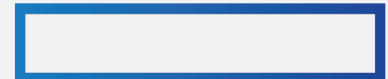


Best Practices For Pitching Digital

Ross Yaeger
May 2020

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Introductions

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Best Practices For Pitching Digital

Agenda

- Know You're Selling Points
- Prepare A Strong Media Plan
- Be Ready For Key Discussion Points
- Questions

Best Practices For Pitching Digital

Coronavirus Disclaimer

- Studies referenced are prior to the recent outbreak
- Growth of digital in 2020 will be impacted
- Digital trends will likely continue

Knowing Your Selling Points

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Selling Points

Audience

- Be ready to describe your audience
- Digital audience is like broadcast but:
 - Younger
 - More Affluent
 - Higher education levels
- They love public media and it's sponsors

Selling Points

Audience

- Getting data about your audience
 - Instant Qualitative Profiles from Scarborough
 - Surveys
 - Analytics platforms

Selling Points

Cross Product Effectiveness

- Campaigns that span multiple media channels bring a higher ROI for clients

“Brands on average can increase return on investment 19% by increasing from one media platform to two, with each additional platform adding to ROI “

AdAge 2016

Advertising Research Foundation

Selling Points

Cross Product Effectiveness

“According to the IAB’s study, broadcast campaigns that included desktop display banners saw a 22% increase in brand familiarity and a 26% increase in brand consideration.”

IAB.

Cross Media Ad Effectiveness Study 2017

Selling Points

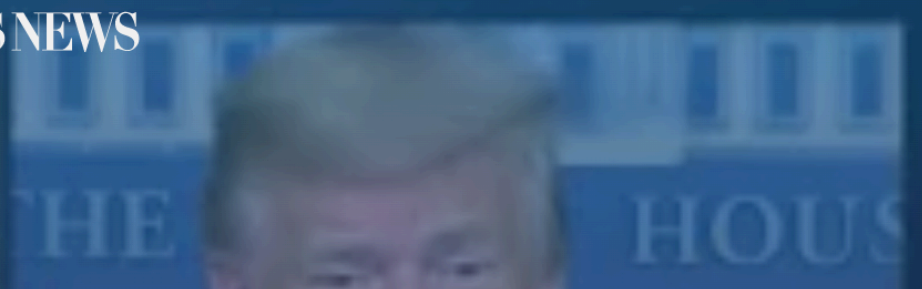
Uncluttered Environment



[Coronavirus Updates](#) | [Coronavirus Task Force](#) | [Press Secretary Out](#) | [Testing Backlog](#) | [COVID-19 "Tsunami" In Italy](#) | ["One World"](#)



 CBS NEWS



Selling Points

Uncluttered Environment

Navigating the unknown.

News you can trust in extraordinary times.

\$2 for 2 months

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What's canceled?

BEST OF 2020
TV shows to watch

PHOTOS
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Dr. Fauci tries to reach young people with Trevor Noah Show' coronavirus interview

Bill Keveney USA TODAY

Published 7:56 p.m. ET Mar. 26, 2020



Ad : (0:27) ?



CLOSE X

Selling Points

Uncluttered Environment



Education ▾ Watch Now ▾ TV Schedule News & Radio Blogs ▾ Sports ▾ GPB Kids Support ▾



Covering Georgia's Largest Industry, Agriculture

Find Showtimes



Selling Points

Uncluttered Environment

KUT
90.5

Austin's NPR Station

[Listen Live](#)

[DONATE](#)

[≡ Site Menu](#)

How To Get Help (And Help) In Austin During The Coronavirus Pandemic

Primary, specialty & urgent care now in Austin

[LEARN MORE](#)



**Questions/Tips About The
Coronavirus**

Do you have a news tip or question
about the coronavirus in Central

Selling Points

Effective Ads

- Banner ads
 - Still effective at lifting brand awareness
 - eMarketer was forecasting a 17% increase for banner ads in 2020 (eMarketer - Display Ad Spending, 2019-2023)
 - Rich media ads
 - High Impact
 - Expanding, in-banner video...
 - Public Media ads have a 14% lift in CTRs (NPM)
 - 2.73% average engagement rate (NPM)

Selling Points

Effective Ads

- Newsletters

“Email had a median ROI of 122%—more than four times higher than other marketing formats examined, including social media, direct mail and paid search. “

eMarketer - 2016

Direct Marketing Association and Demand Metrics

Selling Points

Effective Ads

- Newsletters
 - Hyper loyal audiences
 - User went out of their way to sign-up
 - Open rates continue to be impressive
 - Selling out in many markets

Selling Points

Effective Ads

- Streaming Pre-rolls
 - Similar broadcast
 - Heard before listener distraction
 - Synched banner ads can increase effectiveness
 - 17% increase in streaming audio revenue (Borrell Research - Local Advertisers Will Double Down On Digital Audio In 2020)

Selling Points

Effective Ads

– Podcasts

- Almost 70% of listeners had a lift in brand awareness
(Nielsen Digital Media Lab - Podcast Sponsorship Effectiveness - 2017)
- Podcast ads outperformed video pre-rolls 57% of the time
(Nielsen Digital Media Lab - 2017)
- 54% of listeners are more likely to consider brands from podcasts
(Edison Research - The Podcast Consumer 2019)
- 60% of listeners bought something from a podcast ad
(Midroll Media -Podcast Listener Demographic Report 2018)

