

Multimedia

**SALES
EXCELLENCE**

**IF IT WAS EASY,
EVERYONE
WOULD DO IT.**

association of
**alternative
newsmedia**



Mike Blinder
President
Blinder Group



Multimedia

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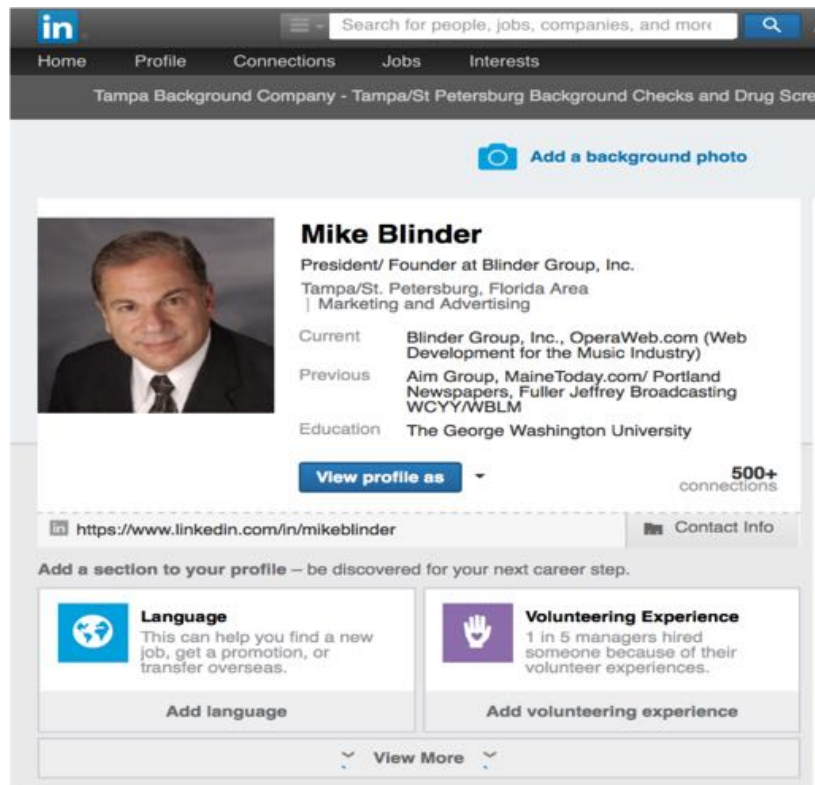
Mike Blinder
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Blinder Group



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newsmedia



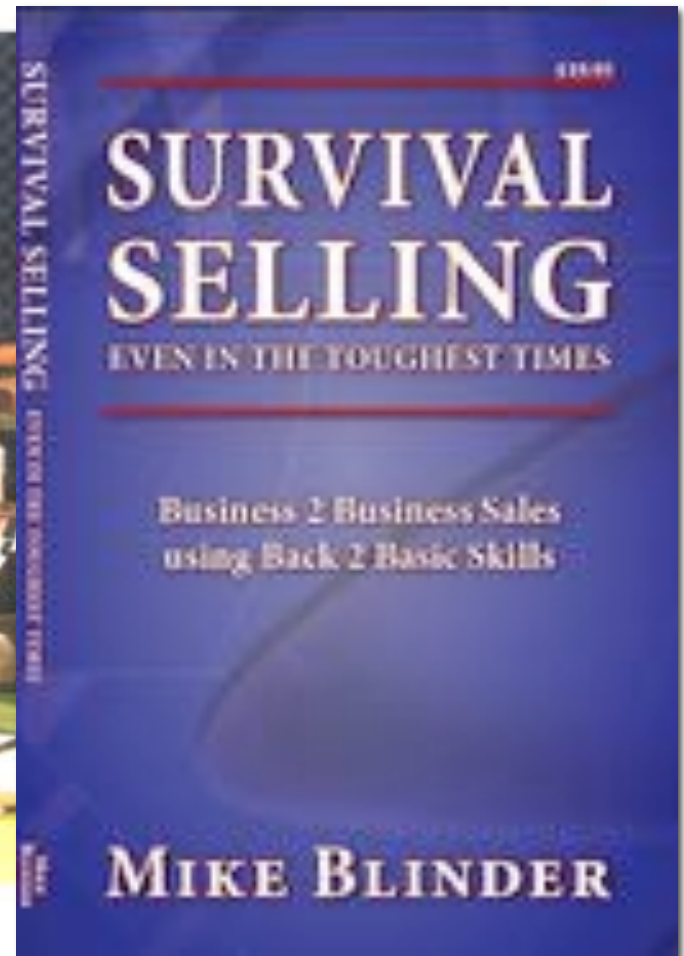
Mike Blinder
President
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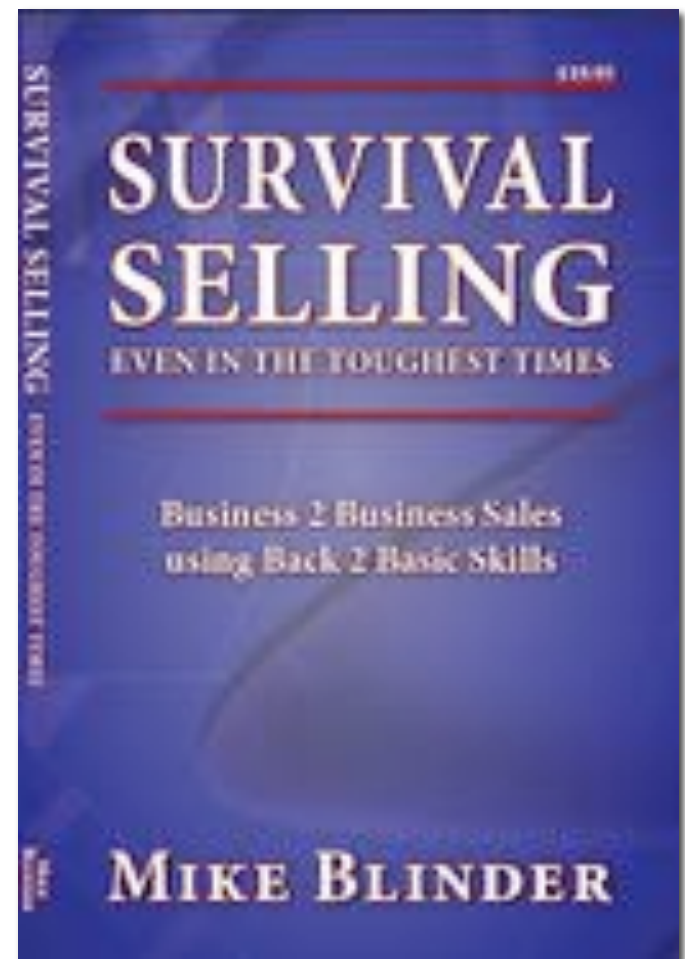
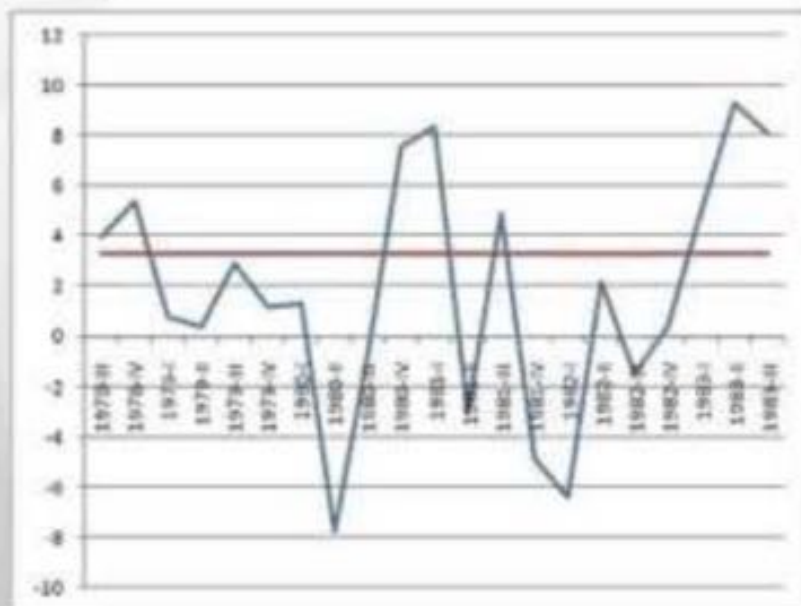
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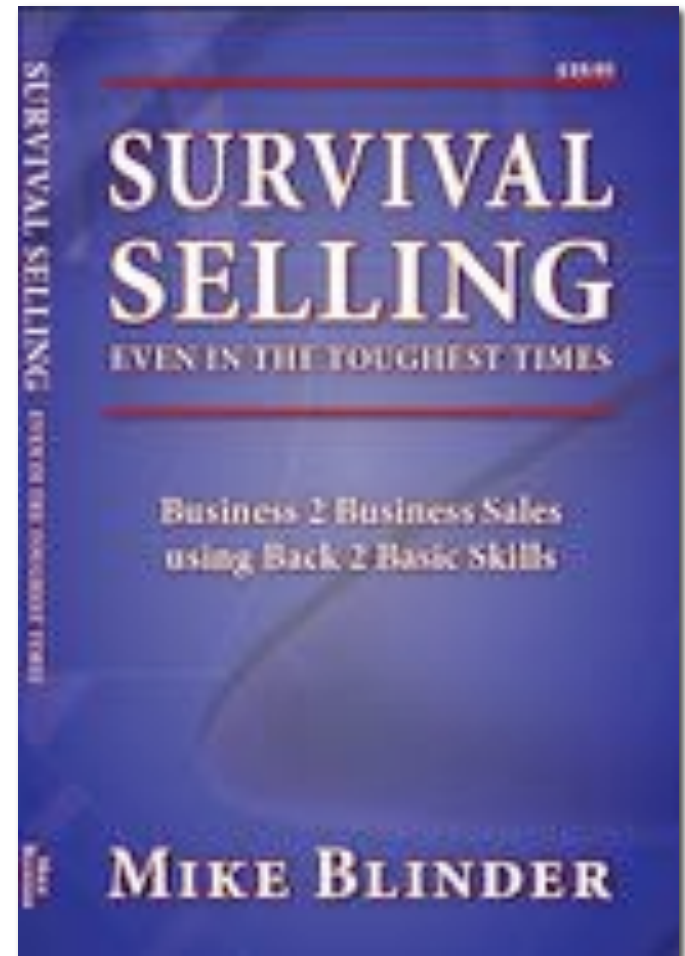
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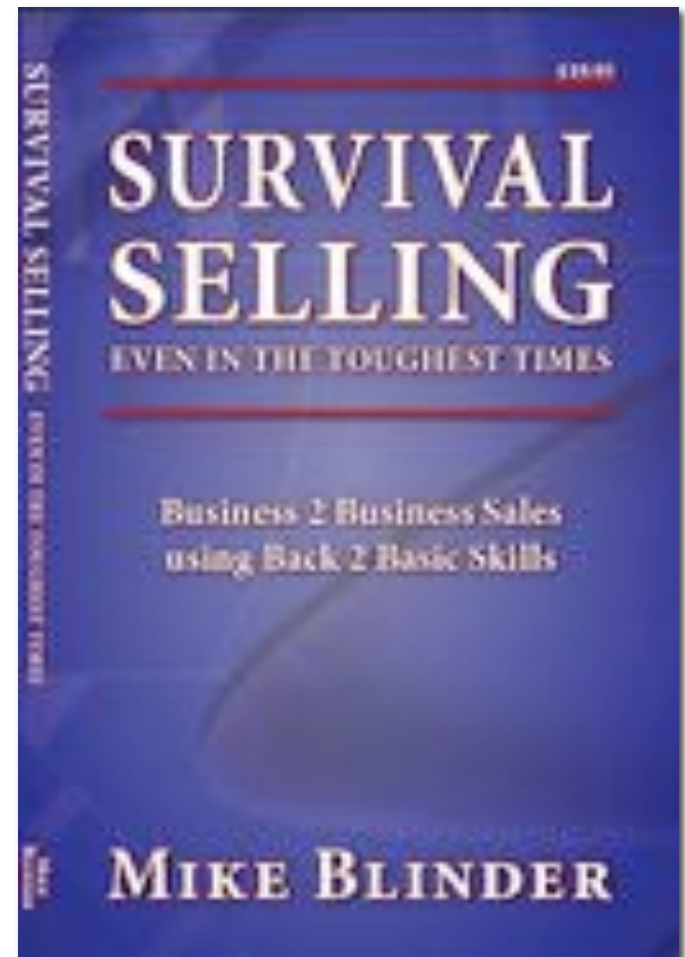


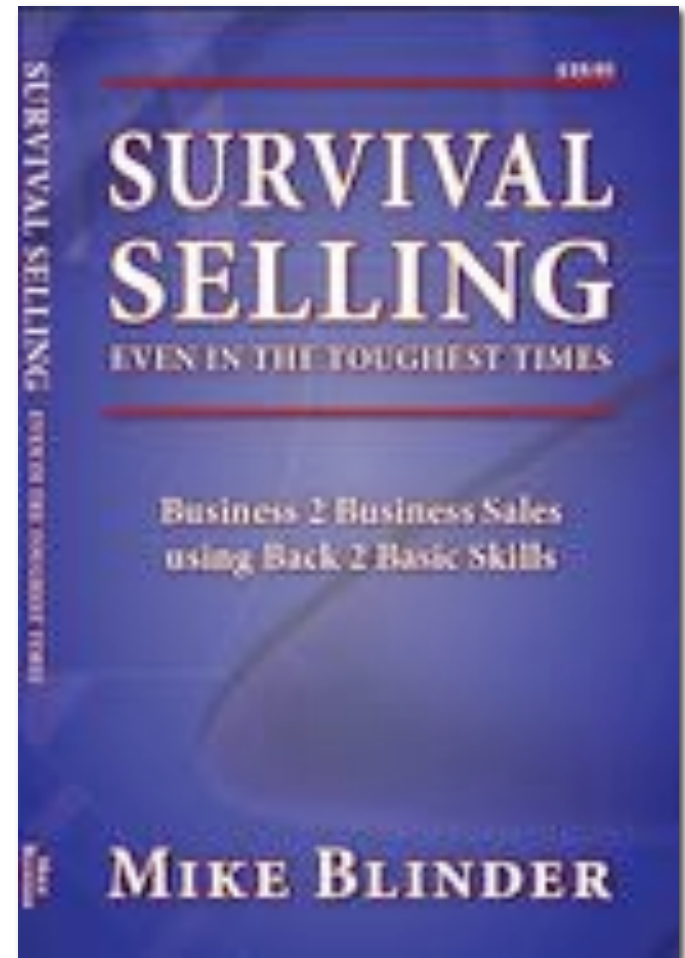


Early 1980s recession











50%







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**PERCEPTION
IS
REALITY!**



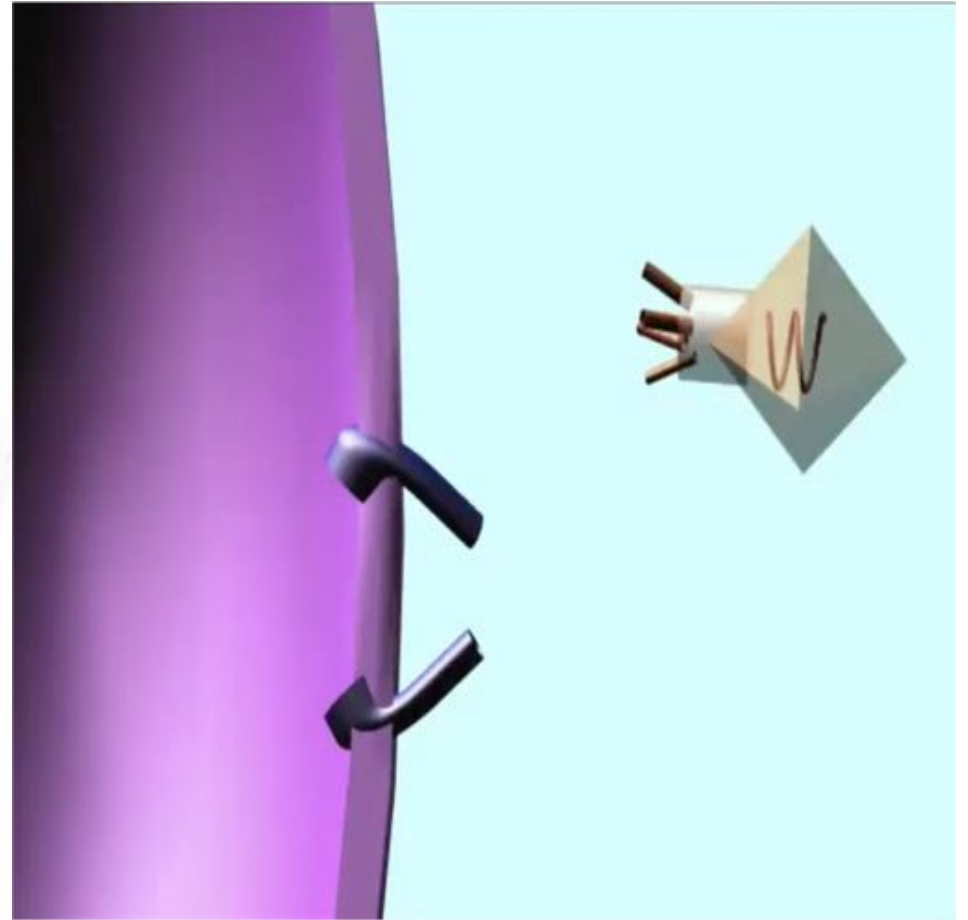
PERCEPTION VS REALITY!



disruption



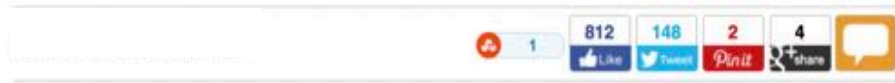
disruption





Automakers may kill AM and FM radio in two years

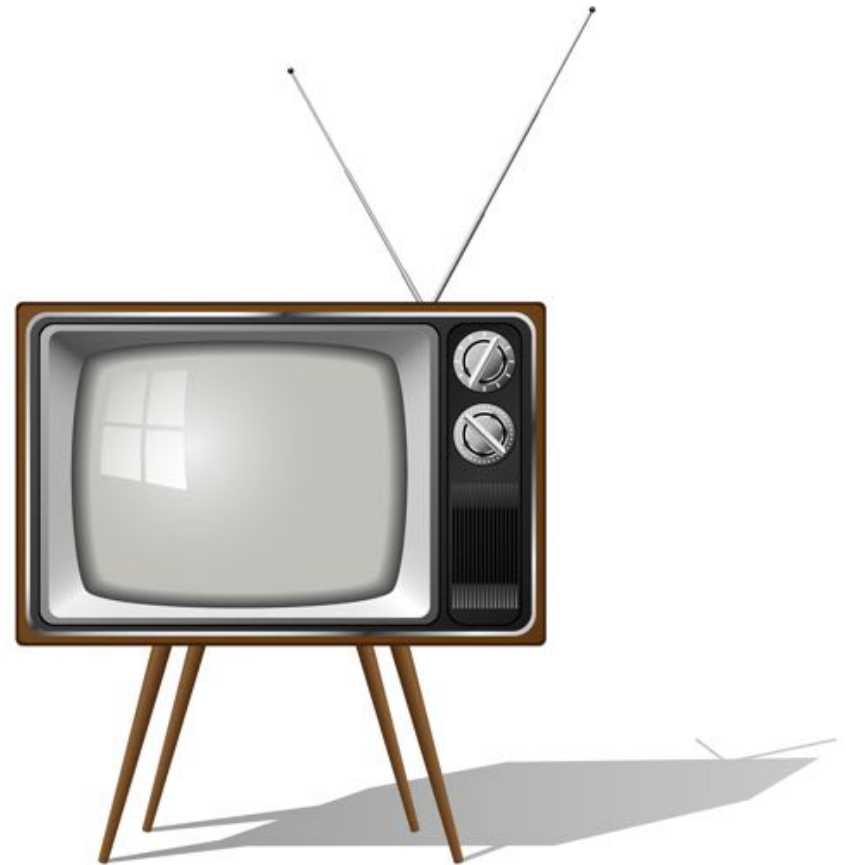
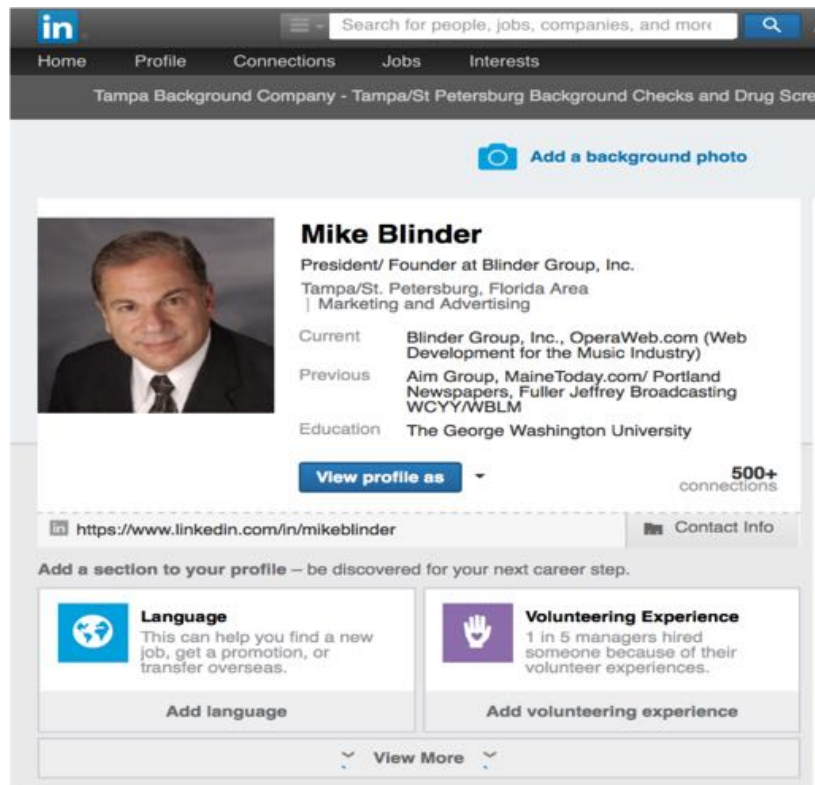
Kids are tuning in to Pandora and Spotify, the marketers say, so terrestrial radio could disappear from the automaker arsenal.



When radio ruled — before cassettes, CDs, iPads, Pandora and Spotify. (Photo: Doc Searls/Flickr)

As a radio programmer of many years' experience (that was me hosting FDR's "fireside chats"), I've always counted on a captive audience — drive-time commuters. What else were they going to do in their cars as they inched along the highway, especially in the years before CDs? Up against the cassette and 8-track, FM radio fared pretty well as in-car entertainment.

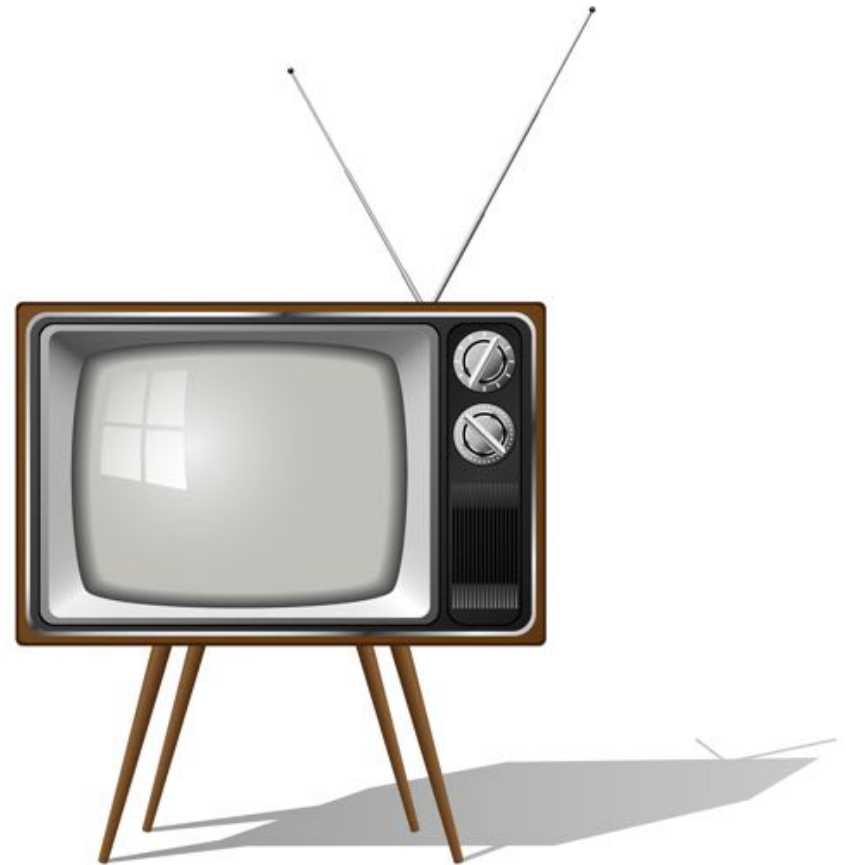




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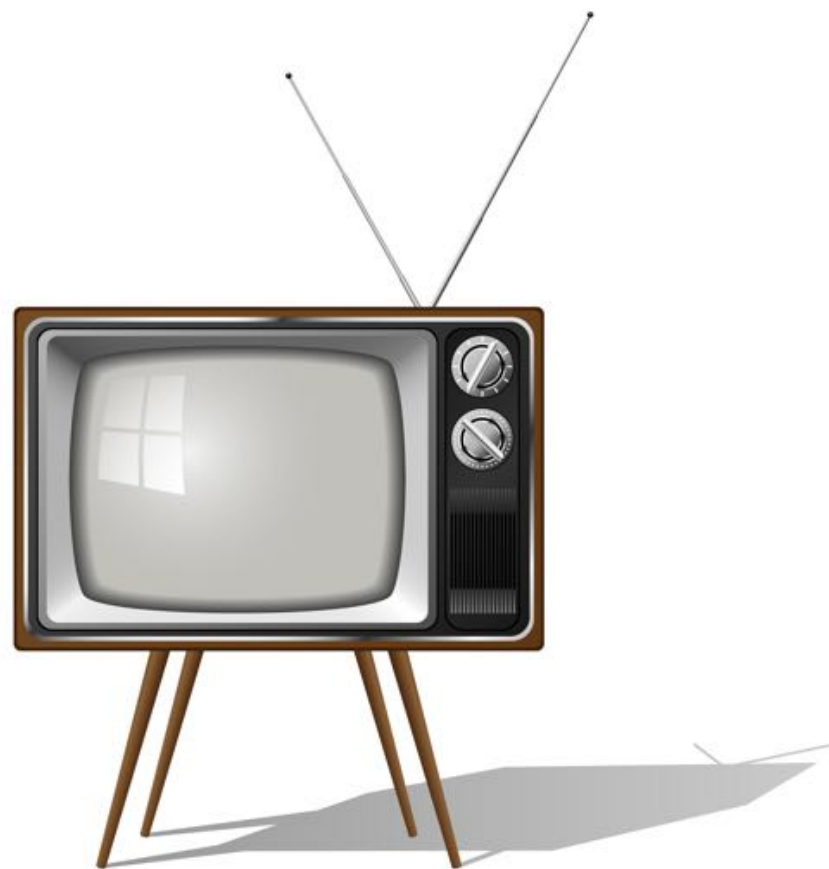




Cord-Cutting Explodes: 22 Million U.S. Adults Will Have Canceled Cable, Satellite TV by End of 2017

Research firm eMarketer cuts TV ad-spending forecast on accelerating pay-TV declines

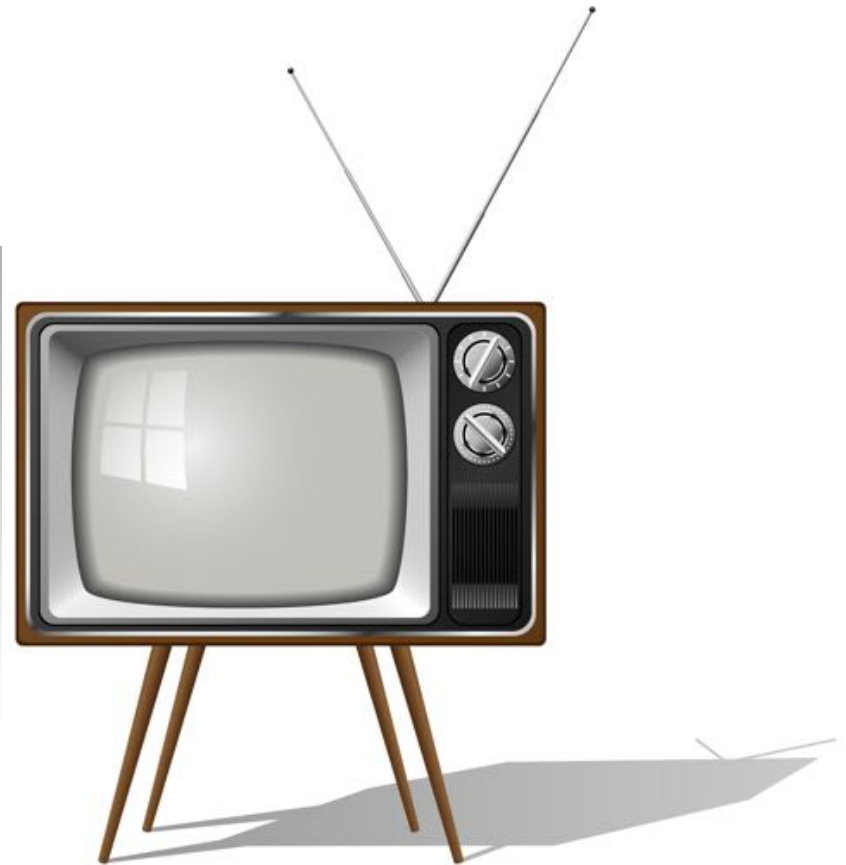
By Todd Spangler | [@xspangler](#)



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MafiaToday.com

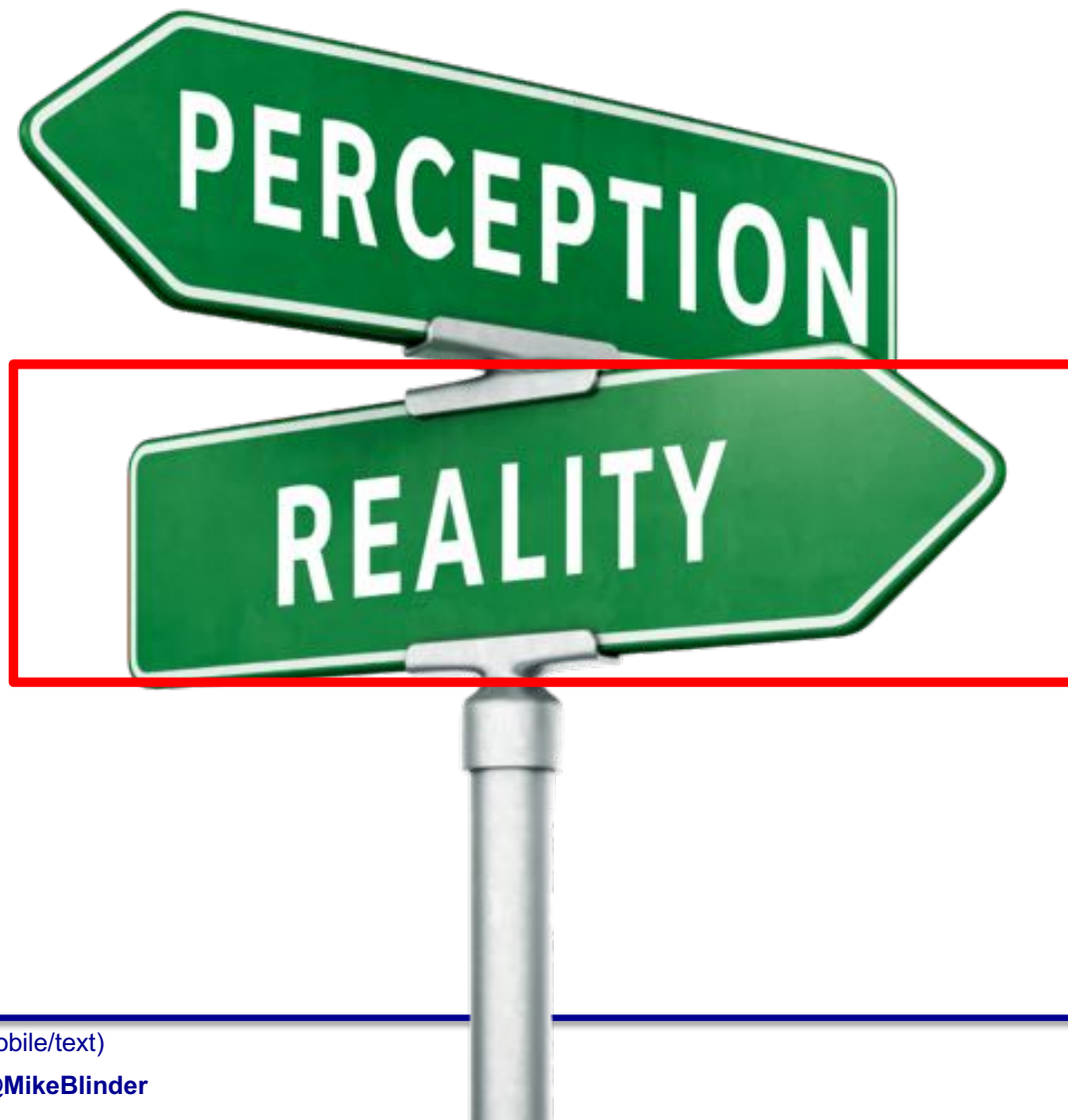


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No show is good news

The News



Vol. 10, No. 10

Monday, April 17, 2000

Non-profits Learning Edition

DOOM and GLOOM!

