Bowl Games	Trunk show
Christmas		
New Year's Eve		

Trunk show: 45 commercials

Special Offer This Month:

Anti-Cancellation Tool B

Think: *Late Night Smooth Jazz DJ*

1. Agree to cancel
2. Ask permission to ask:
 - if anything/everything /event (calendar use is BIG) is getting cancelled
 - If everything, "Is there anything we can do to help so you don't lose even more business to those online competitors?"
 - If only you, there is a value proposition problem: "I'm really sorry to hear that as we've evidently done something or not done something to make you think/feel that we are not as valuable to your business as others are. Would you mind sharing that with me?"

The Grand Pooba List

Let's ask for the person in charge of:

1. Store Traffic
2. "Ups"
3. Customer acquisition/retention
4. Patient acquisition/retention
5. Lead generation
6. Billable hours
7. Service calls
8. Credit Hours/Tuition
9. Average ticket
10. Table turn
11. Profitability
12. Advertising
13. A "Coach"

Know the Damage of

What is Your Ad Budget?

and the Value of the "Big 7"

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Math for Sales:
 How much should a client expect to invest to reach a desired sales goal?
 How to use: All of this is based on what the client will pay.
 ALWAYS ROUNDING ANY NUMBERS IN YELLOW & PINK CELLS.
 *GIVE YOUR OWNERS OVER BELLS - TABING ACROSS WILL NOT WORK

Levy's Formula	Revenue Development Resources	Current Avg. Month	Revenue per month
How many months to reach goal?	12	40,000	40,000
Monthly commission percentage	10%	4,000	4,000
Marketing %	5%	2,000	2,000
How much to invest per month	17,000	17,000	17,000
How much to invest per year	204,000	204,000	204,000
How much to invest per quarter	51,000	51,000	51,000
How much to invest per week	12,250	12,250	12,250
How much to invest per day	1,750	1,750	1,750
How much to invest per hour	708	708	708
How much to invest per minute	118	118	118
How much to invest per second	19.67	19.67	19.67

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Question: How long should a good proposal be?

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Answer:
As long as it needs to be!

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Good Written Proposals

- ✓ Focus on the client
- ✓ Identify & focus on client objectives
- ✓ Give you the right to ask for larger orders

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I + We < You & Your
Remember:
Think Client First
Benefits, not Features!

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Feature: → Attribute of your business from *your* point of view

Usually begins with "We" or "Our"

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Benefit:  Attribute of your business from the prospect's point of view

Always begins with "You" or "Your"

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Real Progress When Going From

"...which means that you will..."
 to
 "You will _____ because we..."

LEAD with the Benefit, ("You will _____")
SUPPORT with the Feature (because we _____)

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More Profitable Than Watching Funny Cat Videos

Memorize at least **20** benefits of:

- Advertising
- Long-term advertising
- All media types you offer
- Your specific media offerings
- Doing business with you



"You will (benefit), because we (feature)."

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Schedule Change?

"Ms. Advertiser, my schedule just opened up- can I come now?"

VS.

"Ms. Advertiser, my next call just changed their meeting time, so I wondered if it would be more convenient for you if we met earlier?"

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"Dinner & a Show" Proposal Checklist

Does it look "WOW!" or "eh?"

Copyright

PowerPoint with Embedded Audio/Video

Laptop, iPad...yes, you need one

Good speakers

and

Does it include...

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"Dinner & a Show" Proposal Checklist


1. Advertising Objectives
2. Competitive Situation
3. Consumer & Industry Research
4. Media Analysis
5. Why Your Media (Everything being pitched)
6. Why Your Company, Etc.
7. Creative Strategy
8. The Schedule & Investment Details
9. **Service Agreement**

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_____ (Proposal Name)
Created For:
_____ (Client Name)
Presented to: _____
Title: _____
Date: _____
Presented by: _____
With: Company Name _____
Phone: _____
Email: _____
©Company Name. All rights reserved until purchased by Client Name


 What We Understood You To Say: 
What You'd Like to See Happen:
a. _____
b. _____
c. _____
Your Biggest Strengths:
a. _____
b. _____
c. _____
Your Biggest Challenges:
a. _____
b. _____
c. _____

 What We Discovered About Customers Who Use Your Products and Services
1. _____
2. _____
3. _____

 What You Are Currently Doing To Market (Business Name)
1. _____
2. _____
3. _____

 What Makes This Broadcast Medium a Great Fit to Reach Your Target Consumers and Prospects
1. _____
2. _____
3. _____

 What Makes This / These Particular Stations a Great Fit to Reach Your Target Consumers and Prospects: (sorry, but we suggest this page for every station you suggest):
1. _____
2. _____
3. _____

 **What Makes This/These Digital Offerings a Great Fit to Reach Your Target Consumers and Prospects?**


1. _____
2. _____
3. _____



What We Suggest As Your Message:

On screen (text or storyboard) and audio recorded to play 3 times...