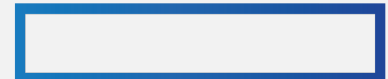
Selling Points

Effective Ads

- **Website Banner Ads:**
 - Rich Media: \$25-35
 - Standard banners
 - 300x250: \$15-20
 - 728x90: \$15-20
 - 160x600: \$12-15
 - 320x50: \$6-10
- **Newsletter Banners:**
Similar pricing to website banners*, consider premium based on demand (30-50%)
- **Streaming 15 sec Pre-roll:** \$15-20
- **Podcasts 15 sec Pre/Mid:** \$20-35
- **Apps:** Priced in-line with other products

Prepare A Strong Media Plan

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Media Plans

How Much Digital To Include

- Digital makes up 10% of overall radio revenue
(RAB: Digital Ad Revenue Now 10% of Radio's Total -2020)
 - Successful stations exceed this
- Recommend a default of 15-20% to digital

Media Plans

How Much Digital To Include

- Benefits of always including digital
 - Higher ROI for clients
 - Better monetization of station's inventory
 - Account manager experience

Media Plans

How Many Types of Digital Ads?

- Recommend a minimum of two ad products
- Benefits
 - Don't sell out of best digital product
 - Introduce clients to more products
 - Build account manager experience
- Consider adding more products when SOV exceeds 20%

Media Plans

Mix High Impact and Inexpensive Ads

- Clients want:
 - Exciting ad products
 - Low average CPM
- Include at least one high impact ad
 - Rich media banners
 - Podcasts
- Include a low cost product to keep average CPMs down

Media Plans

Example

Overall Budget: \$15,000

Digital (20%): \$3,000

Product Name	CPM	Impressions	Cost
970x50 Expanding Ad ROS	\$30.00	100,000	\$3,000
Total		100,000	\$3,000
		Avg CPM	\$30

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Media Plans

Example

Overall Budget: \$15,000

Digital (20%): \$3,000

Product Name	CPM	Impressions	Cost
970x50 Expanding Ad ROS	\$30.00	50,000	\$1,500
15 sec Streaming Pre-roll	\$15.00	100,000	\$1,500
	Total	150,000	\$3,000
		Avg CPM	\$20

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Media Plans

Example

Overall Budget: \$50,000

Digital (20%): \$10,000

Product Name	CPM	Impressions	Cost
15 Sec Podcast Pre-roll	\$30.00	166,667	\$5,000
320x50 Banner ROS	\$8.00	625,000	\$5,000
	Total	791,667	\$10,000
		Avg CPM	\$13

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Media Plans

Example

Overall Budget: \$50,000

Digital (20%): \$10,000

Product Name	CPM	Impressions	Cost	SOV
15 Sec Podcast Pre-roll	\$30.00	166,667	\$5,000	30%
320x50 Banner ROS	\$8.00	625,000	\$5,000	75%
Total		791,667	\$10,000	
		Avg CPM	\$13	

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Media Plans

Example

Overall Budget: \$50,000

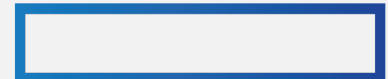
Digital (20%): \$10,000

Product Name	CPM	Impressions	Cost	SOV
15 Sec Podcast Pre-roll	\$30.00	133,333	\$4,000	24%
300x250 Banner ROS	\$17.00	205,882	\$3,500	20%
320x50 Banner ROS	\$8.00	312,500	\$2,500	30%
	Total	651,716	\$10,000	
			Avg CPM	\$15

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Be Ready For Key Discussion Points

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Key Discussion Points

Practice

- Role playing is one of the most effective ways to boost digital revenue
- Group settings and one-to-one are great
- Repeat as needed
- Goals:
 - Confident in the products
 - Explain benefits
 - Describe each product
 - Review live ad on site/app
 - Objection handling

Key Discussion Points

Review Ads With Clients

- Introduce your client to your ads
- Showing clients live ads increases receptivity
 - Demonstrate ad live (recommended)
 - Ad examples on Marketing material (fallback)
- Be ready for house ads or collapsed banner ads

Key Discussion Points

Rates

- Comes up frequently
- Public media offers highly desirable digital ads that command a higher CPM
- Be ready to explain why

Key Discussion Points

Rates

- Discussion Points
 - Quality of audience (HHI, Education...)
 - Uncluttered environment
 - Brand safe
 - Halo effect
- If all else fails
 - Its market value across the country
 - Working well for repeat customers

Key Discussion Points

Programmatic

- Many clients use programmatic, but still buy direct
- Programmatic isn't really the enemy....
- Discuss how your product holds its own

Key Discussion Points

Programmatic

- Fraud is very common
- Site quality is unknown
- Brand safety
- High levels of clutter

Key Discussion Points

Podcast Are Downloaded, But Not Listened To...

- Most ad platforms have some drop-off
- Podcasts listening is increasingly real time
- What percent of all podcasts you download did you listen to?
 - 58% said 76-100%
 - 20% said 51-75%
 - 22% said less than half

(Podcast Consumer 2019 - Edison Research)

- “It’s factored into our price”

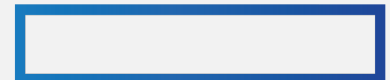
Key Discussion Points

Podcasts Ads Are Time Lagged

- Accurate, but not usually by much
 - Time between download and listening, *when not listened to immediately*
 - Within 24 hours: 47%
 - Within 48 hours or less: 78%
 - Within a week or less: 97%
 - Longer than a week: 3%
- (Podcast Consumer 2019 - Edison Research)
- Can be used for time sensitive campaigns. With awareness

Questions

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Thanks!

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