No End in Sight!

Economic indicators fell again for the 11th straight month in a row. Experts fear that if there's no more stimulus, we could go into a recession. Housing sales are off by 10%, with sales continuing to fall and more layoffs of all kinds. What does it all mean? It means... (MORE)



Job Market Shrinks

The job market continues to collapse as companies try to trim their work forces to help survive the tough economy. More and more jobs are being consolidated in... (MORE)

The second quarter did not show the growth people were hoping for. So what does this all mean? (MORE)

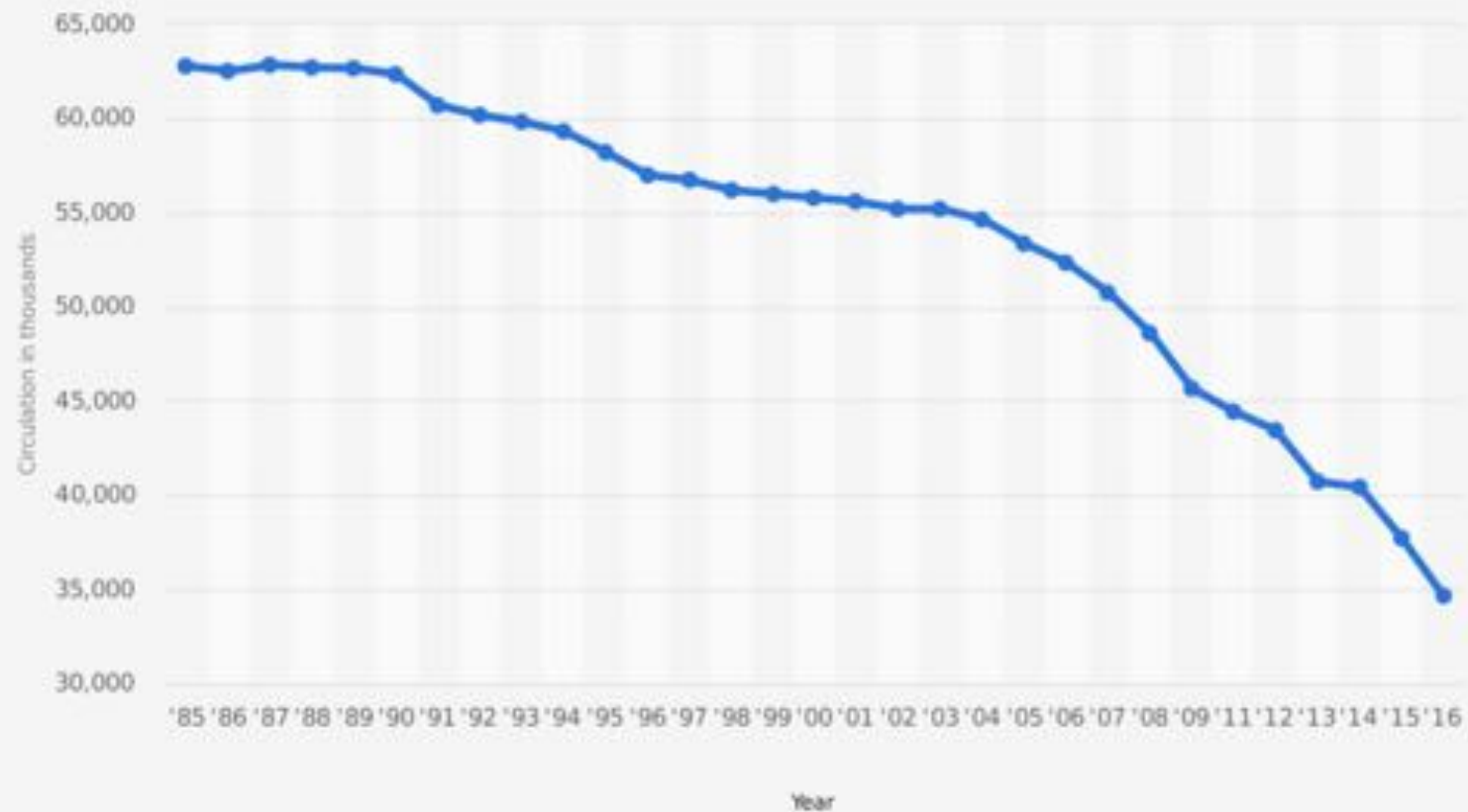
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Paid circulation of daily newspapers in the United States from 1985 to 2016 (in thousands)



Source

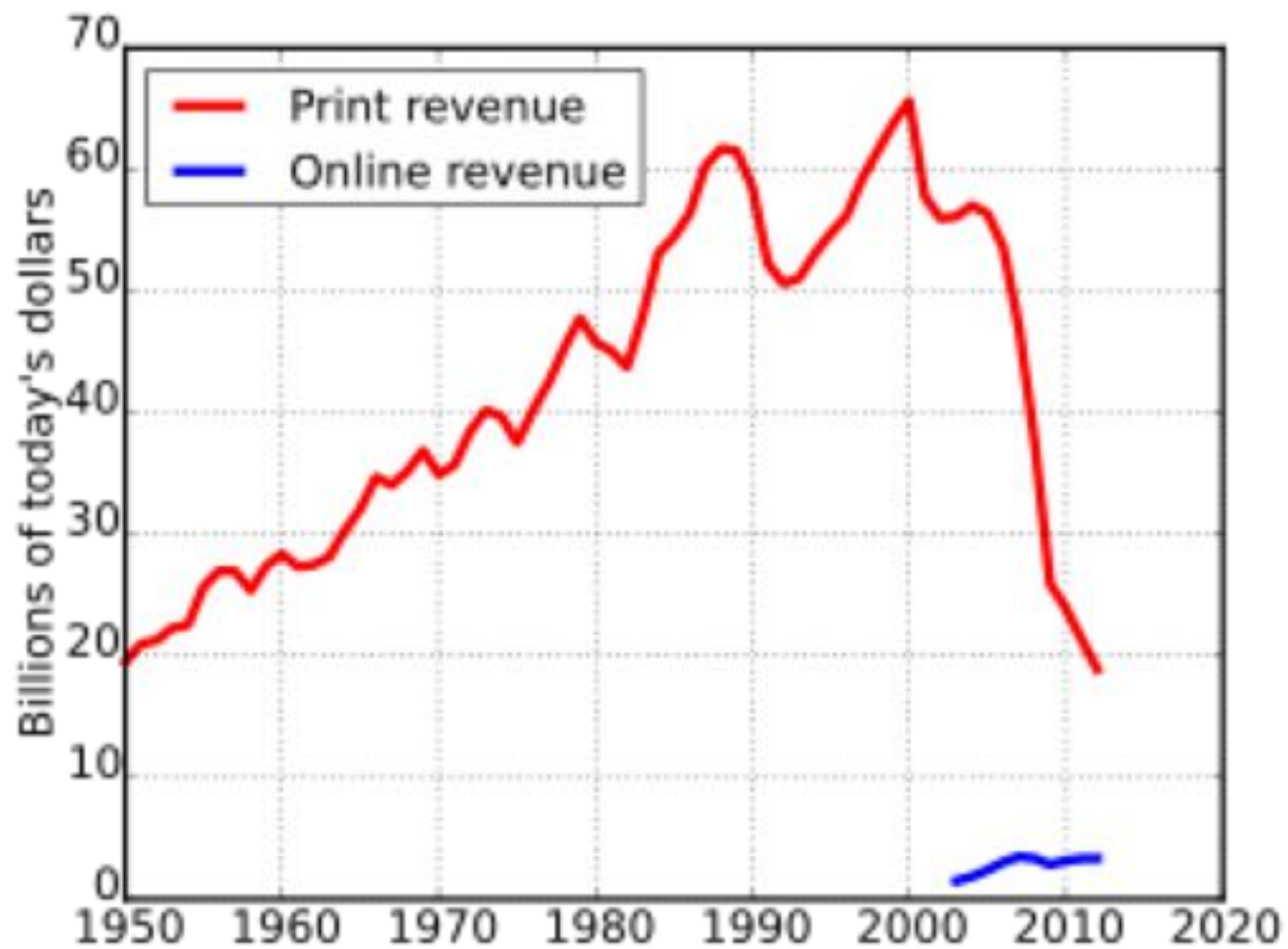
Editor & Publisher: AAM; Pew Research Center
© Statista 2017

Additional Information:

United States; Editor & Publisher: AAM; Pew Research Center;
1985 to 2016

statista

Downloads:
[statista.com/getinfo](https://www.statista.com/getinfo)







**KNOW YOUR
ENEMY**

The image features the phrase "KNOW YOUR ENEMY" in a bold, sans-serif font. The word "KNOW" is in red with a distressed, splattered texture. The words "YOUR" and "ENEMY" are in black with a similar distressed texture. The text is set against a light gray background that is covered with various splatters of red and black ink or paint, creating a gritty, tactical atmosphere.



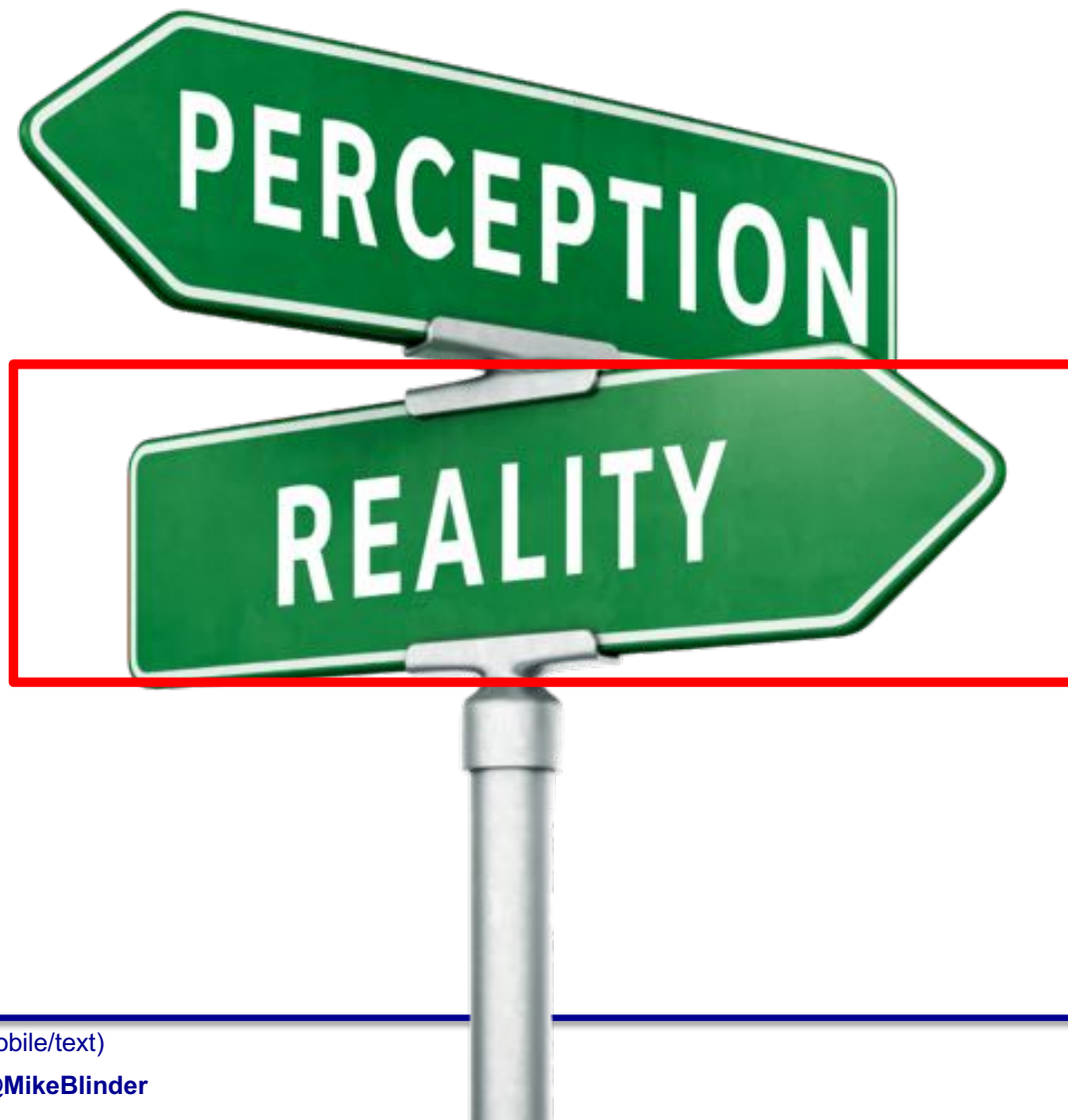






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Mike@BlinderGroup.Com |  @MikeBlinder

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disruption









InStyle

**I have
TOO
MANY
things to sell!**



**SUCK
IT UP!**





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Slides/ do
BlinderGi



BORRELL

Tomorrow's Media, Understood Today



Preliminary Results from Borrell's 2018 Local Advertiser Survey

July 10, 2018





What's Most Popular with SMBs

Asked of 1,165 local advertisers: Which of the following types of marketing do you use?



Borrell's Take

Surprise! Advertisers are certainly buying a lot of digital media, but "old" forms of advertising populate this list more. In fact, newspapers ads are a more popular choice than banner ads or search marketing, and radio advertising is as popular as search marketing and banners.

It all points to the importance of the "mix" – and of course how important and ubiquitous Social Media advertising has become.

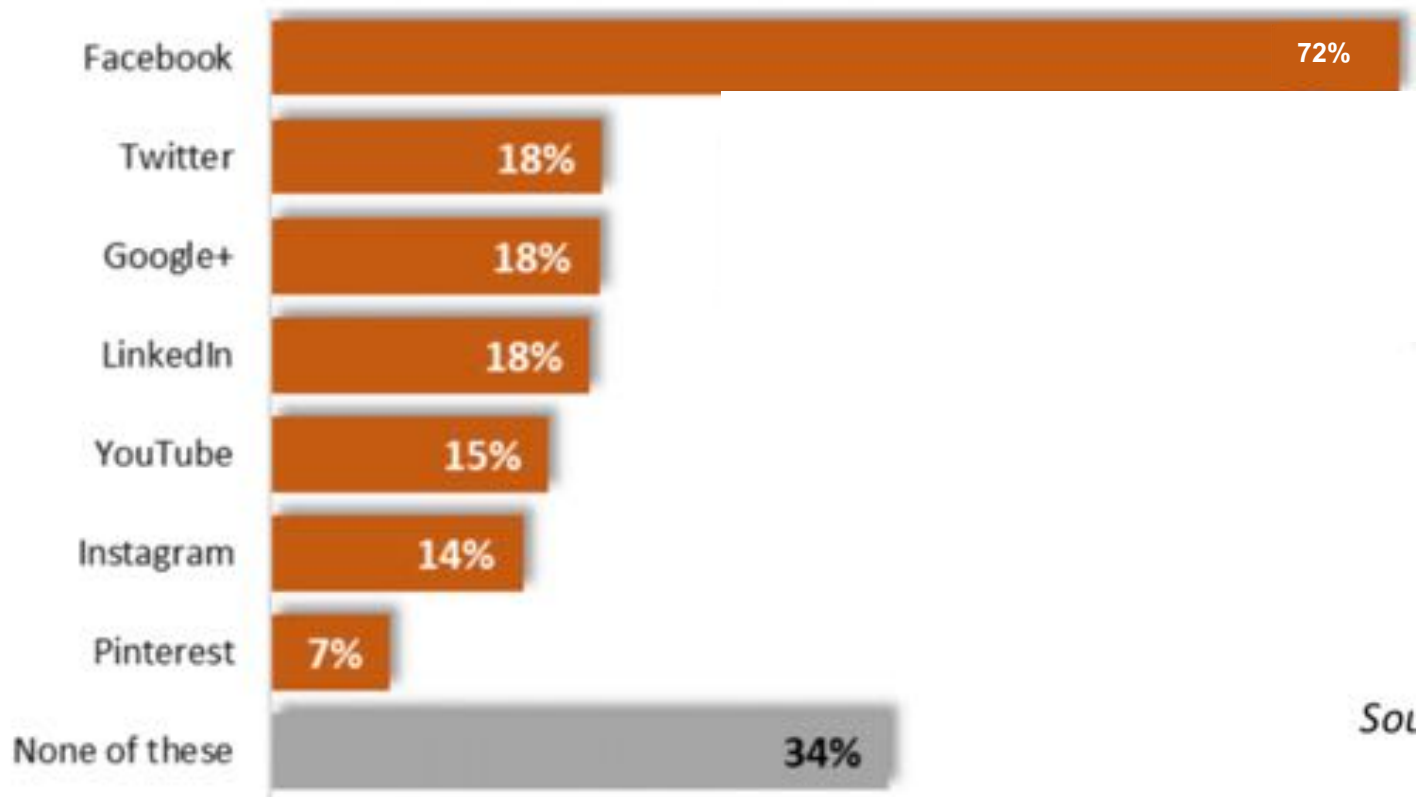


Mike

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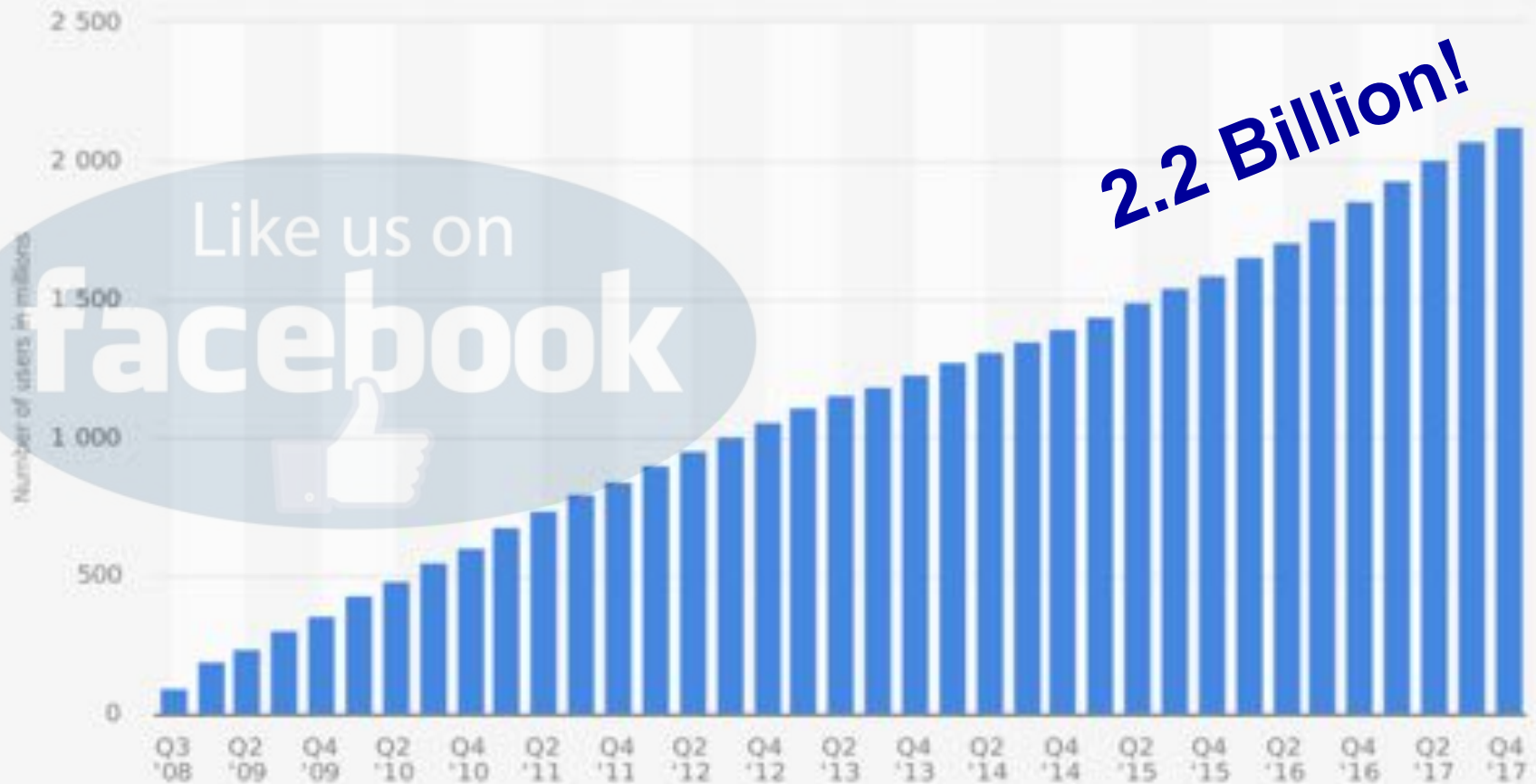
BlinderGroup.com/getinfo

Q: Have you ever advertised on these social sites?





Number of monthly active Facebook users worldwide as of 4th quarter 2017 (in millions)



Source:

Additional information:



This Survey Says: Teens Are Fleeing Facebook: Instagram & Twitter Are More Popular

Survey of 7,200 U.S. students reports only 45% of teens use the social network. Instagram is at 76% and Twitter 59%.

Martin Beck on October 8, 2014 at 5:50 pm

706



MORE

Add another survey to the mix of contradictory data about teens and Facebook. This one — by investment bank Piper Jaffray — found a huge dropoff in the last six months in the number of teens who say they use the social network.

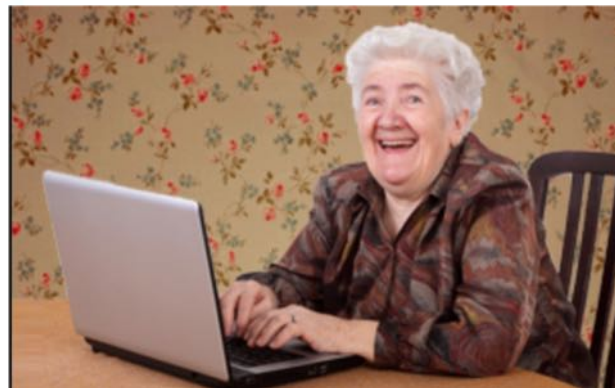
How huge? Teen's Facebook use plunged 72% in the spring of 2014 to 45% this fall. According to these results, Facebook is the third most-popular social network among teens, after Facebook's photo sharing app Instagram, used by 76% of the 7,200 U.S. students surveyed, and Twitter (59%).

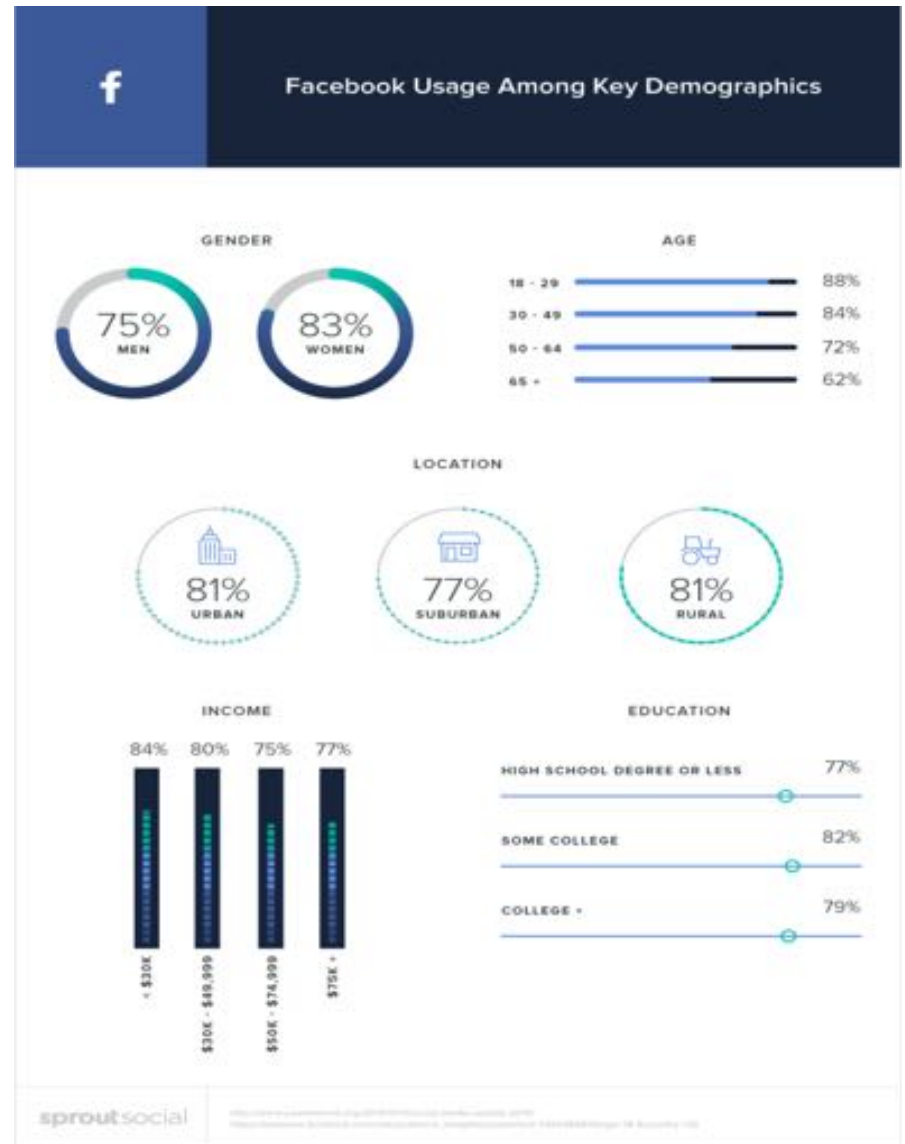
The results certainly jibe with the common belief that younger people have been fleeing Facebook for messaging apps and social networks that don't include their parents as members. However, the conventional wisdom has been called into question by other recent surveys. In June Forrester Research and Niche, a college review site, [published survey data](#) showing that at least 75% of teens use Facebook.

Perhaps those numbers are shifting quickly. Interestingly, Piper Jaffray found that 4% of teens reported using Snapchat in the fall, up from 1% in the spring. That's rapid growth but still a small total compared to the more established players.

You can download the full report [here](#).

Here's the Piper Jaffray chart:











facebook
Search for people, places and things
Mike Mueller Home

C Dean Welch

I'm in jail.....let's see who actually read my status..... You & I are handcuffed together in the back of a police car. Using ONLY 3 words, what would you say to me? Note: If you comment, you must copy and past this to your status so I can comment on yours as well. Be a good sport and play along. (3 word limit is hard)

Like · Comment · 3 hours ago near Glendale, CA · 8

10 3 people like this.

Show all 15 comments

Greg Mason-Glad you're here!
1 hour ago · Like

Steve Kilpatrick-Rail that was fun!
1 hour ago no media · Like

Lakea Brown-Dan's fault.
1 hour ago · Like

Jack Ross-CAUGHT AT LAST.
11 minutes ago · Like

Write a comment...

Kathy Williamson

Ok, I killed a possum. I swerved and he ran right for the tires anyway. Since when do we even have possums in Maine?

Like · Comment · Share · 7 hours ago near Auburn, ME · 48

10 14 people like this.