You might even send the night before!

 **Investment per week:**

Number of weeks: _____

Cost per Spot / SAU?

Client Signature: _____

Sales Rep: _____

Date: _____


Schedule and Contract

Expiration date?
 Place for client to sign...Adobe!



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Guaranteeing what we can guarantee can help you win more often!



You won't always win by 40 lengths.
 But winning by a nose is just as good!

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Gold Cup Service Guarantee

We guarantee that when working with our company, (Company Name) will be entitled to the following:

Ad Production Consultation to Cover
 What you want your advertising to accomplish; grow strengths, manage weaknesses, clarify your core message, identify your key selling points, products or services offered. Discuss other elements key to conveying your message to the marketplace.

Ad Campaign
 Review the schedule options.
 Review company billing procedures.
 Confirm campaign start date.
 Call date for script / layout ad approval (Client/Agency).
 Call / email date for finished ad production approval.
 Call / email with ad times / placement for first day advertising (placement emailed daily?)

Ad schedule begins
 Seven, Fourteen, Twenty-eight day check-ins, then determination of how often you want to be contacted and how.
 Sixty day check-in.
 Check-ups continue through schedule (including copy changes and evaluation.)
 Three-month copy evaluation.
 Thirty days prior to schedule expiration, we will meet to evaluate the success of the campaign and discuss next steps.

Make Goods
 In the event of a company mistake causing an ad not to run, we will provide a 2:1 make-good policy.

Opportunities to Increase Touch Points
 As an advertiser with our company, you will be entitled to see all special promotions and opportunities within 24 hours of their being introduced so you can determine if they can be beneficial to your marketing efforts.

Presented to (Company Name, Date)

Grand Pooba Signature, Title

company Logos company Logos company Logos company Logos company Logos company Logos
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The Set Up

1. "Thank you."
2. "Took what we discussed to our team."
3. "Excited to share!"

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The Set Up

4. One copy only!
5. Bound, or at least stapled in top corner
6. Look like you're worth it

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The Set Up

7. Practice your presentation
8. Practice again
9. Practice reading **Upside**

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Bonus Spots (they affect pricing)

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Free Spot Request Response:
Buyer: "...and I want 10 free spots."
Seller: "So I'm clear, you want free spots with this, correct?"
Buyer: "Yes."
Seller: "And if you want them for free, you don't want to pay for them, right?"
Buyer: "Exactly."

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Seller: "Mr. Advertiser, if you don't want to pay for them, then they evidently have no value to you. Let me see what I can do to give you something that will add value to your investment/campaign."
Outcome A - client can't believe he walked into that, looks at you smiles & says "Ok."
Go celebrate!

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Option B - client says, " I didn't say they had no value, I said I wanted them for free!"

Seller: "Mr. Advertiser, I'm glad we agree these commercials have value, because they do. And in consideration for your order here, I believe I can let you have them for just \$____ more. Shall we move ahead?"

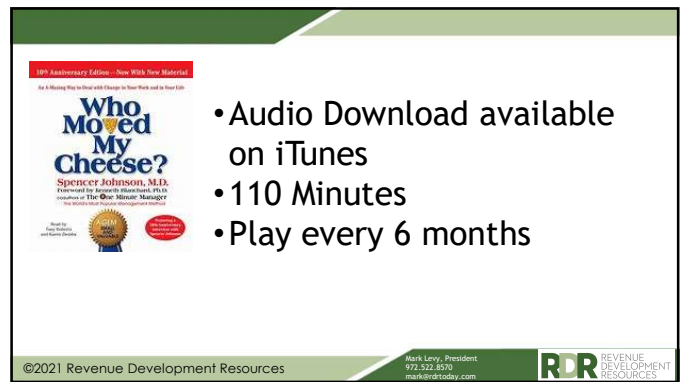
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Even if it works just 1 out of 3 times,
you've turned a bunch of free spots into
"ca\$h commercial\$!"

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- Audio Download available on iTunes
- 110 Minutes
- Play every 6 months

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