Show all 14 comments

Manuel Demard-warmer climate can one in portland 20 years ago only a shadow of time
8 hours ago · Like

Angel Gasman-There coming back here and more be have a lot down in this area when I see about an hour ago · Like

Judith Ann Marden-There was a dead one on the River Rd. in Ureana last week. I've seen them on 202—but was not here in the country! Same...one more thing at the Redden (which is probably part of the reason they are running...)
14 minutes ago · Like

Dorothy M. Brooks-I've seen to dead ones this past week alone...and considering I've been home more than I've been out I think it's safe to say there are a lot of them around...
12 minutes ago · Like

Write a comment...

Scott Perrie

Thanks everyone for the birthday wishes yesterday!! I am so lucky to have such wonderful friends and family.

Like · Comment · 8 hours ago via mobile · 8

10 Bekah Wright, Sheila Cavender and 2 others like this.

Write a comment...

Daily Deals on eBay!

Don't miss out!

Have you had a chance to check out today's deals on eBay? Hurry before they're gone!

AdWorks - Ad Management

Free trial offer

AdWorks is a full featured advertising management system designed for daily and weekly publications.

Make Your 2012 Marketing

2 Days of Training with 15 Conversion Experts in Florida - Save \$500 through Sept 7

880 people find Conversion Conference.

Fun of Ocean's Edge

Don't Miss A Day at the Beach! Condo from 1,261,500 804-247-8012 Ocean@oceanedge.com

12 Like · Susan Foster likes this.

626 Lead Generation Guide

advertisingtips.com

Key strategies, worksheets, and step-by-step implementation techniques. Download now.

Stacie Schaeble

Stacie Schaeble is a News Channel 5 Anchor and Consumer Reporter.

12 Like · 3,235 people like this.

Facebook © 2012

English (US) · Privacy · Terms · Cookies · More

Mike Blinder

Mike Blinder

Update Info
View Activity Log

Timeline
About
Friends 1,782
Photos
More

Where did you work before Blinder Group?

0 Pending items

Intro

Use details from your About section as your bio
I started fresh out of college with a degree in Marine Biology and became...

- President/Founder at Blinder Group
- Studied Bachelor of Science at George Washington University
- Went to Haverford Senior High School
- Lives in Lutz, Florida
- Married to Robin Hilsamer Blinder
- From Havertown, Pennsylvania
- Followed by 198 people

Add Featured Photos

Status
Photo/Video
Life Event

What's on your mind?

Public
Post

Mike Blinder
March 16 at 4:58pm

Thank you Bob Kellagher & Kevin Hoppe! These newspaper clients are moving their needle this year thanks to your hard work. Appreciate the time you spend on the road for this GREAT industry!

PRESS RELEASE: The Blinder Group Clears \$1 Million Mark in New Revenue for Newspapers
The Blinder Group clients have achieved over \$1 million in new 2017 revenue.
BLINDERGROUP.COM

Like
Comment
Share

Janet Zykowski, Stephanie White and 23 others

Mike Blinder added 3 new photos — at Hotel Casa Santo Domingo Antigua Guatemala.

March 31 · Antigua Guatemala, Guatemala

The IAPA picked an amazing hotel. Had to share a few pics from Guatemala

Like
Comment
Share

Susan Medved, Michael James and 27 others

Deanna Mayo Lewis My oldest daughter spent a week there a couple of summers ago volunteering and they stayed in La Antigua. She loved it there!

Like · Reply · 1 · March 31 at 6:03pm

Mike Blinder replied · 1 Reply

Isabel Sabillon de Diaz Casa Santo Domingo is amazing! How did it go Mike?

Like · Reply · 1 · March 31 at 9:02pm

Mike Blinder replied · 1 Reply

Kevin Hoppe Looks very cool.

Like · Reply · 1 · March 31 at 10:44pm

Armanda Wright Wow! Amazing!

Like · Reply · 1 · March 31 at 11:53pm

Write a comment...

Mike Blinder



Mike Blinder

Timeline About Friends 1,782 Photos More

Where did you work before Blinder Group?

8 Pending items

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Like Comment Share

Janet Zykoski, Stephanie White and 23 others

Mike Blinder added 2 new photos to the album: Belgrade May 2016 — in Belgrade, Serbia.
May 12 at 1:58am · 🌐

Like Comment Share

Janet Harp, Janet Zykoski and 10 others

Mike Blinder There are 2 Belgrades. Historic Stari Grad (the old city). And, the New City (where my hotel is) developed after the war, where you see the communist housing projects. Amazing culture to digest

Like · Reply · 1 · May 12 at 1:58am

Steve Trosley No you've been to the end of MY people. My surname is Croatian -- but as you probably heard, Serbs and Croats do not mix well.

Like · Reply · 1 · May 12 at 9:34am

Write a comment...

Mike Blinder



Mike Blinder

Timeline About Friends 1,782 Photos More

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Status Photo/Video Life Event

What's on your mind?

Public Post

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March 16 at 4:58pm · 🌐

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BLINDERGROUP.COM

Like Comment Share

Janet Zykowski, Stephanie White and 23 others

Friends 1,782

Add as Friend



Facebook profile page for Mike Blinder.

Header: Mike Blinder (Search icon), Mike Home (Profile icon), Home (Friends icon)

Profile Picture: Mike Blinder (A man in a suit speaking at a podium)

Intro: Use details from your About section as your bio. I started fresh out of college with a degree in Marine Biology and became...

About: President/Founder at Blinder Group, Studied Bachelor of Science at George Washington University, Went to Havertown Senior High School, Lives in Lutz, Florida, Married to Robin Hilsamer Blinder, From Havertown, Pennsylvania, Followed by 198 people.

Timeline:

Status: What's on your mind? (Public, Post)

Post: Mike Blinder, March 16 at 4:58pm. Thank you Bob Kellagher & Kevin Hoppe! These newspaper clients are moving their needle this year thanks to your hard work. Appreciate the time you spend on the road for this GREAT industry!

Image: Mike Blinder speaking at a podium.

Text: **PRESS RELEASE: The Blinder Group Clears \$1 Million Mark in New Revenue for Newspapers**
The Blinder Group clients have achieved over \$1 million in new 2017 revenue. BLINDERGROUP.COM

Interactions: Like, Comment, Share. Janet Zykowski, Stephanie White and 23 others.



The Blinder Group

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BOOSTS ROI BY
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Mike Blinder

January 30 at 6:53pm · v

1st Bravo!

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January 30 at 6:53pm · vB

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January 30 at 6:53pm · vB

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Driving Digital Revenue

ADDING NEWSPAPERS TO YOUR CAMPAIGN BOOSTS ROI BY 7 TIMES

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1200

The Blinder Group
Published by Mike Blinder · December 18, 2016 ·

<https://www.linkedin.com/.../mike-blinder-newspaper-publisher...>
Blinder Group's Mike Blinder delivered a strong message to the US Newspaper industry during last week's Vendasta Webinar: "Get Your Damn Swagger Back!"



www.linkedin.com

136 people reached

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1

Write a comment...

Organic Page Reach

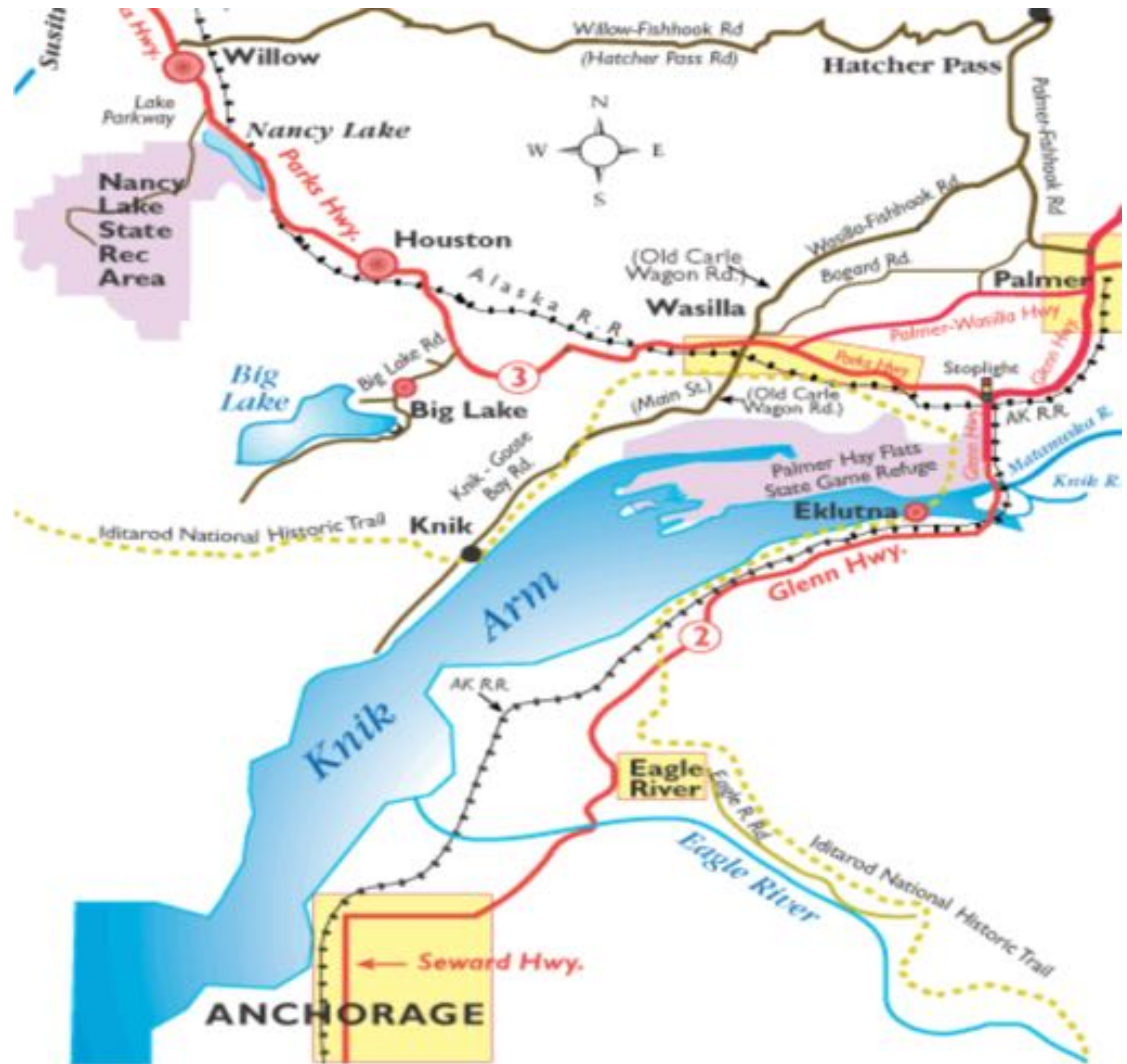
Time



What Should I Post on Facebook?



THIS PUBLIC SERVICE ANNOUNCEMENT IS FROM www.theftv.org



Anchorage Press

NEW KID

JOEY MCINTYRE STARS IN

Like Follow Recommend ... Contact Us Send Message

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Anchorage Press shared a link.
7 hrs ·

Anchorage's Last Remaining Blockbuster Gets Some Unexpected Attention

On last Sunday's 'Last Week Tonight with John Oliver' program on HBO, Oliver did something quite unexpected that got the attention of...
[ANCHORAGEPRESS.COM](#)

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15 Most Relevant

2 Shares

Write a comment... View 1 comment

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- 15,815 people like this
- 15,458 people follow this
- Dennis Anderson and 7 other friends like this or have checked in

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Typically replies within a day
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Price Range \$

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View 1 comment

Anchorage Press 9 hrs · qh

Broadcasting & Media Production Company in Anchorage, Alaska

3.5

ANCHORAGE PRESS

ABOUT ANCHORAGE PRESS

Est. 1992

The Anchorage Press is a news, opinion, features, arts, entertainment and recreation paper. Establis...

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Typically replies within a day

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Broadcasting & Media Production Company · Newspaper

Price Range \$

Anchorage Press is at **Cyrano's Theatre Company**.

April 21 at 6:00pm · Anchorage, AK ·

Several times throughout the show you could hear loud gasps and whispers, as those watching tried to fathom the disgusting "boys will be boys" behavior they were seeing.

A Question Of Ethics

In 2001, the Enron scandal impacted the financial lives of thousands of workers. Even more, individuals dealt with the ripple effect from all of the different dirty tactics that the

ANCHORAGEPRESS.COM

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2

Write a comment...

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IS
ART



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Anchorage Press added an event.

April 9 at 6:18pm ·

Come have breakfast or lunch on us at the University of Alaska Anchorage Gorsuch Commons Room 107

Learn marketing and branding strategies with Mike Blinder of the Blinder Group.

Mike is an international best selling author and speaker. He will teach you how to market and brand yourself in today's complex marketing world.

Free Lunch for all attendees, please RSVP at localmediaworkshops.com.

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March 4 ·

Students celebrate the stories of Spenard

Amid the grid of parallel streets in Anchorage, snaky Spenard stands out.

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Facebook page for Anchorage Press. The page features a cover photo of a man's face with the text "NEW KID" and "JOEY MCINTYRE STARS IN". The page name is "Anchorage Press" and the bio states "Broadcasting & Media Production Company in Anchorage, Alaska". A red box highlights a post from 42 minutes ago, which reads: "Main St Furniture sales team supported last week's K of C Fund Drive with over \$1000 from a recent store promotion!". The post includes a photo of the furniture sales team holding trophies and a banner for the Knights of Columbus. The post has 57 likes and 2 comments. A red arrow points from the "NEW KID" text in the cover photo to the highlighted post.

NEW KID
JOEY MCINTYRE STARS IN

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Main St Furniture sales team supported last week's K of C Fund Drive with over \$1000 from a recent store promotion!

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NEW KID

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Facebook page for Mike Binder. The page features a cover photo of a man's face with the text "What's on your mind?". The page name is "Mike Binder" and the bio states "What's on your mind?". A post from 42 minutes ago is highlighted with a red box and a red arrow. The post text reads: "week's K of C Fund Drive with over \$1000 from a recent store promotion!". The post image shows a group of people standing behind a table with trophies and a banner that reads "KNIGHTS OF COLUMBUS" and "AS ASON OF ORLEANS PLACE 1". The post has 57 likes and 2 comments. The comments are: "Jennie Rein-Moule Way to go Brittney!" and "Cindy Mack Nice".





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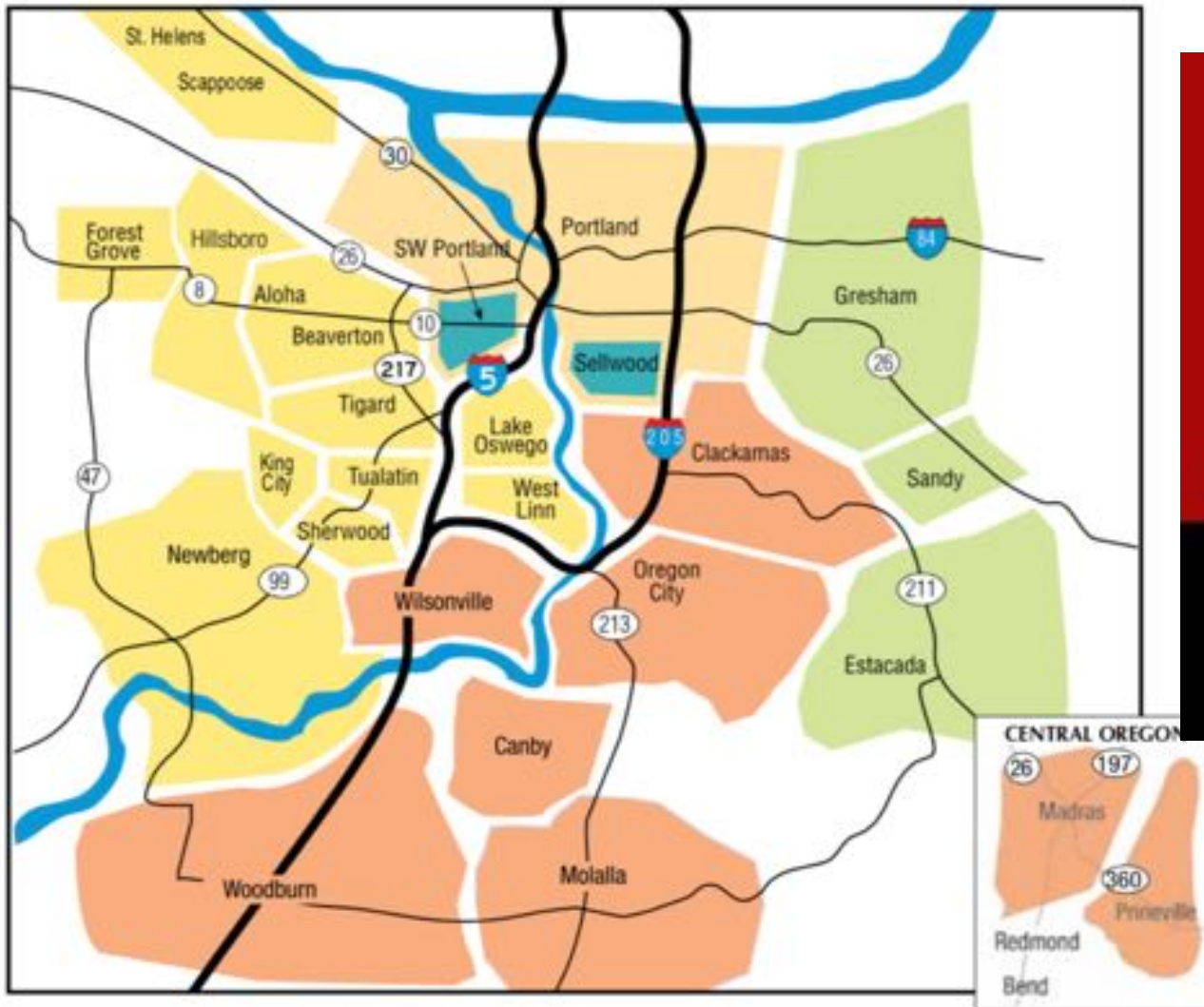
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What's Most Popular with SMBs

Asked of 1,165 local advertisers: Which of the following types of marketing do you use?



Borrell's Take

Surprise! Advertisers are certainly buying a lot of digital media, but "old" forms of advertising populate this list more. In fact, newspapers ads are a more popular choice than banner ads or search marketing, and radio advertising is as popular as search marketing and banners.

It all points to the importance of the "mix" – and of course how important and ubiquitous Social Media advertising has become.





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Source: Borrell's 2018 annual local advertiser survey, N=1,165

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What's Most Popular with SMBs

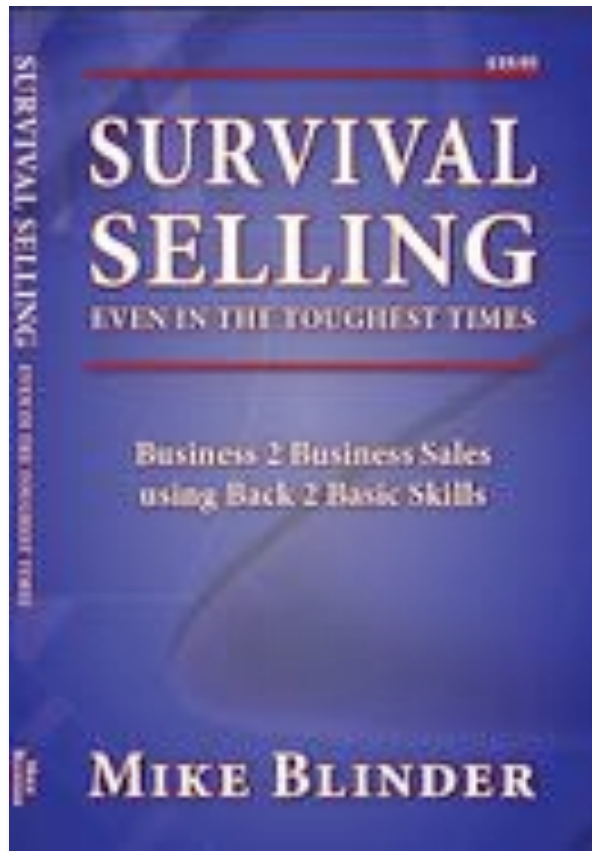
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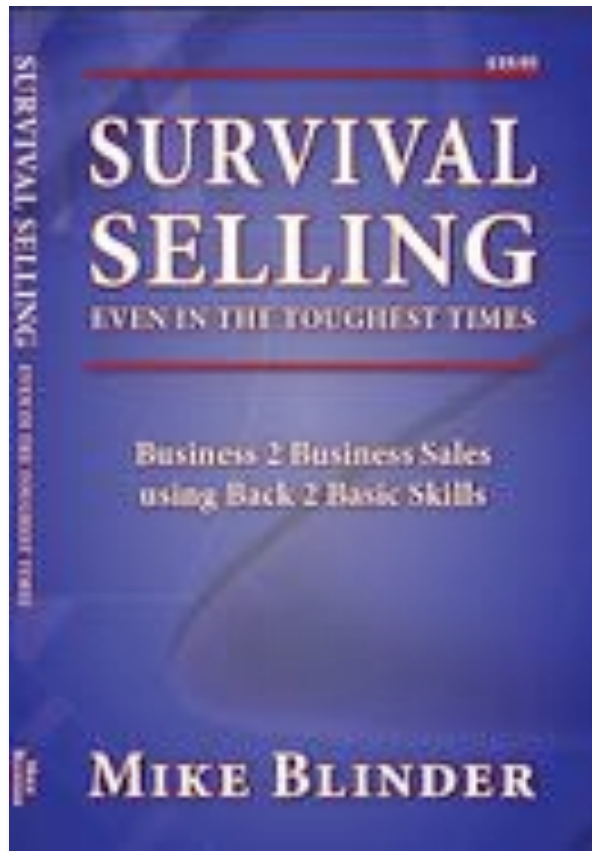


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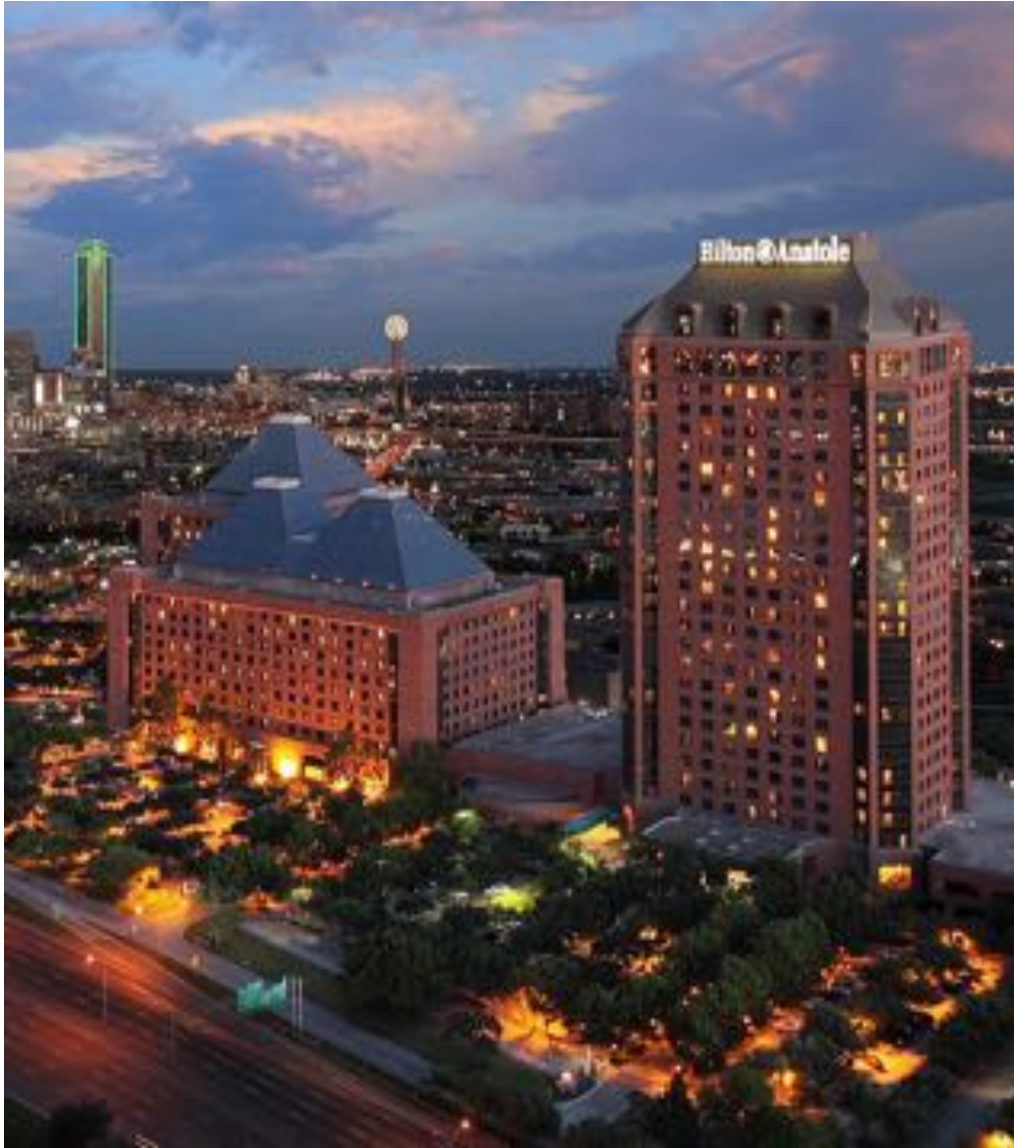
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Consultive Sales Process
Solution Based Sales Process
Needs Based Sales Process





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Walt Toughen is San Francisco's leading real-estate broker on KJLH. When the market for the area is weak, the Bay Area will be where the market is hot. That's why he's expanded Toughen's real-estate business.

"New" doubles length. The name of this concept goes back to 1976. The particular variation in a design for front ending and pre-terminating over a different period since 1971. The name "New New" was changed in 1976 to "New New".



1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 26

Joseph Keeps Getting Hotter With His 'Hot Hits' Format

THE UNIVERSITY OF CHICAGO PRESS

also, "cheap wealth," and it was a warning. The system was called for '44 and the target was 70. This. The difference between 44% and today is the fact that by now it's 100% communism, as it was in 1944. The yanks are using the same language of value, so they still in 1976, and everything else that is in the value system is value. That little does not look back in the past, but as far as the future and philosophy are concerned, there is no difference between now and 1944.

Testing the philosophy, Joseph and his team ran 100 trials, found that their reward-based CD probably has the largest possible crowd effect of classical music in the country. 11,000 L.P. may single classical crowd that has been mainstream since 1942's *1812*.

But that is playing the more popular cards. The more popular art out there would be art celebrating today's music on a radio station. That's the way we defined ourselves. As a friend of's a little more broader the music. We do not stop the excitement the experience. We're the character the personality the that the type the ground good looking into music that everybody else played in New York. There's something new. Different and real in a language more subtle sense.

That description fits the way it worked in the mid-1990s and the high energy Fitch of the early '80s. Though the internal value-added program was designed to cope with the management of energy, the reason it has so many things going for it today is that all the other companies

wealth do not have. Most cities in the United States are built around a single source of revenue. Economies like mine (I live in Lakeport, Calif.) have been declining. Long-term forecasts have been made, and projections have been underway of where the town has been going off the local industries that have declined.

Form of the work:

Large amounts that this is not exactly the case in San Francisco. Having up against EPRC will be a challenge, he says. "It's definitely one of the great radio stations in America, and I think that we might be one of the key stations I should see in San Francisco. It's always been a tremendous challenge for me to go up against a San city."

The sample's Forest MDC score was

and found him \$175 - or 50¢ a bushel - a good 40¢ more than "paid to me of the best of this market" - or 44¢, according to my having been Spanish. I wanted \$1000 for several years, though, because it was not to sell, but to buy. The land proved to be San Francisco market. Because in studying the day in market, and looking at the market, comparatively, I wanted that San Francisco was a prime superior New York. It was the best of the market with the best of the market.

Today, just sometimes, I feel lonely, only one person at a time, and he is involved with a nation-wide "reopening" of the market for computers. The probability that I will spend between three and six months in the wild, although I have spent as long as a year at an IBM PM conference. My only "left" spend too is that travelling and purchasing the sound system with the jacks, the program driver and the main staff after he found him, and when I am and how that there is no more that I can do.

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Hot Hits

From Wikipedia, the free encyclopedia

Hot Hits was a radio format created by consultant **Mike Joseph** in the 1970s. That concept, which helped spur the birth of what is now known as **CHR**, also revitalized the **Top 40** format and would play a role in bringing the format to the FM band throughout the 1980s.

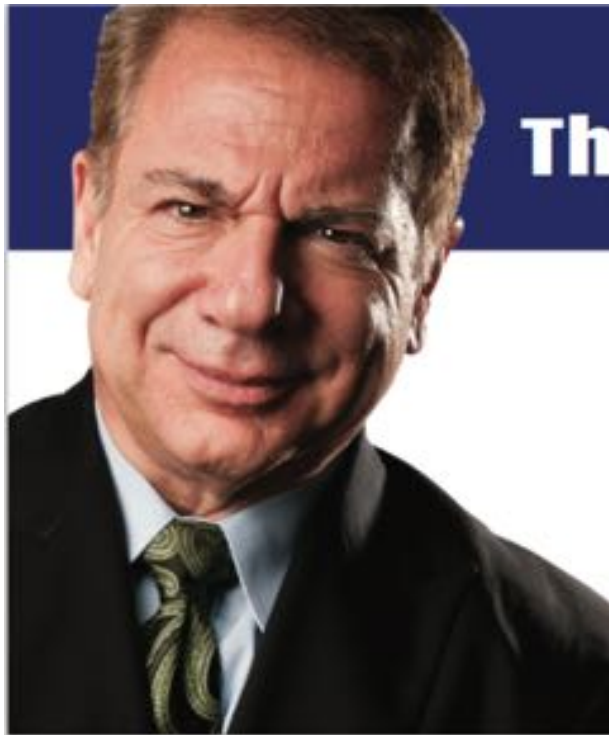
The concept was to play only the current hits on the Top 30 (or Top 50 on some stations) and no recurrents (that is, recent hits which had already finished their run on the charts) or **oldies** whatsoever (unless they happened to be cuts on current chart albums).







“Kid.... Find out
what they want, and:
GIVE IT TO ‘EM!’”



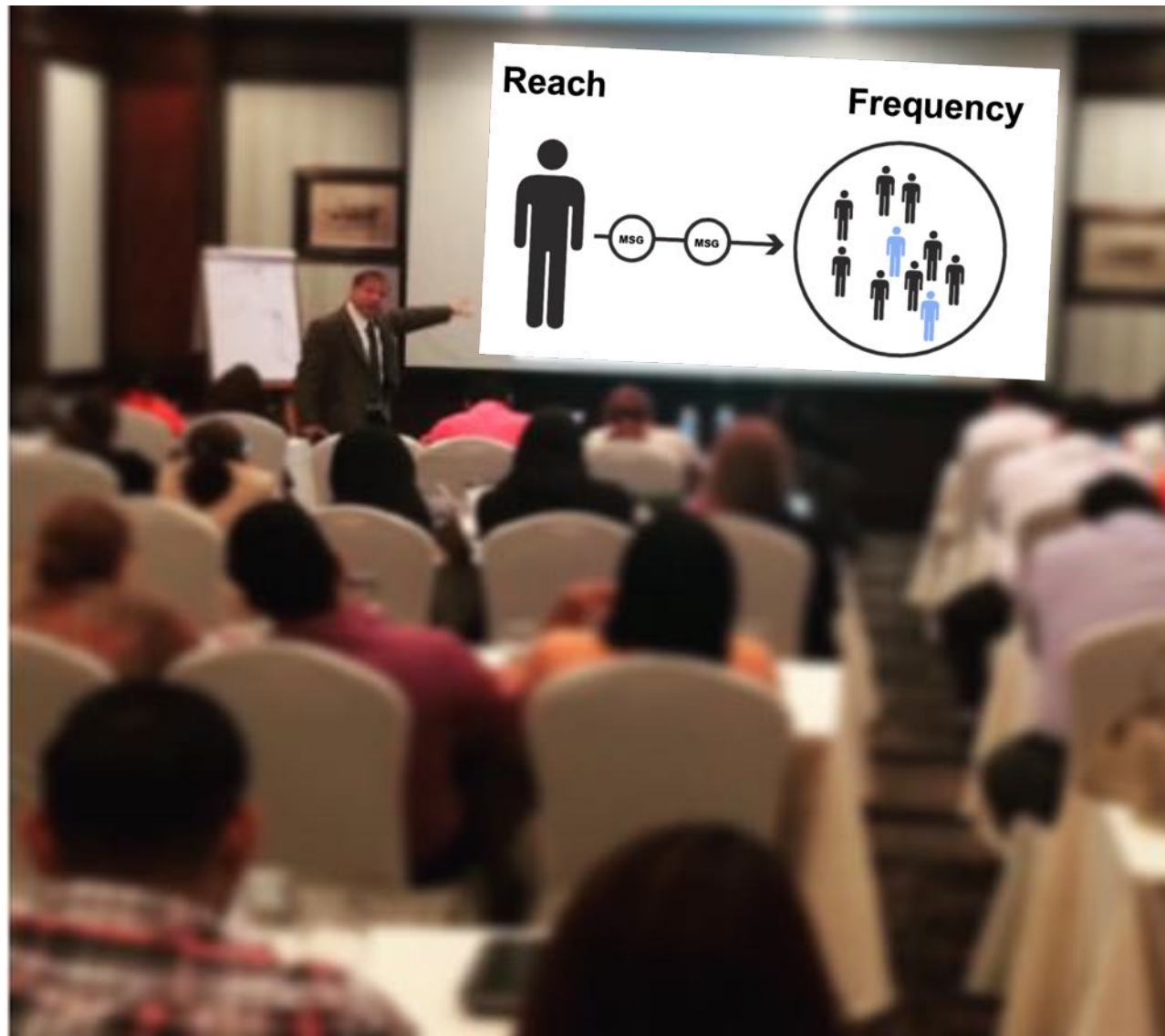
The Blinder Group

MULTIMEDIA SALES SPECIALISTS

Mike Blinder

"prognosis without diagnosis
is malpractice.."

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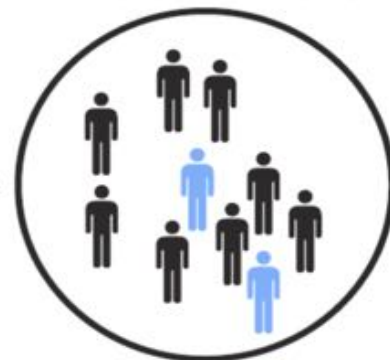
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Following

Sales expert Mike Blinder is now on stage at #IFRAexpo #DCX in Berlin. See our recent interview with him at: blog.wan-ifra.org/node/18197



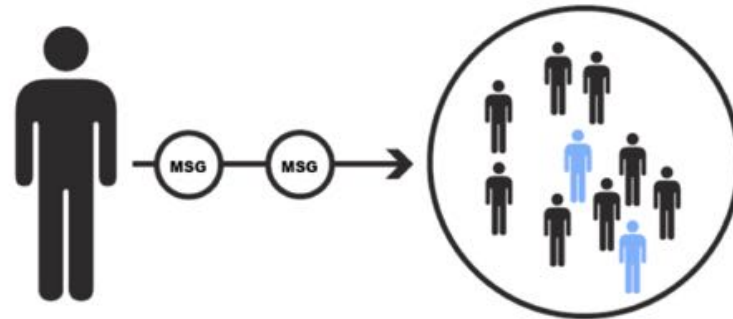
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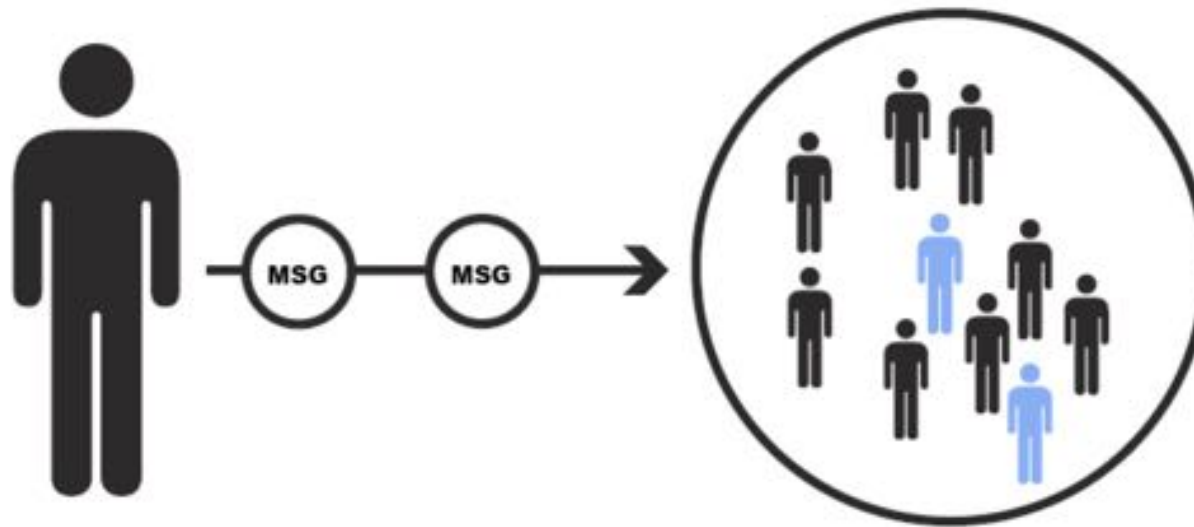


Mike Blinder | +1-917-865-4827 (mobile/text)
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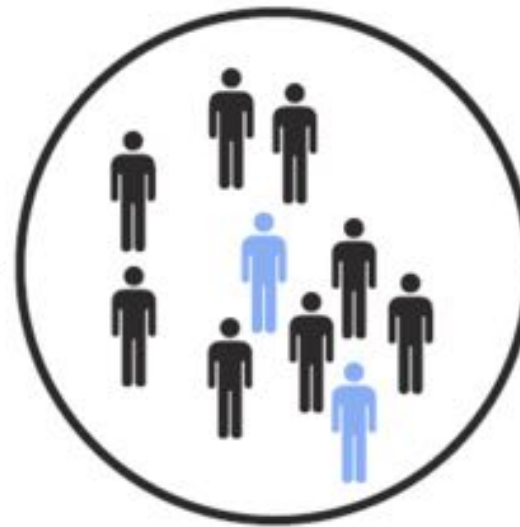
Frequency



Reach



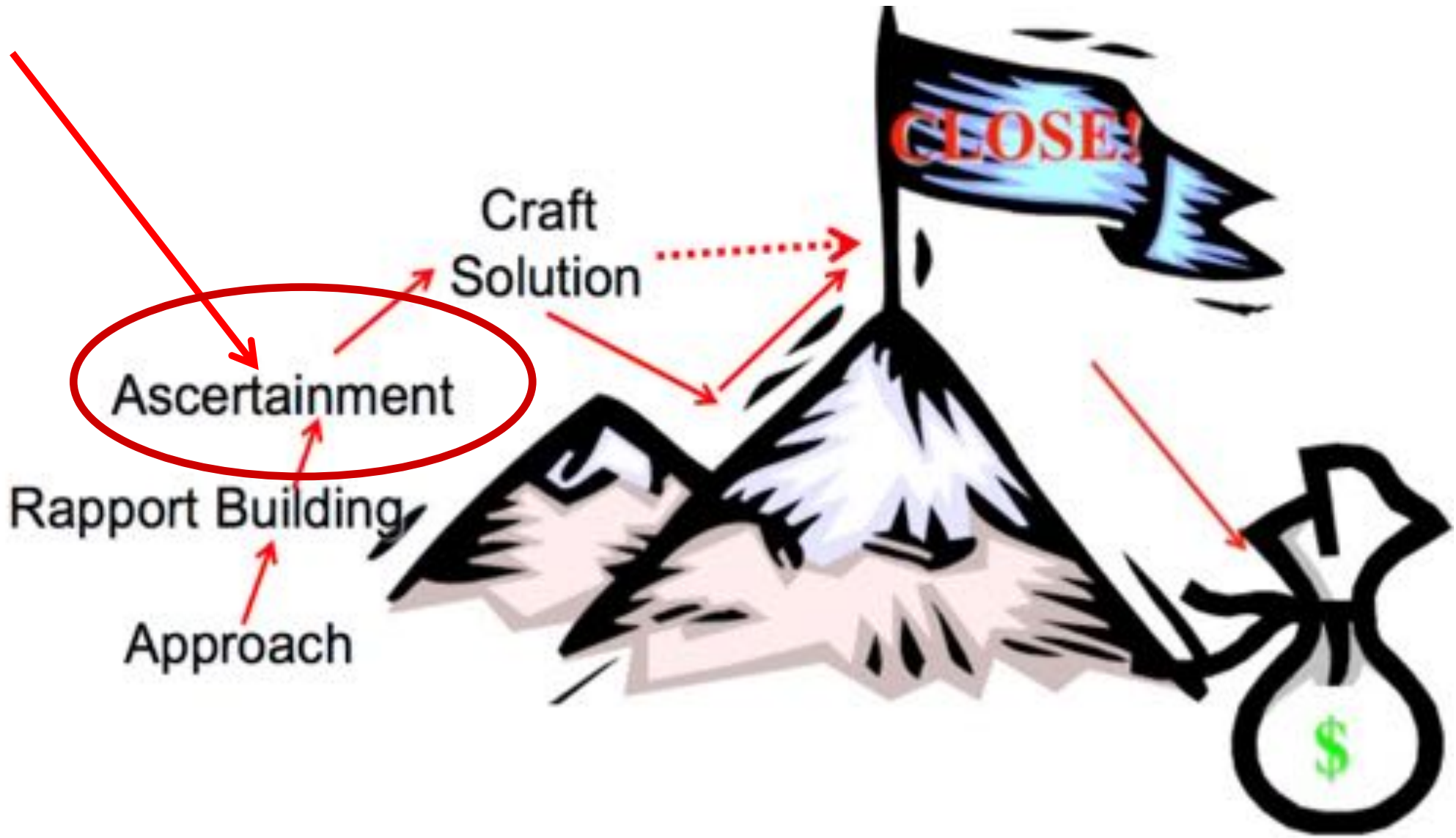
Frequency



Awareness

Reach









Ascertainment / Needs Analysis

Date: _____ Business Name: _____

1 UNCOVER MAJOR GOALS & MOTIVATION

"What goals do you have for your business" (Besides "making more money")

"Where do you want your business to be 1-year from today?"

Increase foot traffic or build up a particular component. Find out where they see the business get there. (Discover the "A" & "B")

2 UNCOVER TARGET MARKET ("REACH")

"Who is your average customer?" (Age, gender, education level, income?)

3 UNCOVER MESSAGE for Offers v Branding

"What kind of offers/ deals (if any) do you think can get you new customers?"

If you have any competing media ads, review them, and ask:

"How did this work for you?"

Notes: _____

4 UNCOVER UNIQUE SELLING PROPOSITION ("USP")

"How is your business different from the competition?"

"What are the top 5 words to describe your business?"

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Ascertainment / Needs Analysis

Date: _____ Business Name: _____

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"Where do you want your business to be 1-year from today?"

Increase foot traffic or build up a particular component. Find out where they see the business going and how they hope to get there. (Discover the "A" & "B")

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"How is your business different from the competition?"

"What are the top 5 words to describe your business?"

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Client 1st Ascertainment

Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

Slides/ downloads:
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Ascertainment / Needs Analysis

Date: _____ Business Name: _____

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"What goals do you have for your business" (Besides "making more money")

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Increase foot traffic or build up a particular component. Find out where they see the business going and how they hope to get there. (Discover the "A" & "B")

3 UNCOVER ME

"What kind of

If you have a

"How did this

Notes:

4 UNCOVER UN

"How is your

"What are the

© 2018 B

2 UNCOVER TARGET MARKET ("REACH")

"Who is your average customer?" (Age, gender, education level, income?)

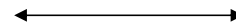
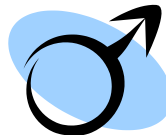
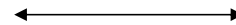
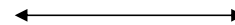
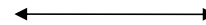
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Reach



Reach



Awareness

Reach



Awareness

Reach



Reach



Google

Reach





EAGLES ***win Super Bowl LII***



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Commercial America

For the purpose of carrying to buyers throughout the world reliable information concerning American manufactures

Published Monthly by the

Foreign Trade Bureau

PHILADELPHIA COMMERCIAL MUSEUM

34th St. below Spruce, Philadelphia, U.S.A.



Buildings and Grounds—Philadelphia Commercial Museum





The Wanamaker Diary

More Furs Are Ruined by Moths than Are Worn Out ∴ ∴ ∴

IF you don't want a hungry moth to be the ultimate consumer of your furs, let us put them in our

Dry Air Cold Storage Vault

It is up to date, scientific, capacious and unrivaled.

It not only takes care of furs, but of men's fur-lined coats and other winter garments; mounted animal rugs, etc.; insures your goods from moths, fire or burglary, and returns them when you want them.

When alterations or repairs are made on furs at your request, no extra charge will be made for storage. Otherwise there will be a moderate charge, based upon an agreed valuation by the owner and ourselves—or by our experts, if not otherwise arranged.

JOHN WANAMAKER



CAUTION

**“QUOTES”
Ahead!**



“

**Half the money I spend
on advertising is wasted;
the trouble is I don't know
which half ”**

— John Wanamaker



“You generally hear that what a man doesn’t know wont hurt him!

But in business, what a man doesn’t know..... DOES!”

E. St. Elmo Lewis (1872-1948)



A
I
D
A



WIKIPEDIA
The Free Encyclopedia

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[Contents](#)
[Featured content](#)
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Search Wikipedia

AIDA (marketing)

From Wikipedia, the free encyclopedia

This article is about the marketing term AIDA. For other uses, see [Aida \(disambiguation\)](#).

AIDA is an acronym that stands for **A**ttention, **I**nterest, **D**esire and **A**ction. The AIDA model is widely used in **marketing** and **advertising** to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision. Given that many consumers become aware of brands via advertising or marketing communications, the AIDA model helps to explain how an advertisement or marketing communications message engages and involves consumers in brand choice. In essence, the AIDA model proposes that advertising messages need to accomplish a number of tasks in order to move the consumer through a series of sequential steps from brand awareness through to action (purchase and consumption).

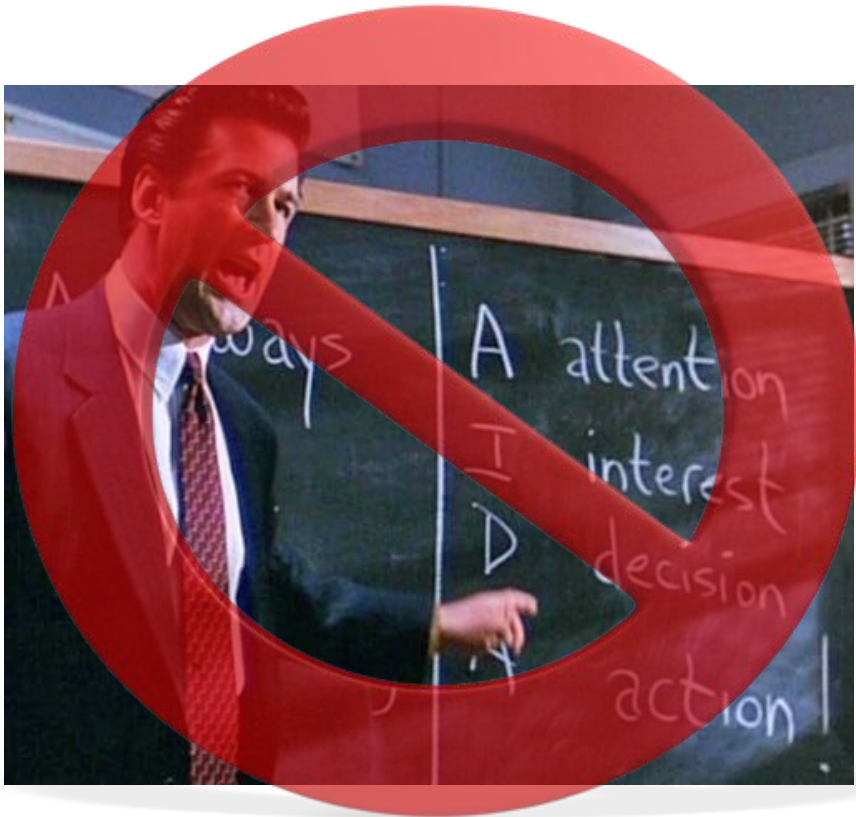
The AIDA model is one of the longest serving models used in advertising, having been developed in the late nineteenth century. Since its first appearance in the marketing and advertising literature, the model has been modified and expanded to account for the advent of new advertising media and communications platforms. A number of modified alternative models are in current use. During the past 100 years, the model has undergone many refinements and extensions, such that today there are many variants in circulation. Thus, the simple AIDA model is now one of a class of models, collectively known as *hierarchical models* or *hierarchy of effects models*.

Marketing	
Marketing · Marketing management	
Key concepts	[show]
Promotional content	[show]
Promotional media	[show]



Glengarry
GlenRoss



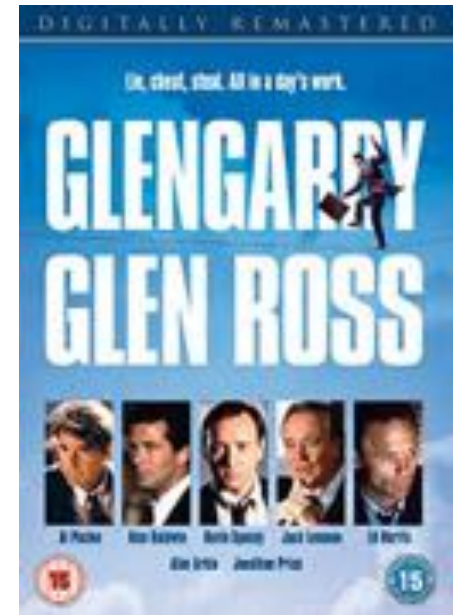


Awareness

Interest

Desire

Action





Awareness

Interest

Desire

Action



Awareness

Interest

Desire

Action





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REVENUE

April 11 & 12
2018
CHICAGO




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THE Revenue Conference is about selling every product, platform and service you might offer: Print, web and mobile space, social media, digital services, digital video and OTT production, native content, events, niche publications, contests, quizzes, and all manner of innovations

THE REVENUE CONFERENCE

is presented by

INLAND
PRESS FOUNDATION

and

The Blinder Group
MULTIMEDIA SALES SPECIALISTS

Conference venue:

Willis Tower

Suite 8000
233 S. Wacker Dr.
Chicago

**Download 2017
brochure**

(Stay tuned for
2018 agenda)







Awareness

Interest

Desire

Action



Awareness

Reach

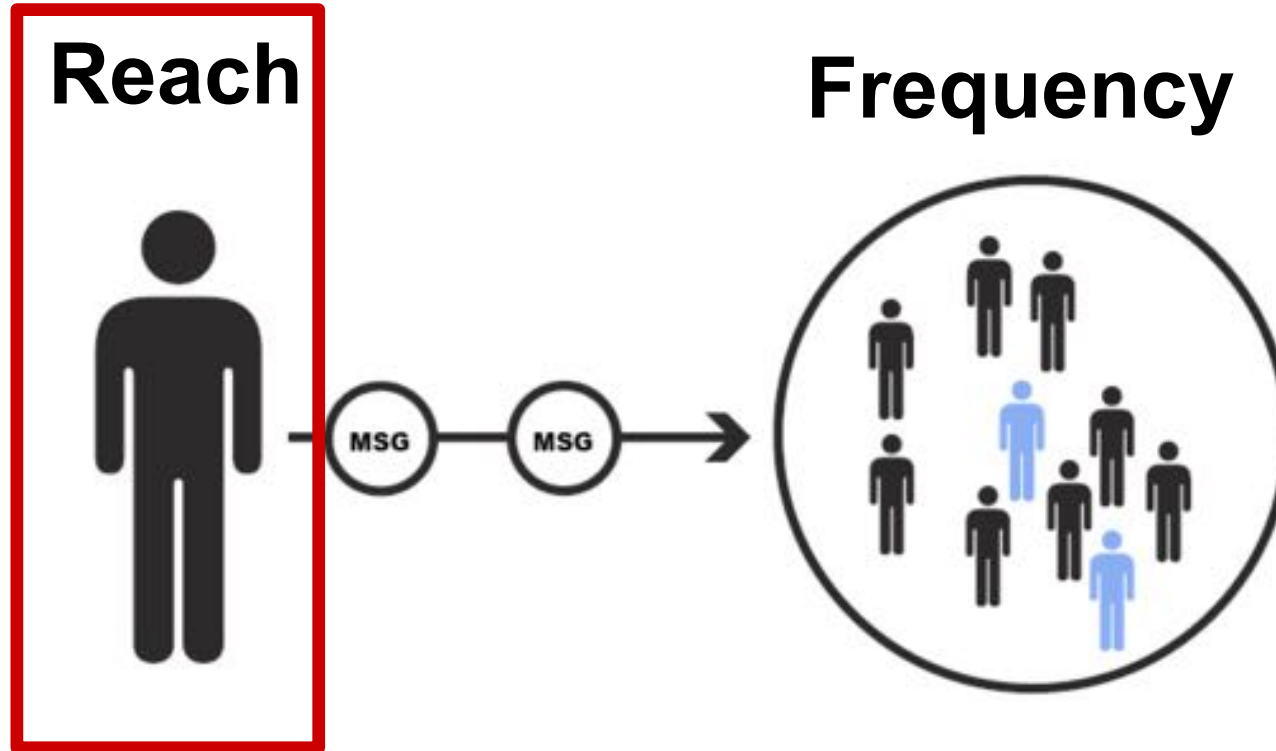


Awareness

Reach



Awareness



Awareness

Reach

Frequency



disruptive



‘media clutter’

Tangle.com (formerly Godtube)
Hulu
HD share (focus on HD videos)
Lafango
Livleak
Mall.com
Mashable
Metacafe
Brightcove
Megaupload
Dailymotion
Metacafe
Miro
Myspace
Myvideo

5,000 /DAY!



Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

Anywhere the Eye Can See, It's Likely to See an Ad



Mike Blinder | +1-917-86:
Mike@BlinderGroup.Con

Clockwise from top left: new venues for ads include a video screen in a taxi; eggs; a turnstile; and the examining table in a doctor's office. [More Photos >](#)

By LOUISE STORY

des/ downloads:
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Stephen Lam / Reuters

Why a Super Bowl Ad Is the Smartest Way to Waste \$5 Million

The biggest blockbuster in pop culture doesn't benefit most of its advertisers. So, what are they thinking?

DEREK THOMPSON | FEB 6, 2017 | BUSINESS

5 MILLION U.S. JOBS
NEED WORKERS -
WHAT CAN U.S. HIGH
SCHOOLS DO TO HELP?



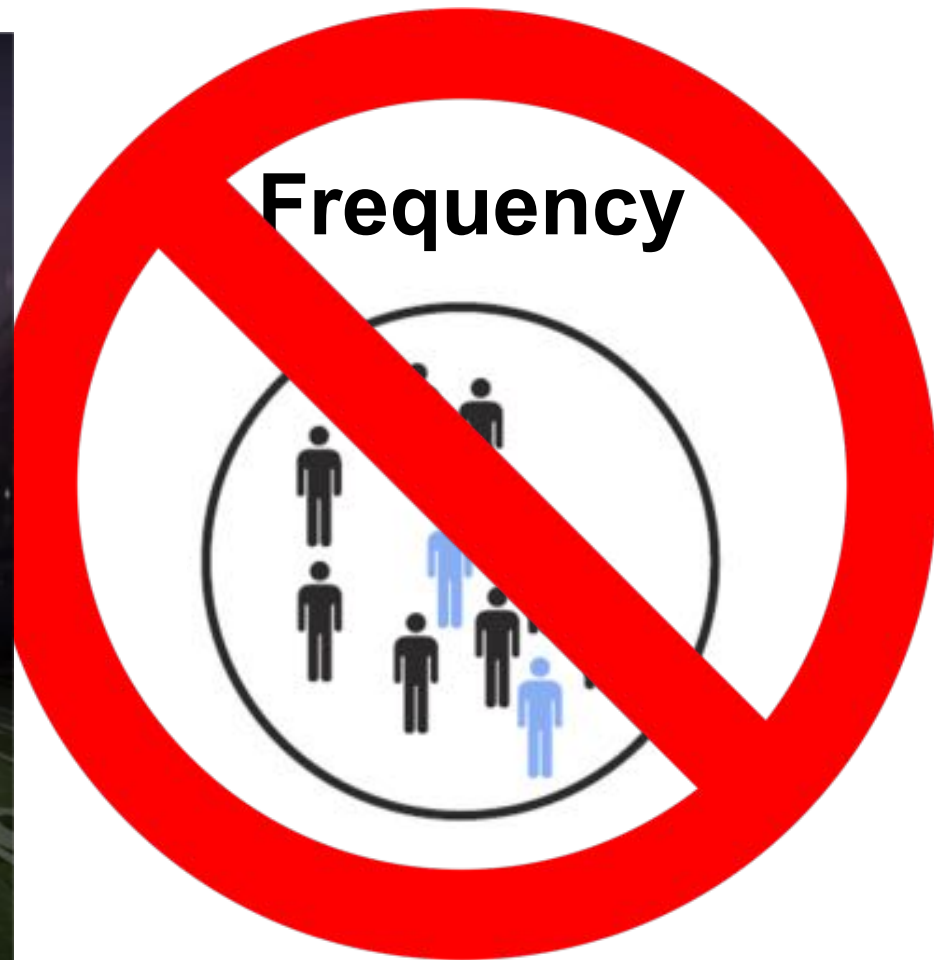
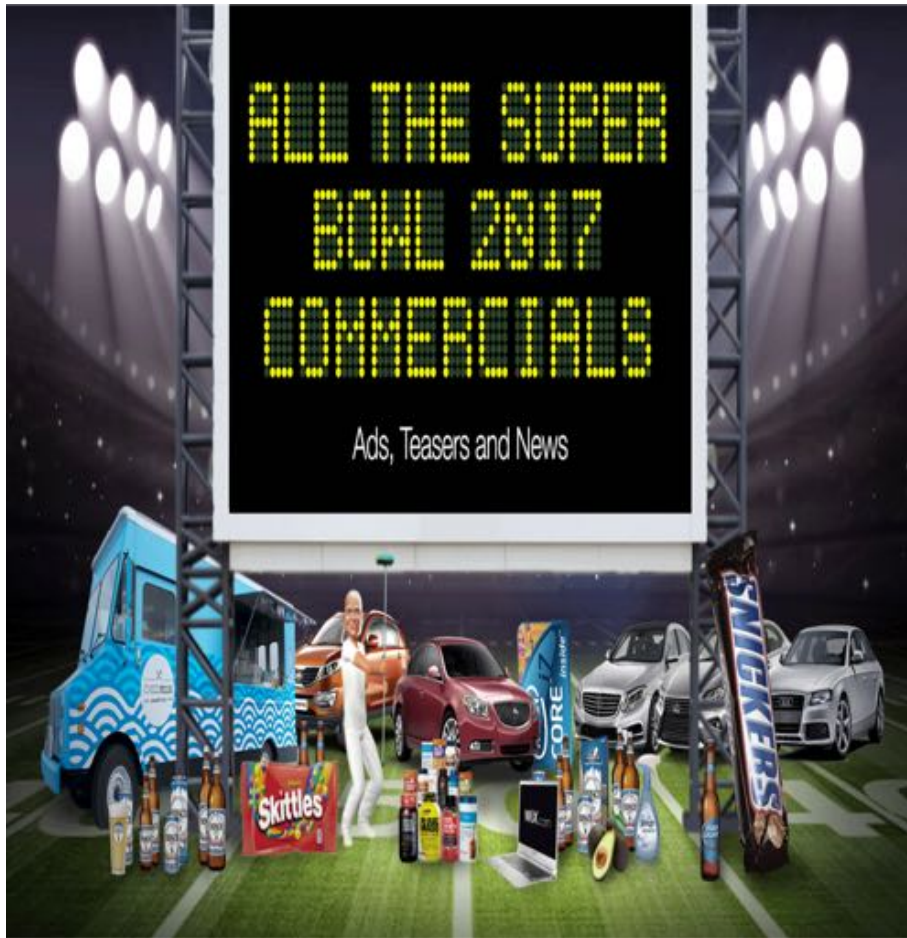
Why a Super Bowl Ad Is the Smartest Way to Waste a Million

The biggest blockbuster in pop culture doesn't benefit most of its advertisers. So, what are they thinking?

DEREK THOMPSON | FEB 6, 2017 | BUSINESS

Surveys of Super Bowl audiences have found that between 80 and 90 percent of the ads wash over audiences and don't make them any more likely to buy the product on display. If one is skeptical of consumer surveys, as one should be, look at the academic papers. A 2013 study by Wesley R. Hartmann of Stanford's Graduate School of Business and Daniel Klapper of Humboldt University Berlin, "Do Superbowl Ads Affect Brand Share?," found that commercials by beer and soda companies in the big game had a "null and/or insignificant effect" on revenue. The researchers found no relationship between ads and growth in sales per viewing household. Companies were spending millions of dollars for nothing.

5 MILLION U.S. JOBS
NEED WORKERS -
WHAT CAN U.S. HIGH
SCHOOLS DO TO HELP?



**12 MONTH
CONTRACT**



Awareness

Interest

Desire

Action



Awareness

Reach

Frequency





Awareness

Interest

Desire

Action



Interest

Media

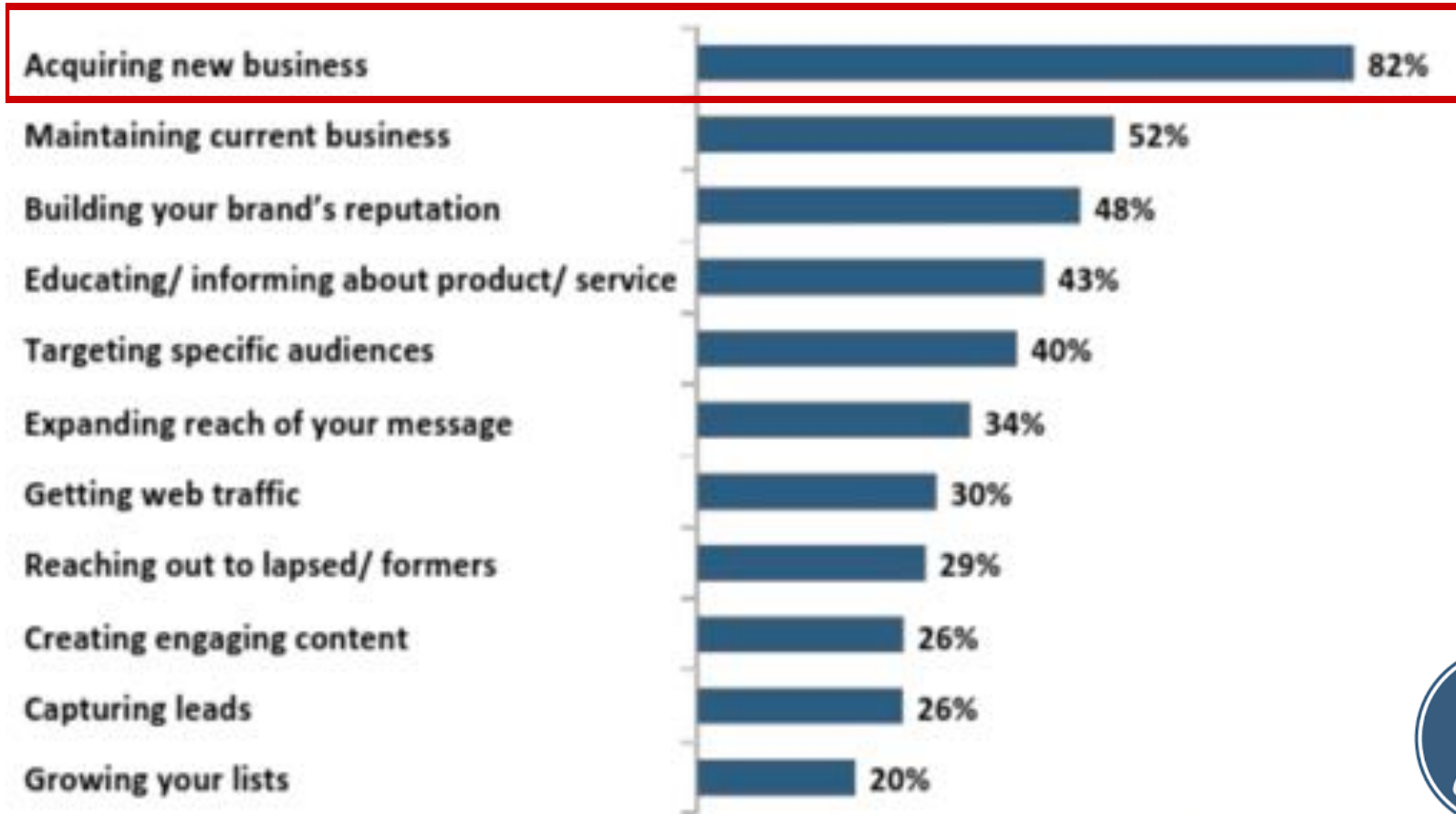
Message

**Reach
Frequency**

What are your top MARKETING PRIORITIES:



What are your top MARKETING PRIORITIES:



Q. Which of the following are among your company's 2017 advertising goals of highest priority?

Total responses for survey N= 3,511



BORRELL

Tomorrow's Media, Understood Today

Interest

Media

Message

**Reach
Frequency**



disrupt

2008



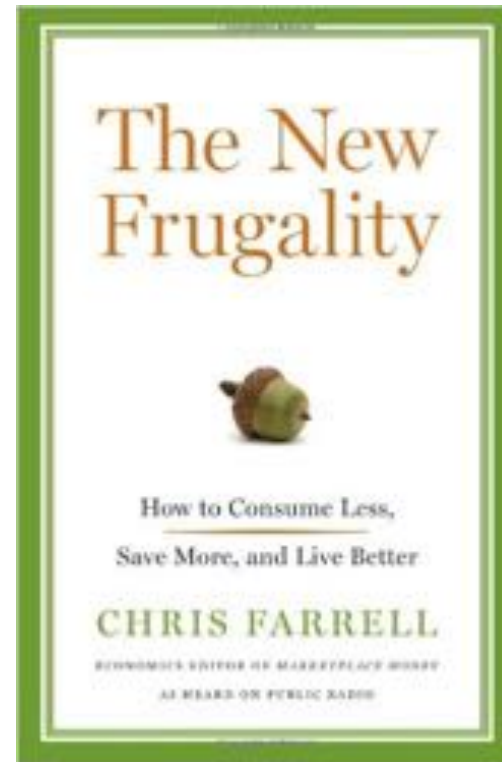
disrupt

2008 to
TODAY!



disrupt

2008 to
TODAY!



disrupt



RetailMeNot Inc.

The Modern Deal Seeker

The Surprising Truths About Who They Are and How They Shop

Who is the new deal seeker?

In the wake of the 2008 financial crisis and the recession that followed, a growing number of Millennials and Gen Xers are approaching their finances in a bold, new way. The days of "keeping up with the Joneses" are over, being replaced by thoughtful spending habits built around value and an emotional connection to brands.

Enter the new frugality—a seismic shift in consumer shopping behavior that's challenging perceptions on who the deal-seekers and coupon-clippers really are these days. It's a game-changing trend that's elevating and enriching the relationships between retail marketers and their customers. And it's a sizable movement boasting 41.7 million shoppers among its numbers. But before you can reap the benefits you have to know how best to attract and retain these highly influential audiences.

disrupt



disrupt



Today's Deal: \$25 for \$50 Worth of Rejuvenating Salon and Spa Services at Sanctuary Salon

\$25

Buy!

Value	Discount	You Save
\$50	50%	\$25

Buy it for a friend!

Time Left To Buy
11 hours
57 minutes
3 seconds

248 bought

The deal is on!
Tipped at 7:23AM with 50 bought



The Fine Print

Expires Dec 4, 2010
Limit 1 per person, may buy 2 add'l as gifts. Existing clients must bring new client to use Groupon. By appt

Highlights

- Redken 5th Avenue Salon
- Services for hair, skin & nails
- Services for men and women
- Expertly trained staff

BUSINESS INSIDER Tech Finance Politics Strategy Life

Consumer Brand Loyalty May Never Recover From The Recession

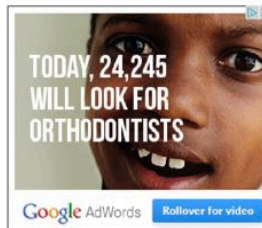
JILL KRASNY SEP 7, 2011, 4:11 PM 1,388 4

Consumer loyalty declined in the recession and may soon go the way of the dodo, according to a new study by Catalina Marketing's Pointer Media Network.

An analysis of 32 million consumers in 2007 and 2008 across 685 leading brands revealed that 52% of "high-loyal consumers" -- those who bought 70% or more of goods from the same brand in a year -- started buying more from a competitor the following year or left the brand entirely. Nor were there new high-loyal customers to replace the



Code Port.



Google AdWords Rollover for video

Nov 6

How the Recession Hurt Brand Loyalty

By Kathy Winslow // 2012, November // No Comments // Tags: Customer Retention, dealer maintenance program, dealership maintenance program, dealership market, dealership loyalty, loyalty, maintenance program, pre-paid maintenance, retain customers, service departments



Many consumers who are finally ready to buy a new vehicle after waiting out the recession are up for grabs.

The longer an owner keeps a vehicle, the more likely the owner is to replace it with a product from a competing brand, according to data from R.L. Polk & Co. The decline in loyalty, though gradual with each passing year, means that many automakers and dealers will need to work harder to retain customers.

Job losses, wage cuts and general economic uncertainty in recent years caused many people to delay buying a new car or truck. Leasing, which puts

buyers back in the market every two or three years, became almost nonexistent during the downturn.

As a result, Polk says the average American now keeps a new vehicle for about six years, up from around four years before 2007.

"They're almost like a first-time buyer when they return to market, and they become a conquest opportunity," says Brad Smith, director of Polk's loyalty management practice. "It's going to be a situation where everyone's going to be scrambling for every tenth of a point of market share as these customers are returning to market."

Polk's latest data show that 46.7 percent of consumers who as they were between 2007 and 2010

20,009 views

Is Brand Loyalty Dying A Slow And Painful Death?



MarketShare

Advertising marketing & media

FOLLOW ON FORBES (356)



FULL BIO >

Opinions expressed by Forbes Contributors are their own.



Steve Olenski, CONTRIBUTOR

When I was a wee lad – OK maybe I wasn't so wee as I was in my mid-20s, I was a marketer working on the AARP Health Insurance account which at that time was underwritten by United HealthCare. In fact I think it still is, but that's not the point.

The point is as myself and my fellow marketers tried to get people to switch from their existing insurance coverage to coverage provided by AARP, underwritten by United HealthCare, we oftentimes heard a common lament which was Mr. and Mrs. Smith did not want to switch their plan because they were staying loyal to their existing brand – which in many cases was Blue Cross/Blue Shield.

ERNST & YOUNG
Quality In Everything We Do

Earlier this year I wrote a piece entitled Only One Quarter Of American Consumers Are Brand Loyal which touched on the findings of an Ernst & Young survey of nearly 25,000 people across 34 different markets around the world.



VISITFLORIDA.







VS



PHOTOS: CVS: JAY LAFRETE/BLOOMBERG/GETTY



Walgreens

OPEN 24 HOURS
DRIVE-THRU PHARMACY

DIGITAL PRINTS 29c
WE HAVE CHICKEN
POOP \$3.99 EA
OR 3 / \$10.00



3.49
per gallon



With Balance SAVE \$1.00

99¢

1 Dozen Large Eggs

with card

Valid Thru 8/3

Walmart







Interest

Media

Message

**Reach
Frequency**



Interest

Media

**Reach
Frequency**

Message

**Offer
Immediacy**

\$0 DOWN

\$199

PER MONTH

FOR WELL QUALIFIED BUYERS

VERSA S SEDAN (V11154100 SENTRA S (V11154100)
TWO (OR MORE) OF EACH AT THIS PRICE
\$109 PER MONTH FOR 84 MONTHS

84 months at 3.99% APR. 740+ beacon score income and other credit terms may apply. Versa S Sedan, Model number 11156, stock number GL862555. Sentra S stock number OZ211401. Includes dealer fee of \$599. Not combinable with any other offers. Dealer retains all incentives. See dealer for all details. Offer ends 12/31/18.



WESTSIDE



888-311-1609
WESTSIDENISSAN.COM



**Reach
Frequency**

**Offer
Immediacy**

Interest

Media

**Reach
Frequency**

Message

**Offer
Immediacy**

Interest

Media

Message

**Reach
Frequency**



Interest



Reach
Frequency





Reach Frequency





Reach Frequency



branding

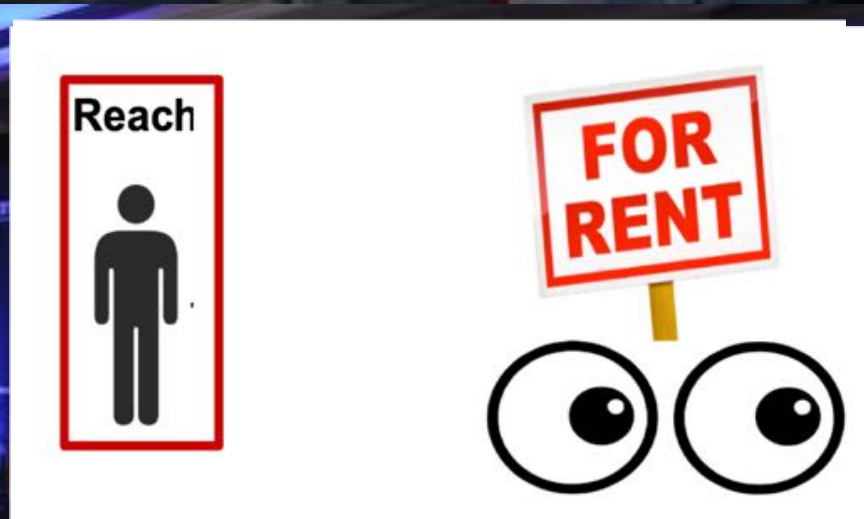
(verb)

the *art* and *science* of influencing perception about a product, service, or organization.

- Sean Tambagahan









THE MEDIA



ITS ALL ABOUT THE CLICKS



Measurable Results Are A Must For Marketing And Advertising Investments



Forbes Agency Council

PE, media strategy, creative & advertising execs share insight & tips [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

POST WRITTEN BY

Becca Wilson

Becca Wilson is CEO of [Spherixx.com](#), an advertising agency that provides software development and business intelligence.



Becca Wilson, Forbes Councils

Demand for greater accountability for marketing and advertising investments has been growing recently, especially from those at the top of the industry. In a Marketing Insider Group [article](#), the author refers to an interview by Gabe Leydon, one of the largest media buyers in the world, called "Watch MachineZone's CEO freak out a room full of media execs." During this interview, he plainly states he will not purchase media that cannot prove performance: "Media will be quantifiable. Period. ... Marketing will become a justifiable business."

The only way to know what is effectively working and what might be broken is through



Join the Big League: 7 Reasons to Go Digital with Your Advertising



Share



Share



Share



By: Mike
Tomita

It's time to join the big league and go digital! [Digital advertising](#) is now the new norm—it's the fastest growing marketing channel with no signs of slowing down, according to Strategy Analytics. In fact, most companies spent more on digital marketing in 2015 than they did in 2014, and plan to increase spending in 2016. This shouldn't come as a surprise—marketing has always been about three things: *location, location, location*. And today, your target market is largely online. Marketers are focusing more and more resources on meeting people there, and it's working out well for them and their customers.

The digital marketplace has put a lot of buying power back into the hands of buyers and consumers, forcing many marketers to get more creative, more genuine, and more helpful. *Consumers today jump from channel to channel, seamlessly throughout the day and increasingly*

Join the Big League: 7 Reasons to Go Digital with Your Advertising

5. Digital Advertising is Easily Measurable

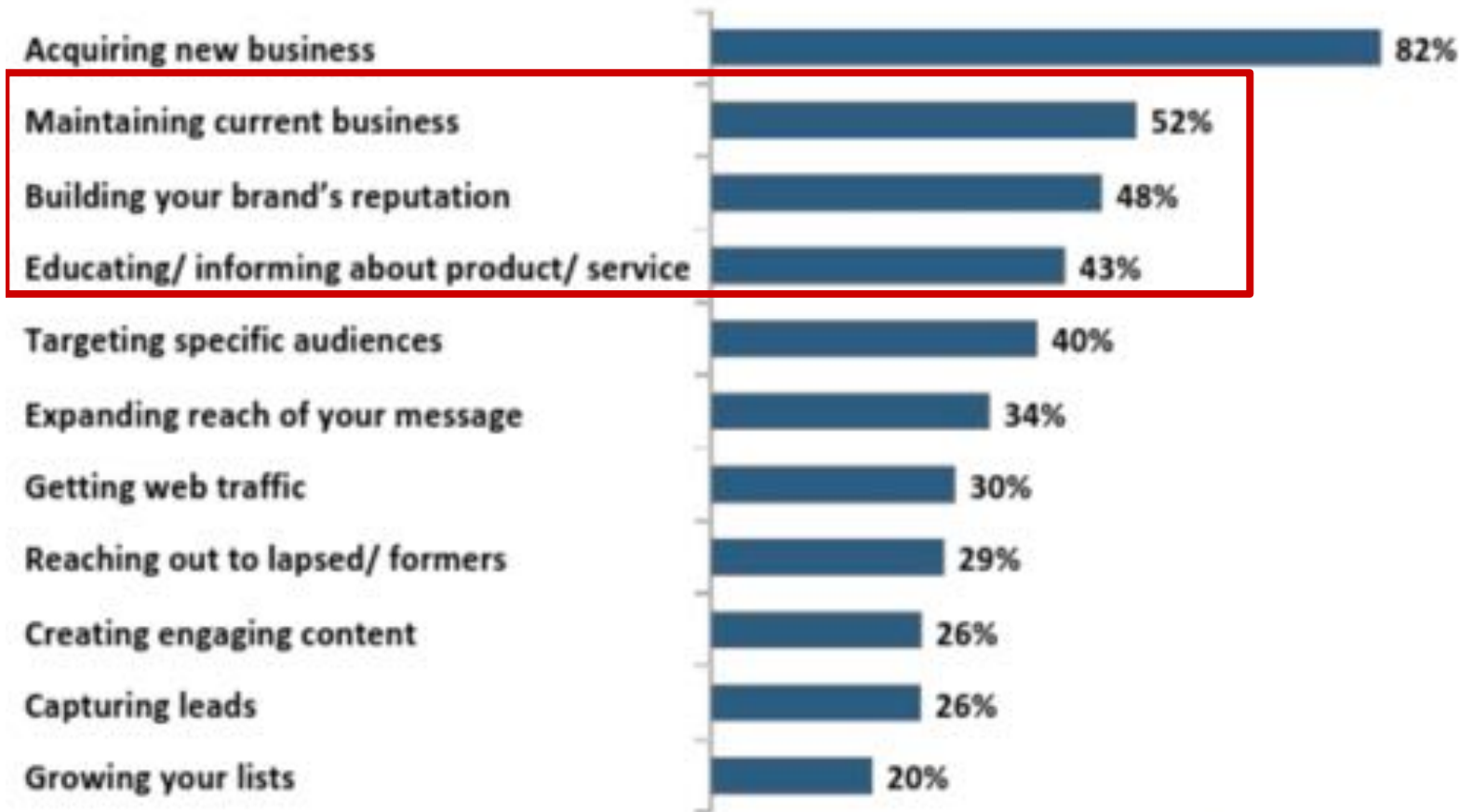
Every department needs to show how it is adding value, and with a digital campaign the metrics are built right in. You know exactly who clicked on your content, opened it, referred it, shared it, etc. You also can trace the source of your traffic from entry to the shopping cart and eventual purchase. This will help you determine which platforms and strategies yield the best results, and which deserve more investment.

The key reason for tracking metrics is to speak the same language that your CEO and your CFO do. While soft metrics like brand awareness, impressions, organic search rankings, and reach are important, their real value lies in how they can be quantifiably connected to hard metrics like pipeline, revenue, and profit. Digital advertising offers a platform for tracking both types of metrics to show a concrete ROI.





Marketing Priorities



BORRELL

Tomorrow's Media, Understood Today

Q. Which of the following are among your company's 2017 advertising goals of highest priority?

Total responses for survey N= 3,511

Slides/ downloads:
BlinderGroup.com/getinfo







SMALL BUSINESSES













I CANT KEEP
CALM
IM BUILDING
MY
BRAND

SMALL
BUSINESSES



Interest

**Media
Message**

**Reach
Frequency**



Top Of Mind Awareness



Unique Selling Proposition





Serving
our customers
since 1998





**CHOOSE THE NAME YOU KNOW &
PERSON YOU TRUST.**

**CHOOSE YOUR FRIENDLY
NEIGHBOURHOOD REALTOR.**

**KEN
PRATT**

SALES REPRESENTATIVE

(705) 796-6753





"A NAME YOU CAN TRUST"



Ben Dover
Real Estate/State Certified
Appraiser/Auctioneer #2441

A professional headshot of a middle-aged man with light hair, smiling, wearing a red collared shirt. The background of the photo shows an interior setting with a door and a bookshelf.

A vertical advertisement for New Star Realty. On the right side, a hand in a dark suit jacket points upwards with the index finger. The background is a blurred image of a person's face. The text is centered on the left side of the image.

A Name You Can
TRUST

Searching for your dream home is
very simple with New Star Realty!


NEWSTAR[®]
Realty & Inv.

www.newstarrealty.com

~~U
S
P~~





CHRISTIE'S
INTERNATIONAL REAL ESTATE

*Your Western Suburban
Real Estate Experts*

630.861.1800 | CONLONREALESTATE.COM
35 S. WASHINGTON ST, 2ND FLOOR, HINSDALE, IL

Better

**This Is The Time To Make That Move...
INVENTORY IS LOW!**

*I offer over 30 years of real estate experience.
Specializing in selling and marketing properties
in Lombard and Villa Park.*



RANDY STOB

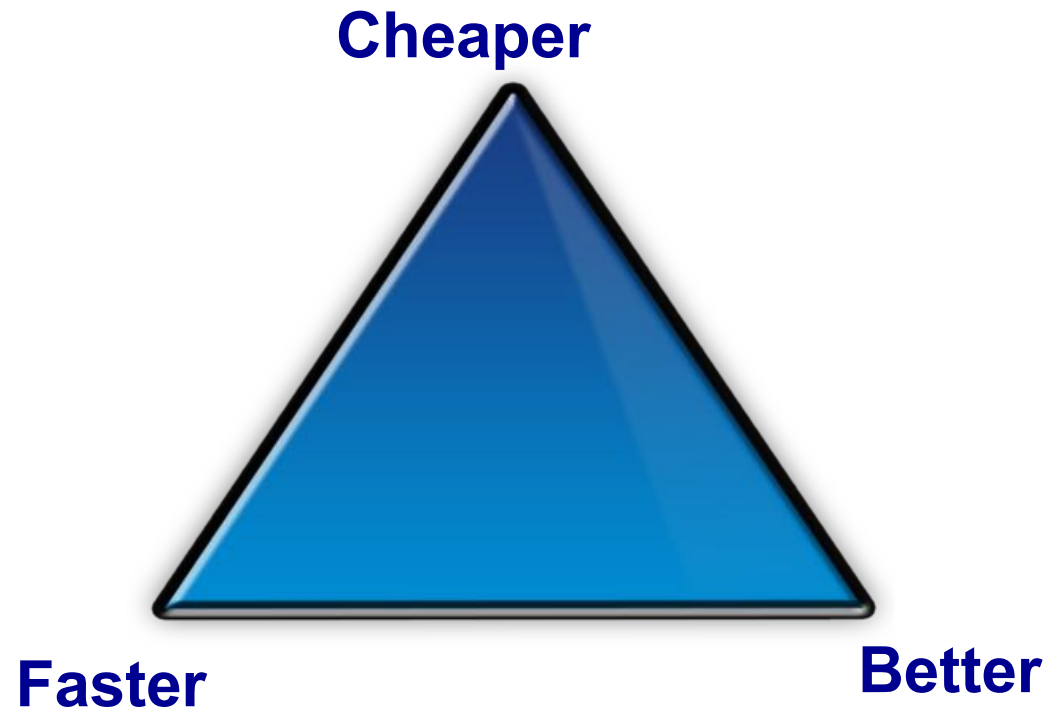
RE/MAX
Achievers

CALL ME TODAY!
(630) 202-7487 Direct
(630) 678-0300 Office



#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Unique Selling Proposition







Ascertainment / Needs Analysis

Date: _____ Business Name: _____

1 UNCOVER MAJOR GOALS & MOTIVATION

"What goals do you have for your business" (Besides "making more money")

"Where do you want your business to be 1-year from today?"

Increase foot traffic or build up a particular component. Find out where they see the business get there. (Discover the "A" & "B")

2 UNCOVER TARGET MARKET ("REACH")

"Who is your average customer?" (Age, gender, education level, income?)

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"How did this work for you?"

Notes: _____

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"How is your business different from the competition?"

"What are the top 5 words to describe your business?"



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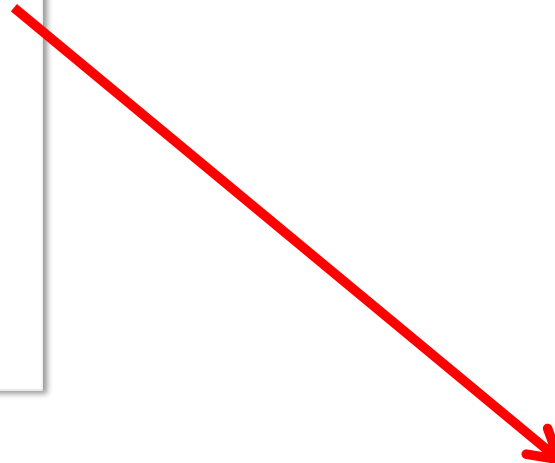
"How did this work for you?"

Notes: _____

4 UNCOVER UNIQUE SELLING PROPOSITION ("USP")

"How is your business different from the competition?"

"What are the top 5 words to describe your business?"





Ascertainment / Needs Analysis

Date: _____ Business Name: _____

1 UNCOVER MAJOR GOALS & MOTIVATION

"What goals do you have for your business" (Besides "making more money")

"Where do you want your business to be 1-year from today?"

Increase foot traffic or build up a particular component. Find out where they see the business get there. (Discover the "A" & "B")

2 UNCOVER TARGET MARKET ("REACH")

"Who is your average customer?" (Age, gender, education level, income?)

3 UNCOVER MESSAGE for Offers v Branding

"What kind of offers/ deals (if any) do you think can get you new customers?"

If you have any competing media ads, review them, and ask:

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Notes: _____

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Notes: _____

4 UNCOVER UNIQUE SELLING PROPOSITION ("USP")

"How is your business different from the competition?"

"What are the top 5 words to describe your business?"

Branding

2 Ways!

1



**“Borrowed
Trust
Syndrome”**

Branding

2 Ways!

**“Borrowed
Trust
Syndrome”**





**Quickly
& for
Top Dollar!**



Steve | **RE/MAX**
Huber | Pinnacle

555-581-4906

*"Selling can be stressful,
but Steve made it easy
for us! Steve was
composed, honest and
ALWAYS accessible. Plus,
we got more than our ask
and sold in record time!"*

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We train advertising managers & sales people how to adapt to the ever-changing media landscape. All of our training programs can be tailored to fit the needs for our media clients. Plus, tadsia!! we host training sessions for local business owners so they learn how to use media more effectively!

- C1 Selling System - Basic Sales Training
- The Multimedia Master Class
- Local Advertiser Workshops

CONSULTING



The Blinder Group engages with THOUSANDS of small- to medium-sized business owners (SMBs) each year through our global media company clients. We truly understand the needs of these local businesses and help our clients help their advertisers grow business through effective multimedia advertising strategies!

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The Blinder Group Revenue Generation model for a client media company typically includes: consulting on best practices of multimedia revenue generation, here sales program development and sales team classroom *Cialis for Sale* training along with "in-the-car" ride-along training where we assist in the presentation of new sales programs to local small-medium sized business owners..

Learn how we have generated over \$100 million dollars in new advertising revenue for our media clients.

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Learn how we have generated over \$100 million dollars in new advertising revenue for our media clients.

[READ MORE: REVENUE SOLUTIONS](#)

Which was the last time your sales trainer closed a deal with a local business?
We do every day. Over 5000 sales calls last year, netting Millions in local media sales!

CLIENT^{1st} SELLINGSM The Blinder Group

Complete Dynamic Web-based Sales Training
Performance Based Sales Transformation ... Cost Effectively

THE SYSTEM | THE MODULES | ABOUT MIKE

Not boring, bulleted PowerPoints®!

The **Client 1st Selling System** brings you compelling content, delivered in an exciting, fast-paced format that captures your team's attention, ensuring results!

Industry expert Mike Blinder personally guides your team through the essential content they need for success, within each 45-minute module.

Watch a sample (5-min) segment,
(low res for demo only)



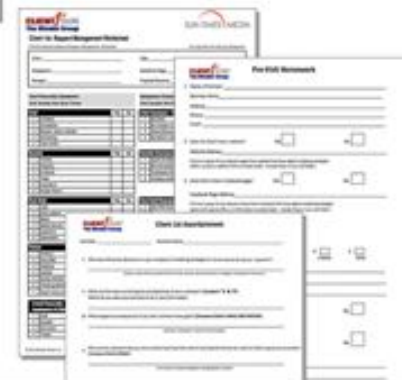
Each **Client 1st Selling System** module has a corresponding workbook (for both management and sales people) to assist them in understanding and adapting the concepts into their day-to-day selling practices.



The **Client 1st Selling System** also offers support materials that can be used in the field by managers and sales people to put these systems to work on each and every sales call.

The **Client 1st Selling System** has materials ready to go for:

- Coaching on **Rapport Building**
- Performing **Pre-Call Prep**
- Making a perfect **Ascertainment**
- Sample **Closing Decks**
- And More





Module #1: Building the I
Total Length: 48:15

CLIENT 1st SELL
Building
the
Right Rapport

1. Solving Problems (Segment length: 3)
2. What Is Good Rapport? (Segment length: 3)
3. Building the Right Rapport (Segment length: 3)
4. Adjusting Their Rapport (Segment length: 3)
5. Finding the Right Rapport Balance (Segment length: 3)
6. Review (Segment length: 1:30)

Introduction: What is Solution Selling?



It is possible for a respondent to get one close to the maximum that they are entitled

1. It is easier to say no to a friend than to a professional you respect
2. Your skepticism may need to dial down the "like" and dial up the "Respect"
3. Move to the Respect Mode as a valued/professional consultant
4. What is your skepticism doing to establish themselves more as a consultant and less as a friend?

Who Is First in the Conversation? The Client

- When a client wants to share a story about themselves, let them. Your subsequent should allow the program to tell their story without interruption.
- The more important thing to do is to "show-up" and listen.
- Don't add your voice for the adolescent share their story. It is about them.
- Do their meetings appear to be more of a social gathering or a professional business meeting both are possible situations for their shared.

Perhaps as you conduct your role along-coaching calls with your subordinates, watch how they interact with their accounts.

Afterwards complete the **Management Sales Interaction Worksheet**, provided (see below). Then have your subordinates complete their **Sales Interaction Worksheets** and discuss your observations and areas that they need to develop further (the advisors then Close by telling staff during your weekly "reading session").

© 2000 Blackwell Science Inc.

Downloaded At: 11:53 11 September 2009

CLIENT ^{1st} **SELLING**
The Blinder Group

Complete Dynamic Web-based Sales Training
Performance Based Sales Transformation ... Cost Effectively

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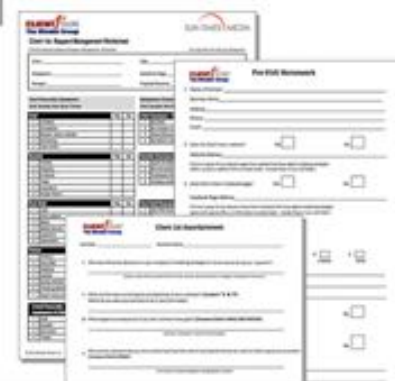


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2001

\$123 million+

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2001

\$123 million+



\$3.5 million+



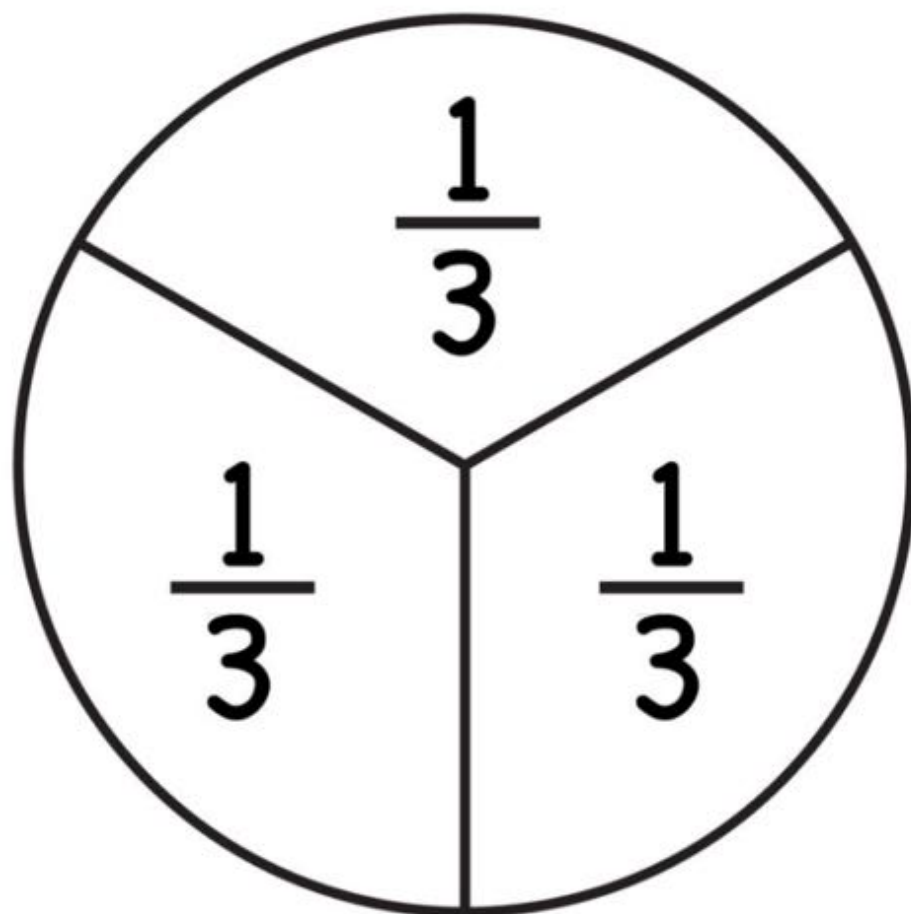
CNPA 2018 Press Summit

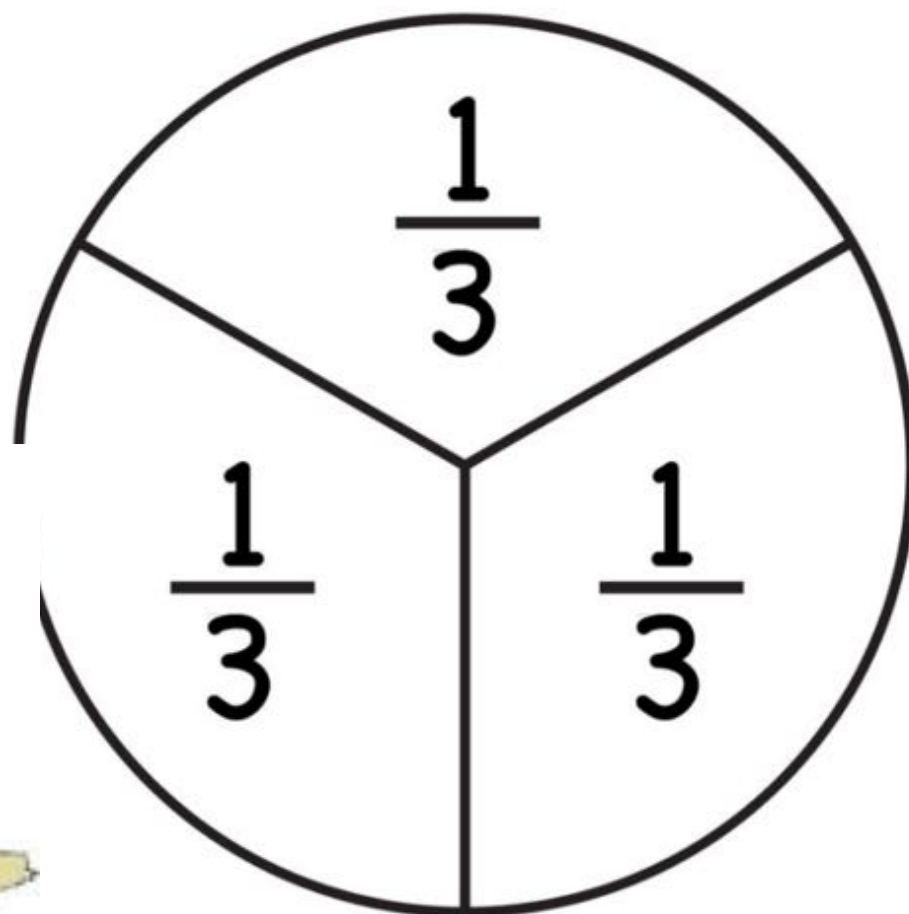
Navigating a New Tomorrow

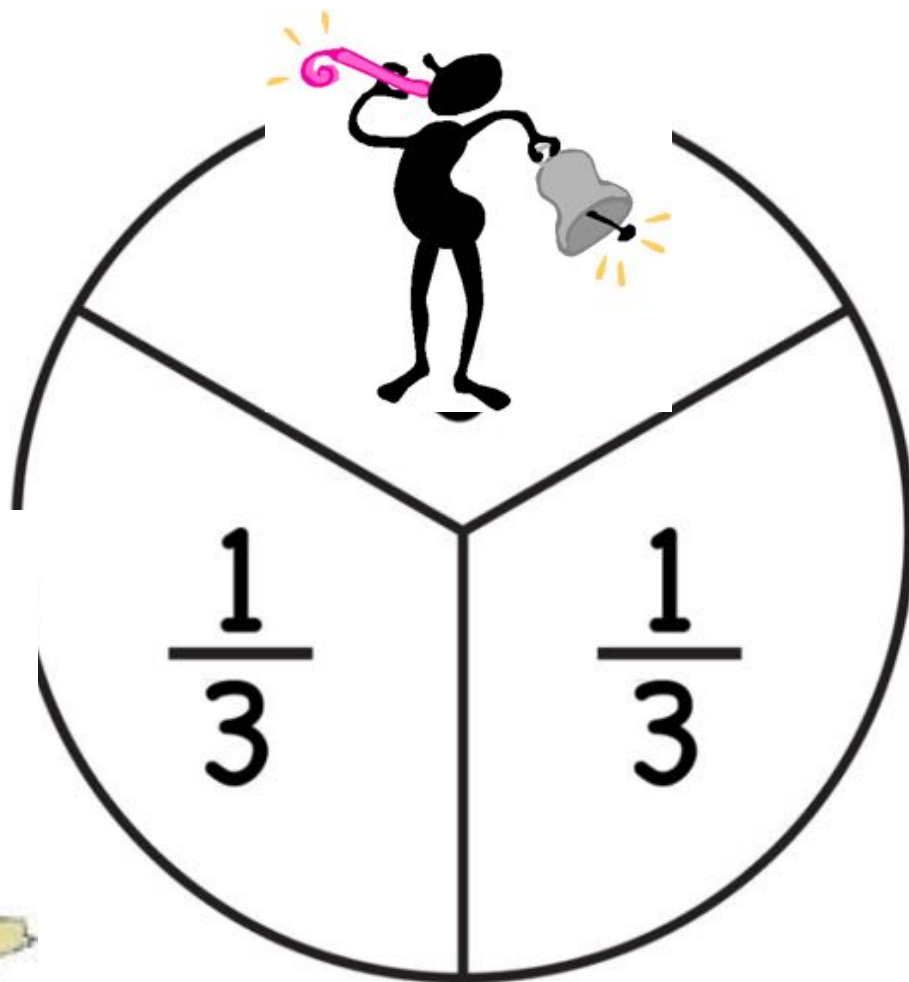
The Lodge at Sonoma Renaissance Resort & Spa
April 12-14, 2018

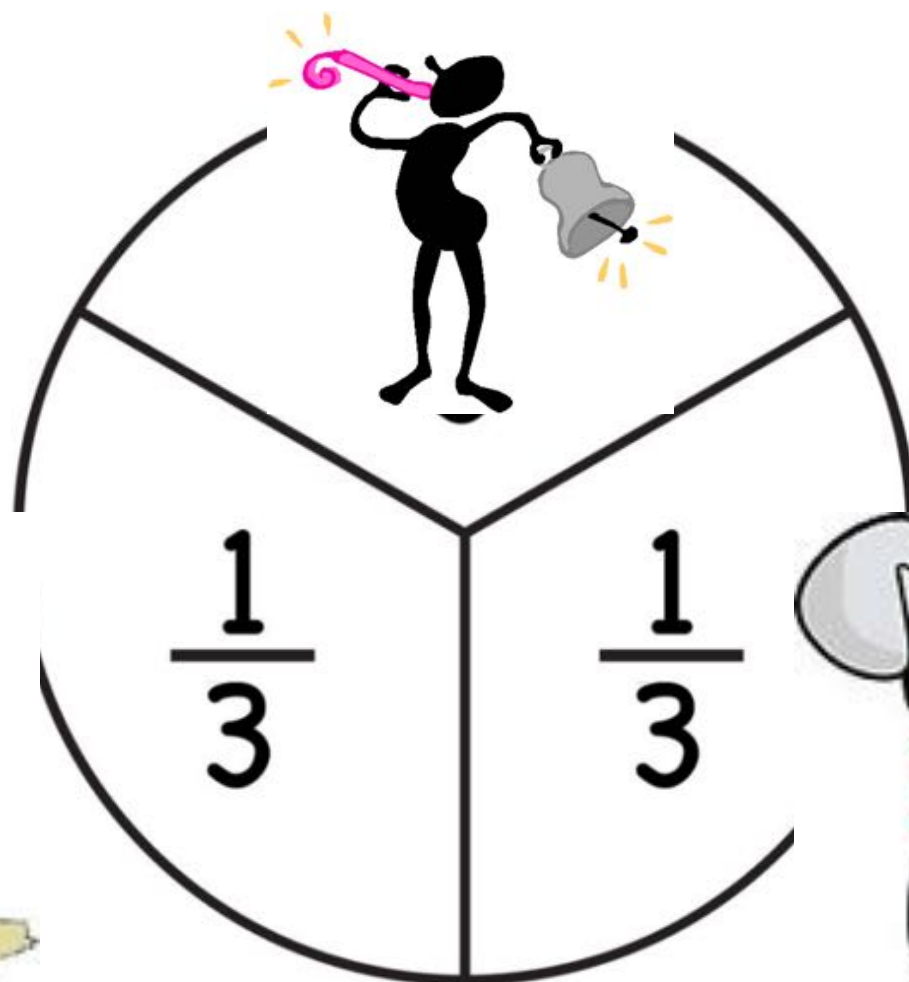


California News Publishers Association











Cost-effective marketing = Massive ROI

180,000 Local Online Ads



15k/mo.
on our Local Website!



Monthly Post
On our Facebook Page



Online Landing Page
With Online Print Ads

48 Print Ads



5 Inch Ad
2 times/ mo. in the Herald
& "Power Pak"

Bronze Multimedia Program
\$71.89/week
REGULAR PRICE = \$520.10/ month
*Open rate for full package
Add Color for only \$50/wk.

LIMITED to 15
advertisers ONLY!
Offer valid until
5pm Fri 3/24



360,000 Local Online Ads



360,000 Local Online Ads



420,000 Local Online Ads



72 Print Ads



15 Inch Ad
3 times/ mo. in the Herald
& "Power Pak"

Platinum Multimedia Program
\$227.93/week
REGULAR PRICE = \$1,588.10/ month
*Open rate for full package
Add Color for only \$50/wk.

LIMITED to 15
advertisers ONLY!
Offer valid until
5pm Fri 3/24



72 Print Ads



10 Inch Ad
3 times/ mo. in the Herald
& "Power Pak"

Silver Multimedia Program
\$64.33/week
REGULAR PRICE = \$1,180.40/ month
*Open rate for full package
Add Color for only \$50/wk.

LIMITED to 15
advertisers ONLY!
Offer valid until
5pm Fri 3/24



72 Print Ads



5 Inch Ad
3 times/ mo. in the Herald
& "Power Pak"

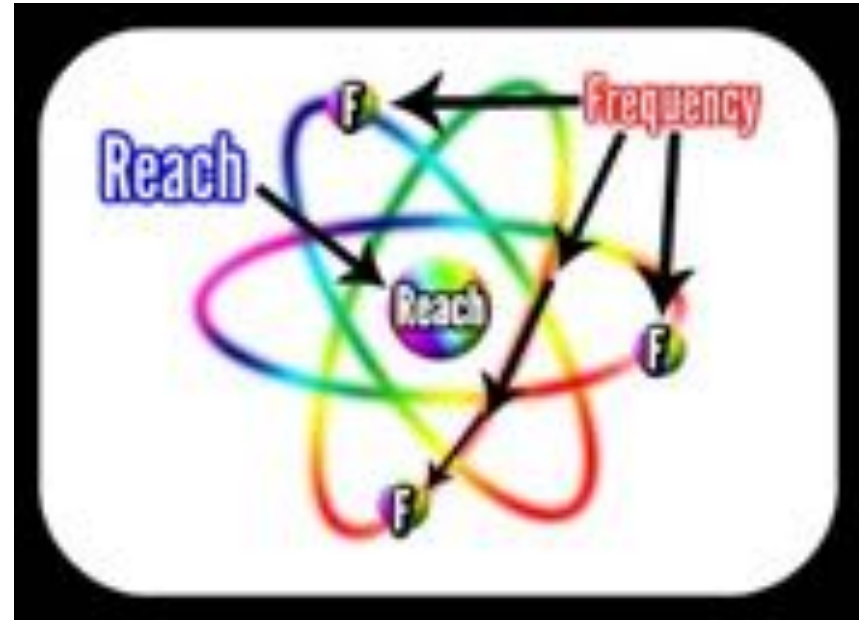
Silver Multimedia Program
\$108.21/week
REGULAR PRICE = \$832.70/ month
*Open rate for full package
Add Color for only \$50/wk.

LIMITED to 15
advertisers ONLY!
Offer valid until
5pm Fri 3/24

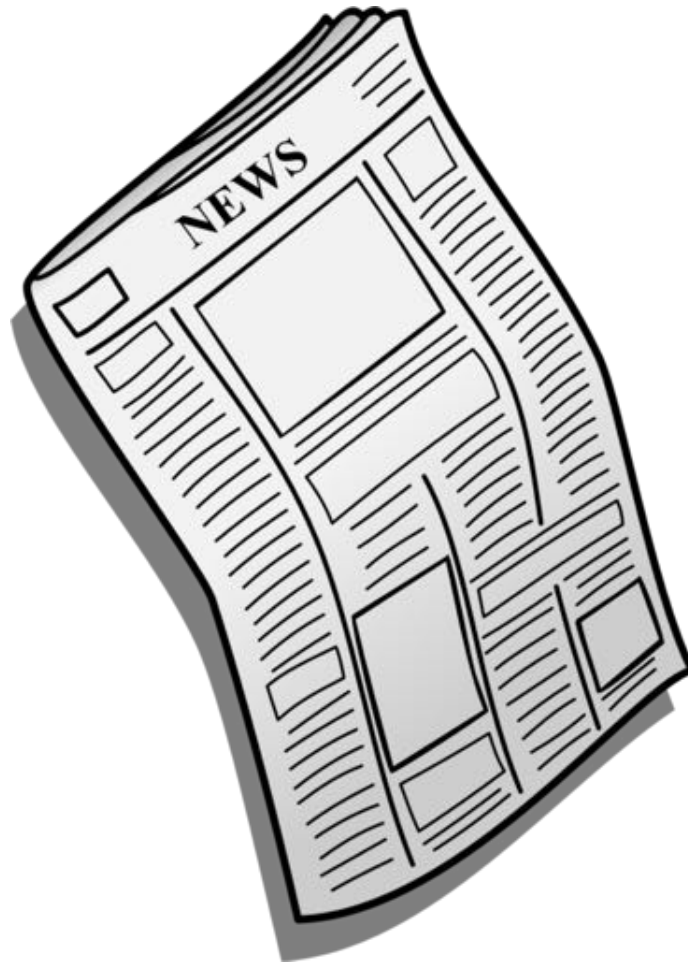


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**Programmatic
Audience Extension**



**Programmatic
Audience Extension**







Sidney Herald

\$49 NEW PATIENT OFFER

- Comprehensive Oral exam
- Digital X-rays

Legacy Smiles

School play to spotlight Hillbillies

LOCAL GUIDE

Eagle Scout: Sidney High School senior earns recognition

Cutting Edge Dance Studio competes in Billings, Glendive

Glaeske receives Friend of Health honor

Legacy Smiles

123 Main St., Arty Town, UT
555-5555 smiles@gmail.com

News

LOCAL NEWS STORIES

Board votes not to rehire basketball coach

LOCAL NEWS

Glanforte applauds ruling

LOCAL NEWS

City looks for assistance with tree plaques

LOCAL NEWS

Commissioners continue work on possible library improvements

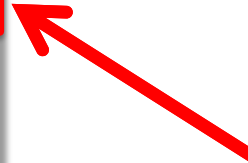
SPONSORED CONTENT

The Good, The Bad, and The Ugly of Dental Insurance

Get Bored? When to Call a Professional!

Preparing is Painless

Sellers, Don't Leave Money on the Table



We keep smiles beautiful!

Rossville Family Dentistry is your complete family dental care office, offering the latest in technology for your best dental health.

Here are just a few of the things that make us great...

- Pain Free Dental Solutions
- State of the Art Laser Dentistry
- Digital X-Rays
- Friendly and Professional Staff
- Investigate Orthodontics and more!

NEW PATIENTS WELCOME!

For a limited time, get an Exam, Cleaning and Cavity Detecting X-rays

\$49.00 Save \$95

Offer good for new patients only. Dental health most quality. One discount per household. Not valid with any other offer. Most prevent coupons at time of service. Offer expires 12/31/13

Legacy Smiles

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\$49 NEW PATIENT OFFER

- Comprehensive Oral exam
- Digital X-rays

Legacy Smiles

The New York Times

\$49 NEW PATIENT OFFER

- Comprehensive Oral exam
- Digital X-rays

Legacy Smiles

\$49 NEW PATIENT OFFER

- Comprehensive Oral exam
- Digital X-rays

Legacy Smiles

Kershaw's Behind-The-Back Grab

12 Hours ago (10:20)
Dodgers pitcher Clayton Kershaw whipped his glove around his back to make a tremendous grab against the Giants.

Must See (10)

Red Sox Fan's One-Handed Grab

11 Hours ago
A Red Sox fan makes a pretty impressive...

THE HUFFINGTON POST

\$49 NEW PATIENT OFFER

- Comprehensive Oral exam
- Digital X-rays

Legacy Smiles

Entertainment

Alec Baldwin Trolls Donald Trump With Russian-Language MAGA Cap

James Corden And Jim Parsons Totally Nail Their Version Of Kansas' Hit 'Dust In The Wind'

Looks Like Carrie Fisher's Ashes Are Resting In A Giant Prozac Pill

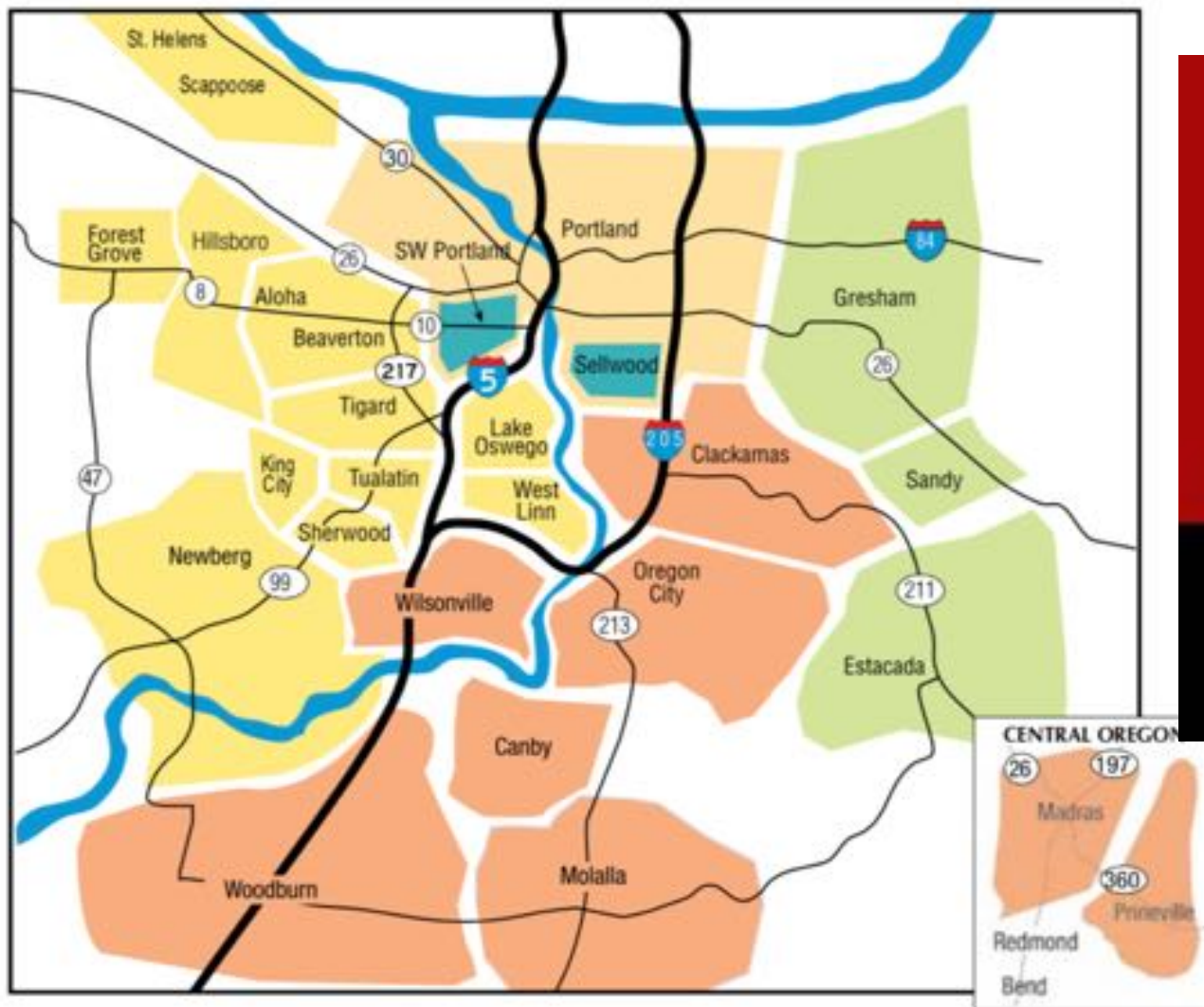
This Is What The Golden Globe Awards Looked Like In

Legacy Smiles



Purchase @ \$2-4 / CPM
Sell @ \$8-10/ CPM





The Clinton Advertiser
A Total Marketing Solution to Grow

Our Online Audience is Recession Proof

Growing Audience

- 48,042 unique readers each month
- 317,279 pages of information each month*
- 64% of all adult internet users visit newspaper websites each month**

Affluent, Educated & Engaged Shopping Audience

- 78% of Adults in Households with \$20K+ or more visit newspaper websites**
- 20% will shop online at work during breaks***
- 48% of Consumers went online in past 7 days for Shopping and Planning Decisions***
- Educated - 83 % attended colleges +
- 70% are homeowners +
- 71 percent are 25-54 years of age: 20%+ 25-34 / 28%+ 35-44 / 27%+ 45-54
- 58% earn \$50,000 or more per year*
- 79 percent are local to the area +
- 53 percent did not read the newspaper in the past 7 days*

Where local customers find your local business

Make sure your business matters

Be Mobile Responsive!
Your message travels across all platforms

Appears a total of 4,000x per week

Reach Your Audience on all platforms

Our Mobile Readership continues to grow

Best Value and Return on Investment

Your Facebook Posts enter a month on our Facebook Page & Personal Newsfeeds
You may choose from any of our classified pages

A 2nd inch print of each week in newspaper of your choice

40% OFF
Classified ad will appear in network of 5 newspapers

Enhanced Directory Listing w/ SEO

Reputation & Visibility Reporting

Limited to 15 advertisements!
\$70 a week!
Current Rate: \$150 per month



Audience

Bundle

Creative

Deal



PortlandTribune

Pamplin  MediaGroup

A Total Marketing Solution to Grow Your Business Cost Effectively!

Why advertise in Print **Locally**?

The Tribune REACHES the Right Audience!

200,000+ weekly readers

61% 25-54 in age

66% have household incomes over \$50,000/ year

69% attended college

68% own their home

43% have kids

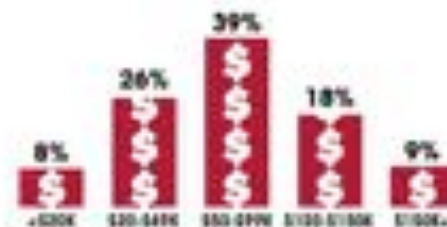


EDUCATION

High School	20%
Some College	13%
College Graduate	46%
Graduate School	21%



INCOME



Why advertise Online **Locally**?

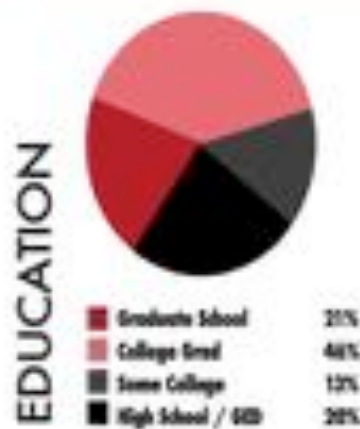
PortlandTribune.com offers REACH & FREQUENCY

23,000+ daily unique visitors viewing over **1.2 million** pages/month!

49% 18-44 in age

66% have household incomes over \$50,000/ year

80% attended college



REACH local adults with Print **FREQUENCY!**

A 2x4 ad 3x/month
(choice of Tues or Thurs)

A 3x5 ad 1x/ month



REACH affluent customers with daily FREQUENCY!



Your Online Ad
will appear on
PortlandTribune.com
Rotating In 2 positions
20,000 times/ month!



Limited to 15 advertisers ONLY



Local Geo-Targeted Audience

Your Online Ads appear **10,000 times/mo.**
on the top viewed Websites, served to local readers!



And, appear on
MOBILE sites too!

All of above ads are Geo-targeted
to our pre-determined local DMA.



Ads appear
on Facebook
Home Pages!



Your social posts to **facebook** **twitter** **You**Tube & 
Appear 24x7 on both Websites too!



Your Social Media *flows* LIVE in:

FRIENDS 2 FOLLOW



Our readers will see what you're up to on:
Facebook,
Twitter,
YouTube and
Instagram,
as, your updates
next to our local
editorial content!

FRIENDS 2 FOLLOW



OSHU School of Dentistry

Make and carry out a health care plan for patients with OSHU (OSHU) Continuous Dental Education program in Portland, OR. These courses are available for credit on OSHU Online for Dentists.



BRONZE MULTIMEDIA		Ad Size	Frequency	open rate pct/cpm	open rate/line	discounted pct/cpm	Disc rate/line	Weekly Price	Yearly Revenue	Upsell Color Ad
15,000 Dickinson Press (FCC Network) website impressions			15	12.00	180.00	6.00	\$90.00			
Dickinson Press - 4 inch print ad		4	2	18.75	158.00	8.88	\$79.00			\$25.00
The ADVERTIZER - 4 inch print ad		4	2	12.85	102.80	5.00	\$40.00			\$25.00
SEO - Search Engine Optimization			1	30	\$30.00	30	\$30.00			
Sponsored Facebook Post			1	50	\$50.00	30	\$30.00			
					\$520.80		\$268.80	\$87.25	\$3,497	\$117.25
SILVER MULTIMEDIA				open rate pct/cpm	open rate/line	discounted pct/cpm	Monthly Price	Weekly Price	Yearly Revenue	Upsell Color Ad
15,000 programmatic impressions			15	15	\$225.00	7.50	\$112.50			
15,000 Dickinson Press (FCC Network) website impressions			15	12	\$180.00	6	\$90.00			
Dickinson Press - 4 inch print ad		4	2	18.75	\$158.00	8.88	\$79.00			\$25.00
The ADVERTIZER - 4 inch print ad		4	2	12.85	\$102.80	5	\$40.00			\$25.00
SEO - Search Engine Optimization			1	30	\$30.00	30	\$30.00			
Sponsored Facebook Post			1	50	\$50.00	30	\$30.00			
					\$745.80		\$381.50	\$95.38	\$4,368	\$145.38
GOLD MULTIMEDIA				open rate pct/cpm	v	discounted pct/cpm	Monthly Price	Weekly Price	Yearly Revenue	Upsell Color Ad
15,000 programmatic impressions			15	15	\$225.00	7.50	\$112.50			
15,000 Dickinson Press (FCC Network) website impressions			15	12	\$180.00	6	\$72.00			
Dickinson Press - 8 inch print ad		8	3	18.75	\$474.00	8.78	\$210.24			\$25.00
The ADVERTIZER - 8 inch print ad		8	3	12.85	\$308.40	5	\$125.00			\$25.00
SEO - Search Engine Optimization			4	30	\$45.00	30	\$45.00			
Sponsored Facebook Post			4	50	\$50.00	30	\$30.00			
					\$1,282.40		\$688.74	\$147.44	\$7,688.82	\$197.44
PLATINUM MULTIMEDIA				open rate pct/cpm	v	discounted pct/cpm	Monthly Price	Weekly Price	Yearly Revenue	Upsell Color Ad
15,000 programmatic impressions			15	15	\$225.00	7.50	\$112.50			
15,000 Dickinson Press (FCC Network) website impressions			15	12	\$240.00	6	\$90.00			
Dickinson Press - 8 inch print ad		8	4	18.75	\$632.00	8.78	\$280.32			\$25.00
The ADVERTIZER - 8 inch print ad		8	4	12.85	\$411.20	5	\$180.00			\$25.00
SEO - Search Engine Optimization			4	30	\$60.00	30	\$60.00			
Sponsored Facebook Post			4	50	\$50.00	30	\$30.00			
					\$1,618.20		\$732.82	\$183.21	\$8,528.68	\$233.21
DIAMOND MULTIMEDIA				open rate pct/cpm	v	discounted pct/cpm	Monthly Price	Weekly Price	Yearly Revenue	Upsell Color Ad
20,000 programmatic impressions			20	15	\$300.00	7.50	\$150.00			
20,000 Dickinson Press (FCC Network) website impressions			20	12	\$240.00	6	\$120.00			
Dickinson Press - 10 inch print ad		10	4	18.85	\$794.00	8.78	\$330.40			\$25.00
The ADVERTIZER - 10 inch print ad		10	4	12.85	\$514.00	5	\$200.00			\$25.00
SEO - Search Engine Optimization			4	30	\$60.00	30	\$60.00			
Sponsored Facebook Post			4	50	\$50.00	30	\$30.00			
					\$1,958.00		\$815.40	\$227.68	\$11,835.28	\$277.68
DIAMOND DIGITAL				open rate pct/cpm	v	discounted pct/cpm	Monthly Price	Weekly Price	Yearly Revenue	
30,000 programmatic impressions			30	15	\$450.00	7.50	\$225.00			
30,000 Dickinson Press (FCC Network) website impressions			30	12	\$360.00	6	\$180.00			
Sponsored Facebook Post			1	50	\$50.00	30	\$30.00			
					\$860.00		\$435.00	\$108.75	\$5,655.00	

Pamplin Power Pack with Native Advertising

Weekly Newspaper
Beaverton, Tigard/
West Linn, Clackamas
Monthly Newspaper
Sherwood, SW Community

OPTION 1

Weekly Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Extended Network - Mobile - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

OPTION 2

Weekly Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

OPTION 3

Twice Per Month Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

Pamplin Power Pack with Native Advertising

Newspapers:
Forest Grove, Hillsboro, Scappoose, Newberg, Gresham,
Wilsonville, Canby, Molalla, '09

OPTION 1

Weekly Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Extended Network - Mobile - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

OPTION 2

Weekly Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

OPTION 3

Twice Per Month Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

OPTION 4

Twice Per Month Newspaper Ad - 2 col. X 4"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

Pamplin Power Pack with Native Advertising

Newspapers:
Portland Tribune, The Bee and SW Community
Connection

OPTION 1

Weekly Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Extended Network - Mobile - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

TOTAL Cost per week - \$200

OPTION 2

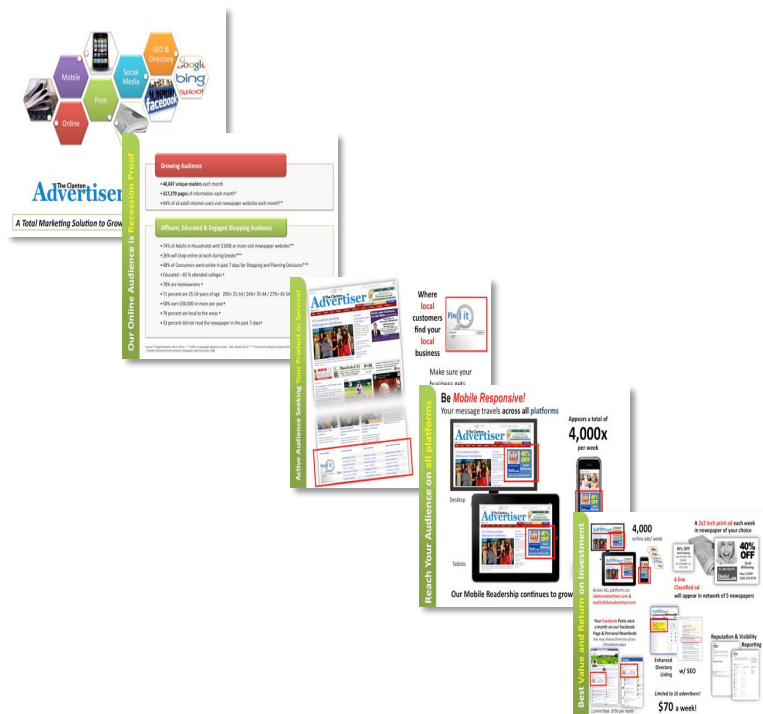
Weekly Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

TOTAL Cost per week - \$173

OPTION 3

Twice Per Month Newspaper Ad - 2 col. X 4"
Monthly - 3 col. X 5"
Web Ad - 10,000 impressions
Facebook Post - 1 per month
Online Column - 1 per month

TOTAL Cost per week - \$143



The Blinder Group

multimedia revenue generators

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Deliverables & Downloads for:

Pamplin MediaGroup

Click for instant access or download. If you experience problems, contact mike@blindergroup.com

Current Support for November 2015 Deployment

Portland Tribune - Sales Closing Slide Decks

- > [Download](#) (73 MB) PowerPoint Version of Sales Presentation
- > [Download](#) (23.3 MB) High Res PDF Version of Sales Presentation
- > [Download](#) (3.7 MB) Low Res PDF Version of Sales Presentation

COMMUNITY PAPERS:

Beaverton - Sales Closing Slide Decks

- > [Download](#) (20.6 MB) PowerPoint Version of Sales Presentation
- > [Download](#) (23.3 MB) High Res PDF Version of Sales Presentation
- > [Download](#) (5.6 MB) Low Res PDF Version of Sales Presentation

Tigard/Tualatin - Sales Closing Slide Decks

- > [Download](#) (20.1 MB) PowerPoint Version of Sales Presentation
- > [Download](#) (15.9 MB) High Res PDF Version of Sales Presentation
- > [Download](#) (4.1 MB) Low Res PDF Version of Sales Presentation

Lake Oswego - Sales Closing Slide Decks

- > [Download](#) (20.6 MB) PowerPoint Version of Sales Presentation
- > [Download](#) (17.1 MB) High Res PDF Version of Sales Presentation
- > [Download](#) (3.8 MB) Low Res PDF Version of Sales Presentation

West Linn - Sales Closing Slide Decks

- > [Download](#) (20.9 MB) PowerPoint Version of Sales Presentation
- > [Download](#) (16.4 MB) High Res PDF Version of Sales Presentation
- > [Download](#) (3.8 MB) Low Res PDF Version of Sales Presentation

Cost-effective marketing = Massive ROI

12 Monthly Columns



Print & Online
and on our Facebook page

240,000 Local Online Ads



10,000/month
on the local Website



10,000/month
on national sites, locally

36 Print Ads



2 column x 4-inch ad
3 times per month
in the local newspaper
Placed on your
Online Landing Page
offering SEO!

Your Posts On Our Site



On our new Online
FRIENDS 2 FOLLOW

Diamond Insider

\$240/ week

Value of: \$1,995/month

Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY



Marketing = Massive ROI

12 Monthly Columns



Print & Online
and on our Facebook page

240,000 Local Online Ads



10,000/month
on the local Website



10,000/month
on national sites, locally

52 Print Ads



2 column x 4-inch ad
Each Week
in the local newspaper
Placed on your
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240,000 Local Online Ads



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10,000/month
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Your Posts On Our Site



On our new Online
FRIENDS 2 FOLLOW

Diamond Insider
\$240/week
Value of: **\$1,995/month**

Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY



Your Posts On Our Site



On our new Online
FRIENDS 2 FOLLOW

Platinum Insider
\$193/week
 Value of: \$1695/month

Cost-effective marketing = Massive ROI

Cost-effective marketing = Massive ROI

24 Print Ads



2 column x 4-inch ad
Twice Each Month!
in the local newspaper
Placed on your
Online Landing Page
offering SEO!

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on the local Website



10,000/month
on national sites, locally

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10,000/month
on national sites, locally

Posts On Our Site



On our new Online
FRIENDS 2 FOLLOW

Your Posts On Our Site



On our new Online
FRIENDS 2 FOLLOW

Gold Insider
\$150/week
Value of: \$1395/month

12 Monthly Columns



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and on our Facebook page

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on national sites, locally

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Massive ROI

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Cost-effective marketing = Massive ROI

Massive ROI

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Gold Insider

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Value of: \$1395/month

The Blinder Group

multimedia revenue generators



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TRAINING



We train advertising managers & sales people how to adapt to the ever-changing media landscape. All of our training programs can be tailored to fit the needs for our media clients. Plus, tadalafil we host training sessions for local business owners so they learn how to use media more effectively!

- C1 Selling System – Basic Sales Training
- The Multimedia Master Class
- Local Advertiser Workshops

CONSULTING



The Blinder Group engages with THOUSANDS of small- to medium-sized business owners (SMBs) each year through our global media company clients. We truly understand the needs of these local businesses and help our clients help their advertisers grow business through effective multimedia advertising strategies!

[READ MORE: CONSULTING](#)

REVENUE SOLUTIONS



The Blinder Group Revenue Generation model for a client media company typically includes: consulting on best practices of multimedia revenue generation, here sales program development and sales team classroom *Cialis for Sale* training along with "in-the-car" ride-along training where we assist in the presentation of new sales programs to local small-medium sized business owners..

Learn how we have generated over \$100 million dollars in new advertising revenue for our media clients.

[READ MORE: REVENUE SOLUTIONS](#)

MULTIMEDIA MARKETING SECRETS TO GROW YOUR BUSINESS

FREE 90-minute workshop

- Learn from one of the world's leading experts:
- What it takes to be found (over your competitors) on Google
 - How to use social sites like Facebook effectively
 - Why it's important to know where your customers fall in the "buying timeline"
 - Where you need to advertise to maximize results!



Meet your speaker:
Mike Blinder

Author and internationally renowned media expert who has helped over 60,000 small and medium size businesses worldwide get online using his digital marketing solutions.

Seating is limited.

register at LocalMediaWorkshops.com

or call your sales representative at (585) 394-0770



MULTIMEDIA MARKETING SECRETS TO GROW YOUR BUSINESS

FREE
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workshop



Learn from one of the world's leading experts:

- What it takes to be found *(over your competitors)* on **Google**
- How to use social sites like **Facebook** effectively
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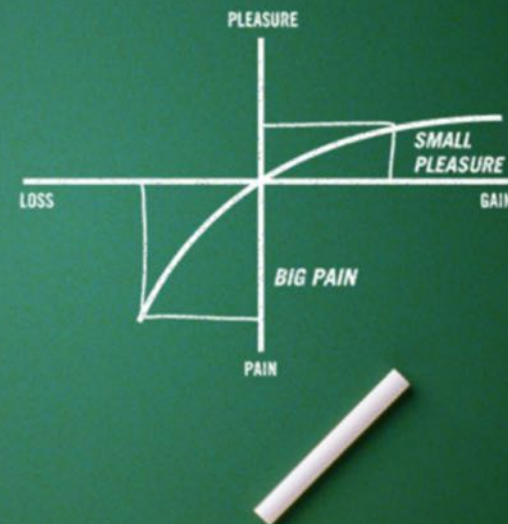
Meet your speaker:
Mike Blinder

Author and internationally renowned
media expert who has helped
over 60,000 small and medium size
businesses worldwide get online
using his digital marketing solutions.

Seating is limited.

register at LocalMediaWorkshops.com

or call your sales representative at **(585) 394-0770**



Loss Aversion

Studies have shown that the pain of a loss is almost twice as strong as the reward felt from a gain.



Revenue Generation

70% Closing Ratios (w/ Qualified Appointments)

80% Retention (after 6-months)



The Blinder Group

multimedia revenue generators



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TRAINING



We train advertising managers & sales people how to adapt to the ever-changing media landscape. All of our training programs can be tailored to fit the needs for our media clients. Plus, tadafall! we host training sessions for local business owners so they learn how to use media more effectively!

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[READ MORE: REVENUE SOLUTIONS](#)



\$3.5 million+

The Blinder Group

Top Selling:

Health Care

Home

Improvement

Financial

Real Estate

Auto Aftermarket

Legal

The Blinder Group

Top Selling:

Health Care

Home

Improvement

Financial

Real Estate

Auto Aftermarket

Legal

WHY?



**COLDWELL
BANKER** 

SUSANI REALTY

BROKER/ OWNER






**THE
Premiere
TEAM**
Making Your House the Star!

The Premiere Team
Emily R. Almeida
GRI, GREEN, ASP, Broker
Karen Williams
GRI, CNE, Broker
Keller Williams Realty
309-826-0672
309-261-1010 



FOR SALE

Mussarat Moghal

Sales Representative



TeamMoghal.com

OFFICE 905.565.9200

DIR **416.937.3149**

teammoghal@gmail.com



LAM TEAM
of Bayview Hill

For Sale By  www.LamTeam.ca

Peter Lam
Sales Representative

Frances Lam
Sales Representative

Vic Lam
Broker

 Office: (905) 883-1988
Peter: (416) 991-2345
Vic: (416) 565-9900

SOLD



% New Homes Sales Not Started vs. Existing Inventory, Mar 2007 - Mar 2016





realtor.com®





Homes.com

realtor.com



trulia



Zillow.com

Your Edge in Real Estate



JIM SHAVALIAN (THE Valley's Choice For Best Estate)

LICENSED TO SELL!

KELLER WILLIAMS CALL NOW! ☎ (818) 491-4556



MOVING TO CANADA?
I'LL SELL YOUR HOME

HAMILTON & CO.
REAL ESTATE SERVICES

MyGreenvilleHome.com

Call Keller Williams Realty (804) 527-7686



FAIRWAY



ROYAL LEPAGE
REALTY

Yikes!

Just Sold

Your neighbour's home at 1492 Ridge Road just sold and my clients, Dana and Kevin missed it!

You and Kevin absolutely love this historic Heights community and they are ready selling and you approved buyers.

Even have my thoughts of selling down south.

Dana and Kevin are ready to go with an offer in at \$145,000.

Please consider:

- There is a chance thought you strong and robust sales are at an all time low.
- Open time and money by selling your home for half price.
- Need time to decide where you're going to move? No problem. I have time to move in. Available and convenient. I manage that for you. I want to help you. Think your next house!

Call 190.300.0889 and let's talk about it.

JaneFormwald.ca



Sample "I Have a Buyer" Power Card

Hello! *All in. Most and SOLD*

Your neighbour's house at 209-1035 Bernard Ave. JUST SOLD for \$147,500

THIS HAS CHANGED THE VALUE OF YOUR HOME!

Research indicates when a house sells in a neighborhood, other homeowners in the same neighborhood become interested in the current value of their own property.

If you would like to know how your property value has changed and at what level you pay for the information, or to learn your home with automatic online property value estimates, please don't hesitate to contact me at your earliest convenience. I would love the opportunity to serve you without obligation or charge.

I look forward to helping you discover the current value of your home!

You can call me at 190.300.0889 or email me at jane@janeformwald.ca

Sara McClellan
Royal LePage, Realtor
11000 Campus Road
Austin, TX 78758

ROYAL LEPAGE
REALTY



Sara McClellan

Sample "Just Listed/Just Sold" Power Card

JUST SOLD



126 Misty Hill Trail in Seven Hills • Days on the market — 28!

Sales Price — \$130,000 • 98% of List Price

The Home Center Team
Katie Korman, Realtor

Home Center is the largest
real estate firm in the area
with 100+ offices and 1,000+ agents.

We are a full-service firm
with a variety of services
to help you with your
real estate needs. We are
also a member of the
National Association of
Realtors (NAR) and the
International Real Estate
Federation (IREF).



WE RECENTLY SOLD THESE HOMES IN YOUR NEIGHBORHOOD
AND WE WOULD LOVE TO SELL YOURS TOO!



THESE ARE JUST A FEW OF THE OVER 78 HOMES
WE'VE SOLD IN 2014 ALONE!

Based on the information from the public Record of Deeds and the Austin MLS for the entire year 2014 only. ©2015 LAR

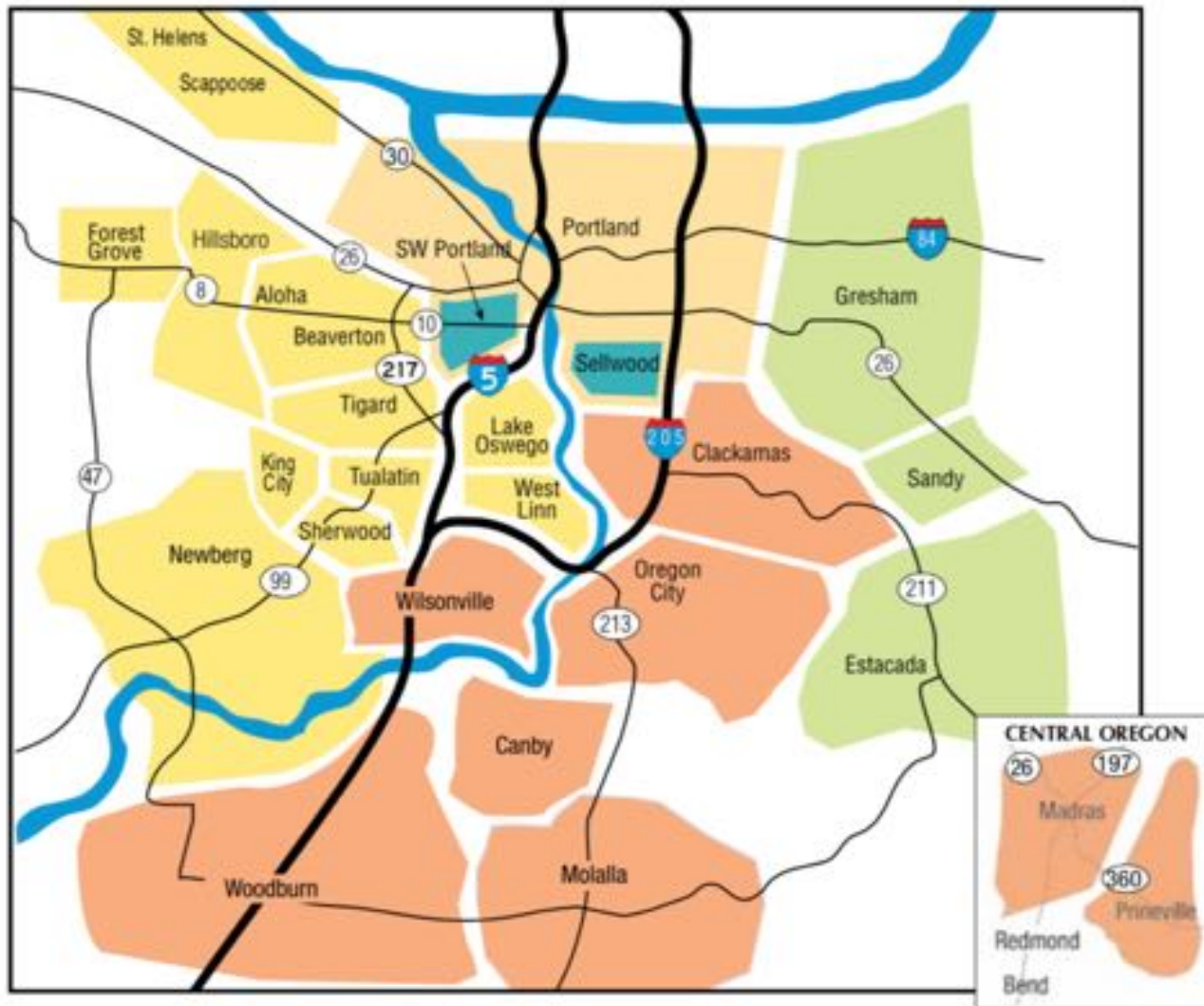
WWW.LIVINGAUSTINREALTY.COM

Are you tired of hurricanes?
Is moving in the forecast?



GloriaSellsRealEstate.com

Give me a call, so we can get your
home sold!



The Clinton Advertiser
A Total Marketing Solution to Grow

Our Online Audience is Recession Proof

Growing Audience

- 48,042 unique readers each month
- 317,279 pages of information each month*
- 64% of all adult internet users visit newspaper websites each month**

Affluent, Educated & Engaged Shopping Audience

- 78% of Adults in Households with \$20K+ or more visit newspaper websites**
- 20% will shop online at work during breaks***
- 48% of Consumers went online in past 7 days for Shopping and Planning Decisions***
- Educated - 83 % attended colleges *
- 70% are homeowners *
- 71 percent are 25-54 years of age: 20% 25-34 / 28% 35-44 / 27% 45-54
- 58% earn \$50,000 or more per year*
- 79 percent are local to the area *
- 53 percent did not read the newspaper in the past 7 days*

Active Audience Seeking Your Product or Service!

Where local customers find your local business

Make sure your business matters

Be Mobile Responsive!
Your message travels across all platforms

Appears a total of 4,000x per week

Reach Your Audience on all platforms

Our Mobile Readership continues to grow

Best Value and Return on Investment

Your Facebook Posts enter a month on our Facebook Page & Personal Newsfeeds. You may choose from any of our classified pages.

A 2nd inch print of each week in newspaper of your choice

40% OFF

6 line Classified ad will appear in network of 5 newspapers

Enhanced Directory Listing w/ SEO

Reputation & Visibility Reporting

Limited to 15 advertisements!

\$70 a week!

Current Rate: \$150 per month



Audience

Bundle

Creative

Deal

Pamplin
MediaGroup

GETlistingsNOW
MULTI MEDIA

BeavertonValleyTimes



Hyper-Local | Maximum Results | Cost Effective!

The Local Listing Landscape



30%

Have no idea
which realtor
to list with!*

\$379,900 is average **price per listing*****
(up 9.9% from 2016)

\$290 is average **price per square foot**
(up from \$269/ in 2016)

55 is average number of **days** to sell*

53 is average number of **new listings*****
each day

58 is average **age** of local home seller
(up from 45 in 2009)

10 is number of **years** owned prior to sale
(up from 5 in 1985)

89 is percent of homeowners who will
list with a local Realtor®

Source: 2017 National Association of Realtors "Profile of Home Buyers and Sellers" | * 2018 Realtor.com | ** 2017 Pulse Media (aggregated local Agent Study) | *** LCAR

Why advertise in Print Locally?

The Pamplin Media Group **REACHES** the Right Audience!

557,000 weekly readers

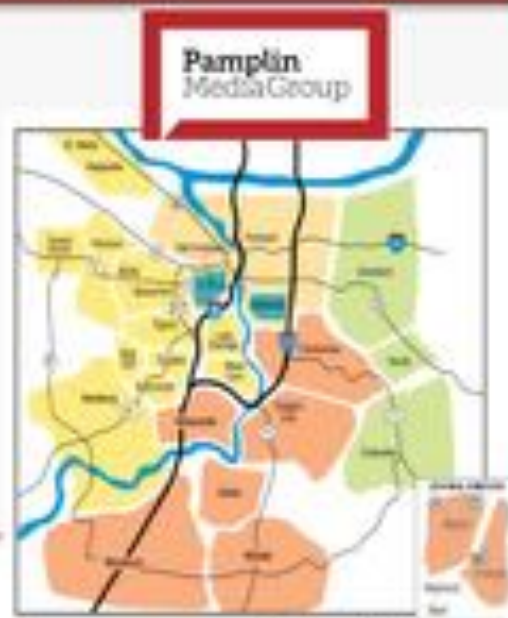
47% 25-54 in age

75% earn over \$50k/ yr. (hh income)

84% attended college

83% own their home

78% have kids



EDUCATION

High School	16%
Some College	12%
College Graduate	50%
Graduate School	22%



INCOME



REACH local Homeowners with daily FREQUENCY!

15,000 LOCAL Online ads each month

On the #1 Local Website:



We alert local homeowners on your latest listings
This activates interest to click & explore local home values

Ads rotate as Medium Rectangle (300 x 250) & Desktop: Leaderboard (728 x 90)



REACH LOCAL Homeowners with FACEBOOK!

Targeted Monthly Ad Campaign on: **facebook**

Your latest listings "auto-build" into a dynamic carousel ad!

We tailor your OPTIMAL LOCAL targeting to LOCAL homeowners!

Campaign is guaranteed to be seen no less than **18,000 times/month!**

Results are reviewed monthly and optimized for best performance!

Targeted Monthly Ad Campaign on: **facebook**

Targeting options: AGE, GENDER, LOCATION, PURCHASE BEHAVIOR, and much, much MORE!

Just Listed Near You

THE STEVE BILBER TEAM

Let Me Show You the value of Your Home

Property Address	Price	Details
11111 Main Street, Leola, Pennsylvania 17540	\$ 229,900	3 beds / 1 bath / 1,111 sqft
11111 Main Street, Leola, Pennsylvania 17540	\$ 339,900	4 beds / 3 baths / 2,548 sqft
11111 Main Street, Leola, Pennsylvania 17540	\$ 187,000	3 beds / 2 baths / 1,474 sqft

We alert local homeowners on your latest listings
This activates interest to click & explore local home values

Ads placed within ONE LOCAL ZIP CODE. Extra Fees will apply for added "reach."



TARGET Local Homeowners with FREQUENCY!

Your Ads Link to Your ONLINE Landing Page

Real Estate Agent Showcase

You're listed in our NEW Online Agent Showcase

Listing links to your Custom Landing Page

Landing Page:

- * Captures home value inquiries
- * Displays latest listings
- * Provides contact info and links



Homeowners who land on your page are targeted & see **YOUR AD** for the next **FULL YEAR!**



BRAND YOURSELF to Local Homeowners!

An additional ad runs in the local paper!

2x4 print ads appear **52 TIMES** over the next 12-MONTHS!

BEAVERTON VALLEY TIMES

www.beavertonvalleytimes.com

Zip codes: 97003, 97006, 97007, 97008, 97225, 97229

- Average family income in excess of \$65,000
- Targeted business distribution to every Beaverton Chamber of Commerce member
- Recognized as one of Oregon's best overall weekly newspapers in 2006, 2007 and 2008 by the Oregon Newspaper Publishers Association
- Reach affluent families who place a high value on community

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Steve Huber | RE/MAX Pioneer
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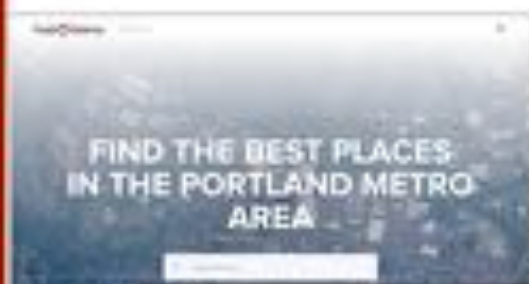
"Selling can be stressful, but Steve made it easy for us! Steve was composed, honest and always accessible. Plus, we got more than our ask and sold in record time!"

A 2 column by 4-inch ad
52 Times / Year

**BRAND YOUR
BUSINESS**

We Put Your Print Ad on Steroids!

Your Business & Ads Appear in our *Online Local Guide*



Your Business
is **Listed & Searchable**
within the Online Guide

A link to your
site from our
popular site
is proven to
improve your
**Search Engine
Optimization!**



Readers then find your
Landing Page, with:

- Contact info
- Links for email & Social Sharing
- Map/ directions
- Facebook Content
- A link to your site from ours for SEO
- And, All your ads from the past 30-days



All your print ads
are easily found in
digital format

Cost-effective marketing = Massive ROI

396,000+ HyperLocal Online Ads



15,000+ /month
on the #1 LOCAL Websites



18,000+ /month
targeted locally, on:
facebook

Online Landing Page 52 Total Print Ads



Landing page retargets
homeowner for 1-year
with your online ads!



2x4, 52 Times over 12-Months
Pick/ Choose publication



Placed on your
Online Landing Page
offering SEO!

GET **listings** NOW
MULTI **MEDIA**

Diamond Multimedia

\$175/week

REGULAR PRICE = \$389/week

*Open rate for full package

GLN Discounting

LIMITED to 20

REALTORS ONLY

Pricing valid until
March 31st



Cost-effective marketing = Massive ROI

336,000+ HyperLocal Online Ads



10,000+ /month
on the #1 LOCAL Websites



18,000+ /month
targeted locally, on:
facebook

Online Landing Page 36 Total Print Ads



Landing page retargets
homeowner for 1-year
with your online ads!



2x4, 3 times each month
Pick/ Choose publication



Placed on your
Online Landing Page
offering SEO!

GET **listings** NOW
MULTI **MEDIA**

Platinum Multimedia

\$149/week

REGULAR PRICE = \$314/week

*Open rate for full package

GLN Discounting

LIMITED to 20

REALTORS ONLY

Pricing valid until
March 31st



Cost-effective marketing = Massive ROI

216,000+ HyperLocal Online Ads

18,000+ /month
targeted locally, on:

facebook



Online Landing Page



Landing page retargets
homeowner for 1-year
with your online ads!

24 Total Print Ads



2x4, 2 times each month
Pick/ Choose publication

GET listings NOW
MULTI MEDIA

Gold Multimedia

\$98/week

REGULAR PRICE = \$230/week

*Open rate for full package

GLN Discounting

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REALTORS ONLY

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You are invited to a
**SPECIAL EVENT FOR
LOCAL REALTORS®!**

Wednesday, April 4TH

31 NORTH BANQUETS & CATERING
217 N. Front Street, McHenry

2 SESSIONS:
8:00am-9:30am and 11:30am-1:00pm
Complimentary Breakfast & Lunch



YOUR SPEAKER:

Mike Blinder

is respected worldwide for his expertise in media, sales and advertising. He designs multimedia marketing programs and conducts seminars for client media companies and their advertisers all over the world. 60,000+ small businesses are currently achieving successful, cost effective advertising results from marketing programs designed by Mike.

Seating is limited so get more information and **REGISTER NOW**

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LEARN

the local media "landscape" & how to best target a potential local home seller!

DISCOVER

how to leverage Facebook effectively to beat the competition!!

MASTER

what media messages provide the best local results, online & in print!

HEAR

the #1 "secret to success" in local advertising to gain the best return on your investment!

ALL who attend will receive a **FREE AD**



from Workshop Sponsor:

**NORTHWEST
HERALD**

For more info, contact:

Jo-Ellen McIntosh
815-526-4493

**THE LOCAL
REAL ESTATE
MARKETING
WORKSHOP**

Wednesday April 4th

**31 North Banquets & Catering,
217 N. Front Street, McHenry**

8:30-10am

12 pm - 1:30 pm

31 NORTH
BANQUET & CONFERENCE CENTER



GetListingsNow.com

Your Speaker



Mike Binder is known worldwide for his expertise in media, sales and advertising. He designs multimedia marketing programs and conducts

seminars for client media companies and their advertisers all over the world. 60,000+ small businesses are currently achieving successful, cost effective advertising results from marketing programs designed by Mike.



Meet Your
GETlistingsNOW.com
Marketing Team

Learn:

- What media & Websites LOCAL home sellers use!
- Where LOCAL Realtors® are advertising and what's working (and what's not)!
- How you use LOCAL media effectively to beat your competitors, **COST EFFECTIVELY!**

Attend your Local Real Estate Marketing Workshop and learn from one of the world's leading media experts the secrets to getting the best return from your local media marketing investment!

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Branding

2 Ways!

1



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*"Selling can be stressful,
but Steve made it easy
for us! Steve was
composed, honest and
ALWAYS accessible. Plus,
we got more than our ask
and sold in record time!"*

Branding

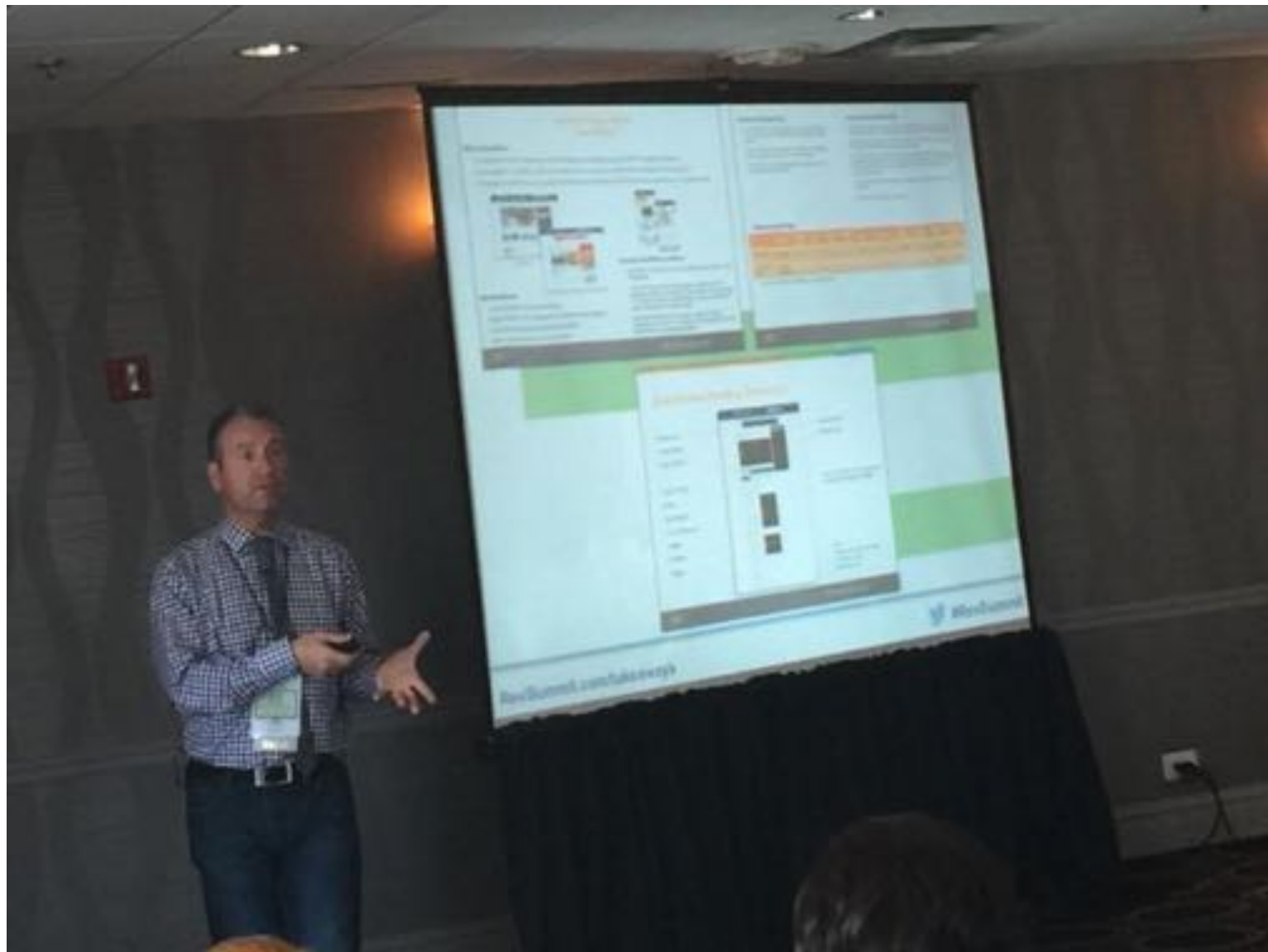
2 Ways!

2



Native Advertising vs. Sponsored Content











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Wiki Loves Monuments: Historic sites, photos, and prizes!



Native advertising

From Wikipedia, the free encyclopedia



This article **may document a neologism in such a manner as to promote it**. Please add [more reliable sources](#) to establish its current use and the impact the term has had on its field. Otherwise consider renaming or deleting the article. (May 2013)

Native advertising is a web advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience. Native ad formats match both the form and the function of the user experience in which it is placed. One form of native advertising, publisher-produced brand content, is similar in concept to a traditional [advertorial](#), which is a paid placement attempting to look like an article. A native ad tends to be more obviously an ad than most advertorials.^[1] The advertiser's intent is to make the paid advertising feel less intrusive and thus increase the likelihood users will click on it.^[2]

Among the formats for native advertising are promoted videos, images, articles, music and other media.^[3] Examples of the technique include [Search engine marketing](#) (ads appearing alongside search results are native to the search experience) and [Twitter](#) with promoted Tweets, trends and people. Other examples include Facebook's promoted stories or Tumblr's promoted posts. [Content marketing](#) is another form of native advertising, placing sponsor-funded content alongside editorial content^[4] or showing "other content you might be interested in" which is sponsored by a marketer alongside editorial recommendations.^[5]

The types of platforms and websites that participate in native advertising can be split up into two categories, "open" and "closed" platforms. "Closed" platforms are brands creating profiles and/or content within a platform, then promoting that content within the confines of that same closed platform. Examples include Promoted Tweets on Twitter, Sponsored Stories on Facebook and TrueView Video Ads on YouTube. "Open" platforms are defined by the promoting the same piece of branded content across multiple platforms within native ad formats. Unlike closed platforms, the branded content asset lives outside the platform. For example, Adyoulike, AdsNative, Sharethrough and Nativo are open native advertising platforms, which allow brands to include the same content in native ad placements on multiple publishers.^[6] Large publishers, such as [Washington Post](#), have recently started introducing their own native advertising formats.^[7]



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Native advertising

From Wikipedia, the free encyclopedia



This article **may document a neologism in such a manner as to promote it**. Please add [more reliable sources](#) to establish its current use and the impact the term has had on its field. Otherwise consider renaming or deleting the article. (May 2013)

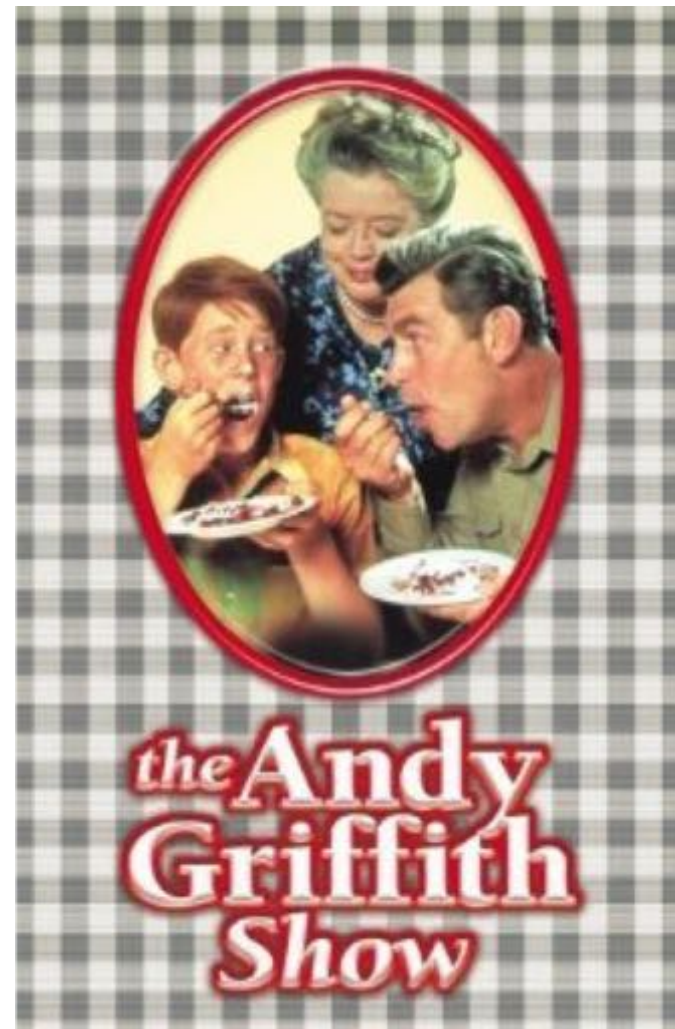
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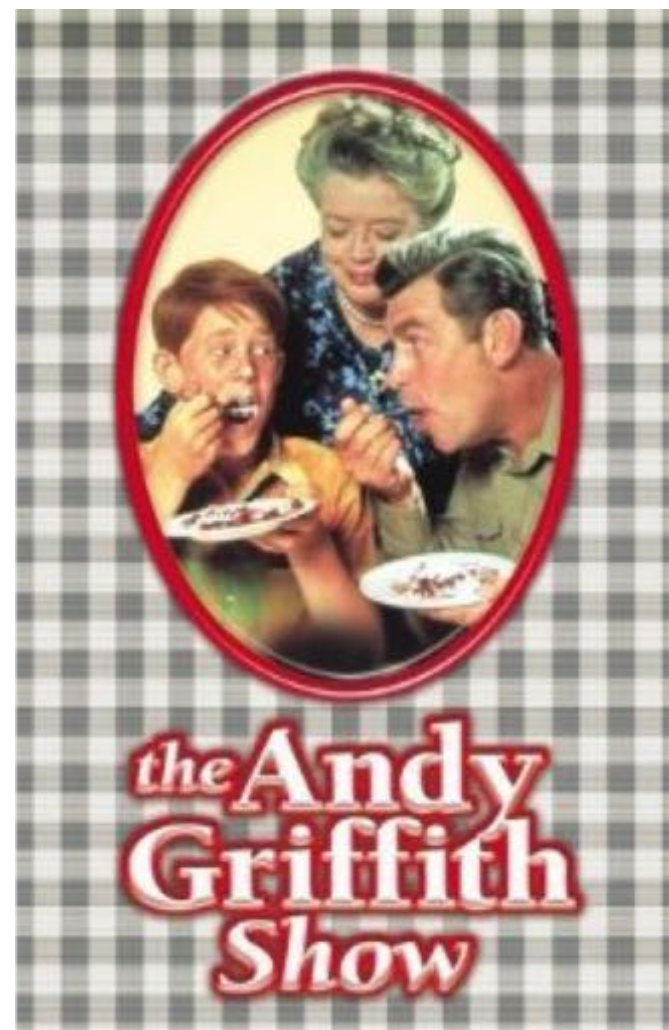
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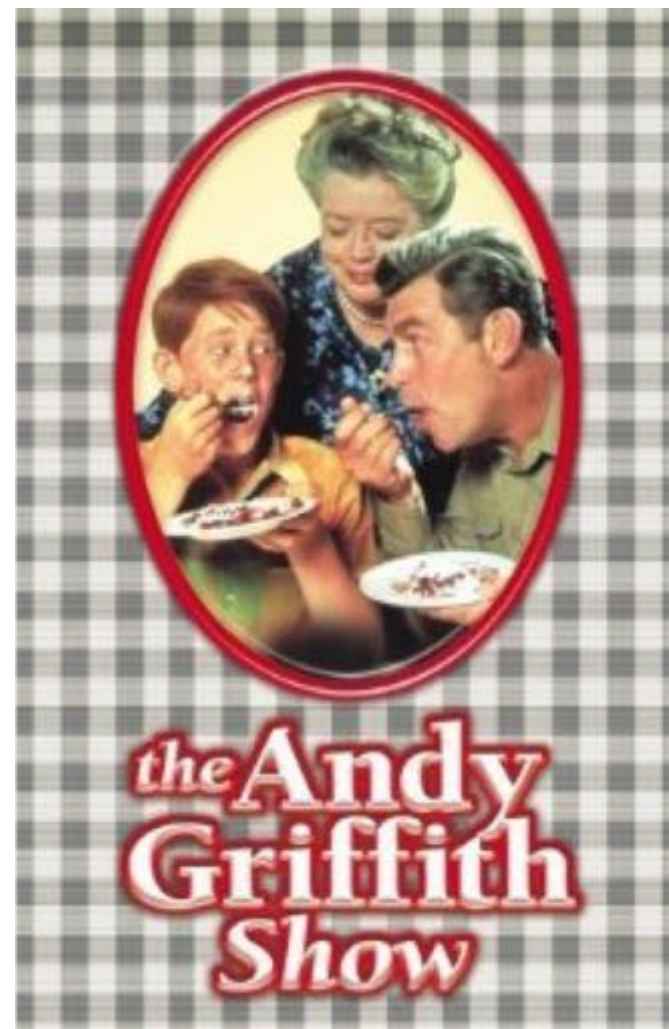
nativead







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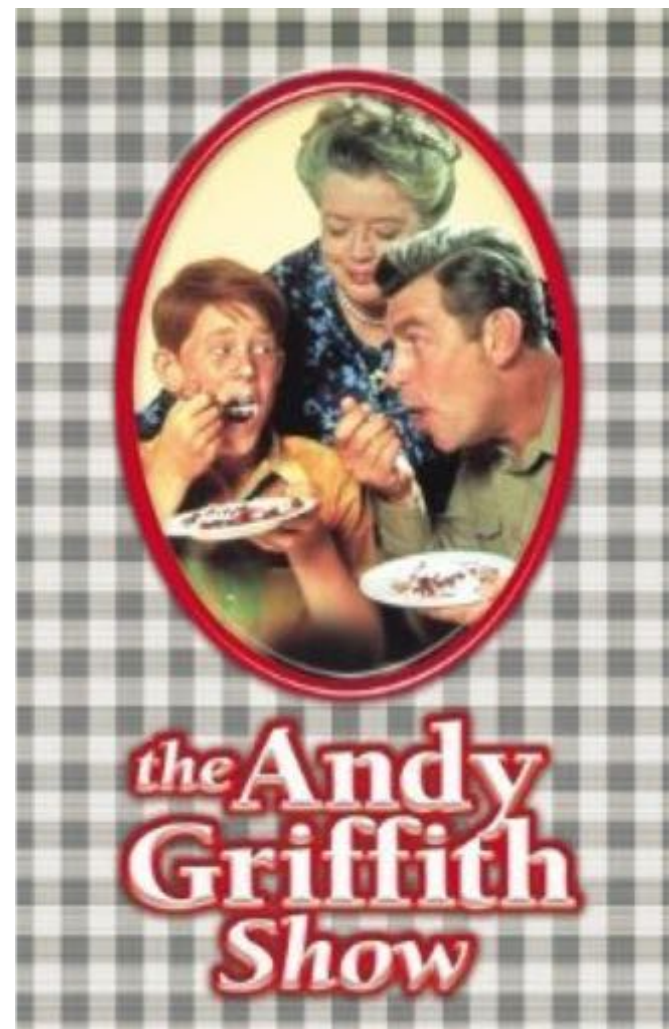
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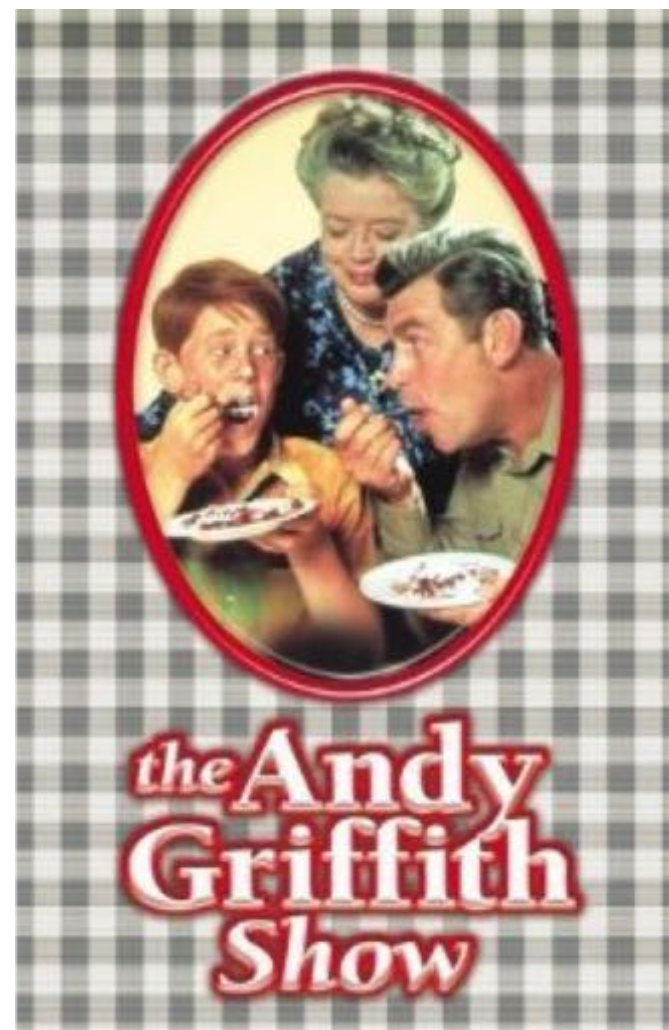


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63°

Q

SPONSORED

The Good, The Bad, and The Ugly of Dental Insurance

Sponsored Content

Dec 5, 2017

00

Smiling here young woman holding toothbrush and a small chalkboard with copy space, isolated on white background.

LandShorePhotography

f

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e

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Most people think dental insurance works like medical insurance. It doesn't.

Insurance is an **aid**, not a **pay-all**.

Plan benefits vary depending on the type of plan purchased and where you purchased it. There are thousands of Delta Dental plans, for instance, each with different "allowed fees" and different percentages of reimbursements for those fees.

Most insurance plans:

- Cover about 55% to 80% of the dentist's fee on major services (crowns, bridges, root canals) based on the plan's maximum fee allowance.
- Allow reimbursement for two cleanings and one set of x-rays annually, plus maybe some fillings or a crown.
- Have a maximum reimbursement of \$1000/year AFTER you meet your deductible.
- Will not tell you what their allowable fee is for a procedure until after you file a claim.
- Require preauthorization for major treatment, hoping you'll delay or avoid treatment so they avoid payment.

Sometimes insurance companies say, "the fees charged were above the usual and customary fee," implying that your dentist's fees are high rather than that their policy benefits are low.

Is insurance worth the price?

Dental insurance requires you to choose among their "participating dentists." Many people wonder, do dentists lower their standard of care when they accept lower fees? Use cheaper, lower quality materials or inferior labs? Add extra fees to cover the revenue they lost?

Is dental insurance worth the price and hassle? Ask your dentist about a loyalty club or other program that gives you discounts for a monthly charge.

For more information contact Legacy Smiles of Southern Arizona at 520-625-0131.



IN THE KNOW

Advice from local experts

Five tips for choosing a dentist

Dr. [Name] is a [Title] at [Practice].

1. [Tip 1]

2. [Tip 2]

3. [Tip 3]

4. [Tip 4]

5. [Tip 5]

DENTAL

The Good, The Bad, and The Ugly of Dental Insurance

By [Author Name]

123 Main St.
Any Town, US
555-5555
smile@gmail.com

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Things to know before remodeling your bathroom.

1. [Tip 1]

2. [Tip 2]

3. [Tip 3]

4. [Tip 4]

5. [Tip 5]

Five things to know when hiring an attorney.

1. [Tip 1]

2. [Tip 2]

3. [Tip 3]

4. [Tip 4]

5. [Tip 5]

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The Good, The Bad, and The Ugly of Dental Insurance

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Smiling bare young woman holding toothbrush and a small chalkboard with copy space, isolated on white background.

LandShorePhotography

f t i y p

Most people think dental insurance works like medical insurance. It doesn't.

Insurance is an **aid**, not a **pay-all**.

Plan benefits vary depending on the type of plan purchased and where you purchased it. There are thousands of Cigna Dental plans, for instance, each with different "allowed fees" and different percentages of reimbursements for those fees.

Most insurance plans:

- Cover about 50% to 80% of the dentist's fee on major services (crowns, bridges, root canals) based on the plan's maximum fee allowance.
- Allow reimbursement for two cleanings and one set of x-rays annually, plus maybe some fillings or a crown.
- Have a maximum reimbursement of \$1000/year AFTER you meet your deductible.
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Dental insurance requires you to choose among their "participating dentists." Many people wonder, do dentists lower their standard of care when they accept lower fees? Use cheaper, lower quality materials or inferior labs? Add extra fees to cover the revenue they lost?

Is dental insurance worth the price and hassle? Ask your dentist about a loyalty club or other program that gives you discounts for a monthly charge.

For more information contact Legacy Smiles at 602-625-0131.



Legacy Smiles

Dawnie L. Kildoo DDS
 Office: 520.625.0131
 Email: drkildoo@legacysmilesaz.com
 261 W. Duval Rd
 Green Valley, AZ 85614
 Website: www.legacysmilesaz.com

Years in business: 6 years
Overall years of personal experience: 30
Areas of expertise: Cosmetic Implants, Extractions, Partiala and Dentures (Veneers, Caps, Bleaching), Sleep Apnea Oral Appliances
Education or experience that qualify you as an expert in this field: DDS from Georgetown Dental School, AD in Dental Assisting, Masters Academy General Dentistry, Mini Residency from UCLA Esthetic Continuum
Brief description of your job: Providing the highest quality, most up to date dentistry specific for that particular patient's wants and needs
What do you like about the products/services you provide? We are proud to use the best products and to provide cutting edge technology. We have the only 3D CT Scan for Dentistry in Green Valley.
Why your customers like to do business with you? We treat each patient as the special individual that they are, helping them with the level and type of dental services that they desire. Patients comfort and confidence is very important and I own my business.
Community involvement: Chamber membership, Community Foundation, Hands of a Friend, Green Valley Food Bank, Continental Elementary School
Hobbies or special interests: Running, Skiing, Horseback Riding, Reading, Being a Grandmother, Traveling, Hiking and Camping
Special honors, achievements or anything else that potential customers should know about you? Membership in the Academy of General Dentistry - only 3% of dentists have this

LEGACY SMILES OF SOUTHERN ARIZONA
When is it time to get rid of your teeth?
 Nov 1, 2017
 You've spent thousands of dollars trying to save your teeth. Endless root canals, extractions, gum disease treatments, partials, dentures. When is enough, enough?

LEGACY SMILES OF SOUTHERN ARIZONA
Make 2018 your year of a healthy mouth
 Jan 1, 2018
 Your mouth is the gateway to your health. People who have most of their teeth live an average of 10-20 years longer than those who are missing teeth.

LEGACY SMILES OF SOUTHERN ARIZONA
The Good, The Bad, and The Ugly of Dental Insurance
 Dec 1, 2017
 Most people think dental insurance works like medical insurance. It doesn't.

LEGACY SMILES OF SOUTHERN ARIZONA
WHAT IS A SMILE MAKEOVER OR SMILE REJUVENATION?
 Nov 1, 2017
 Some people have worn their teeth down so much that you can't see them when they smile. They're worn the natural right off their teeth. The outer layer, called enamel, is much softer and wears away much faster. With too much wear, the teeth will...

LEGACY SMILES OF SOUTHERN ARIZONA
GUM DISEASE CAN KILL ME!
 Nov 26, 2017
 Gum disease is the mouth is a significant contributor to many systemic diseases including

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 LaralJohnsonPhotography

f t i y e

Most people think dental insurance works like medical insurance. It doesn't.

Insurance is an aid, not a pay-off

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Most insurance plans:

- Cover about 55% to 60% of the dentist's fee on major services (crowns, bridges, root canals) based on the plan's maximum fee allowance.
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- Have a maximum reimbursement of \$1000/year AFTER you meet your deductible.
- Will not tell you what their allowable fee is for a procedure until after you file a claim.
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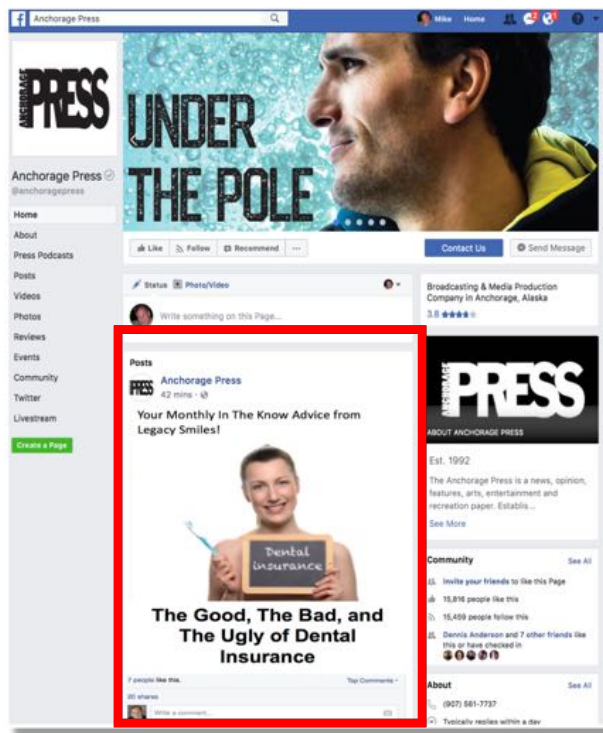
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Is Insurance worth the price?

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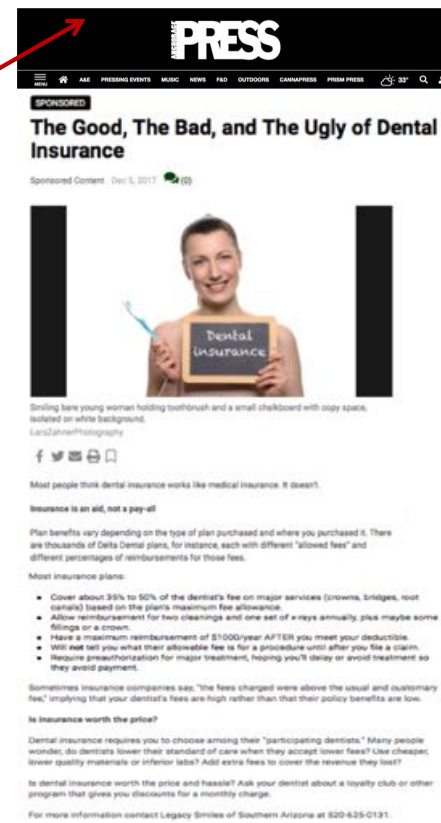
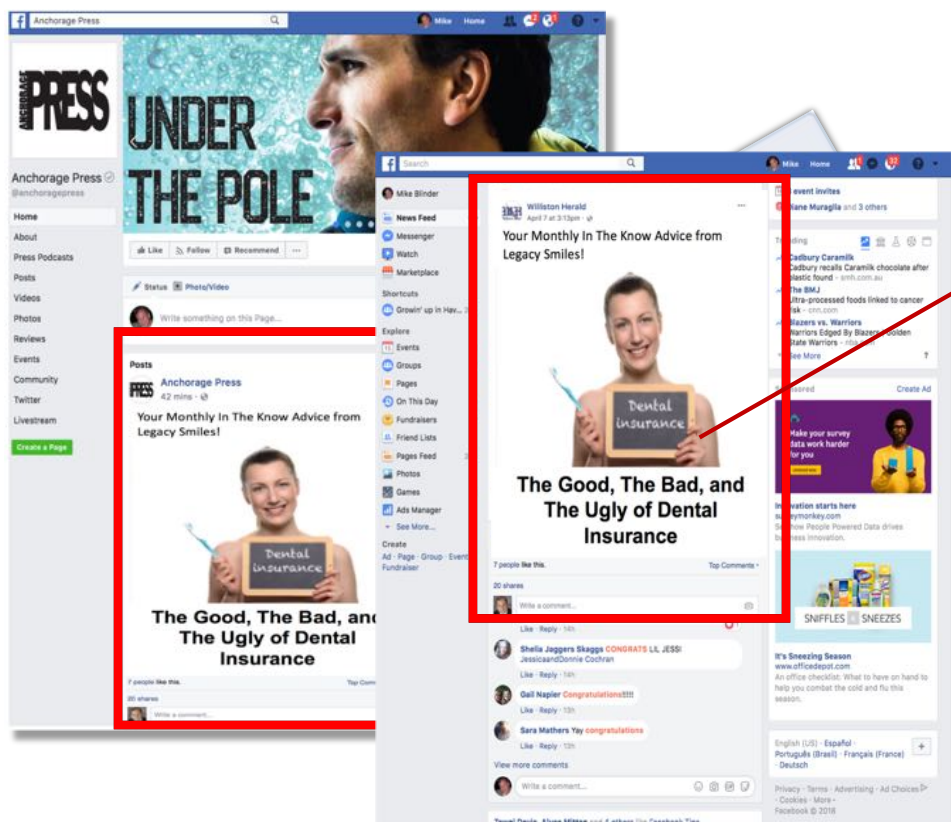
Is dental insurance worth the price and hassle? Ask your dentist about a loyalty club or other program that gives you discounts for a monthly charge.

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The Good, The Bad, and The Ugly of Dental Insurance

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Most people think dental insurance works like an insurance is an aid, not a pay-all

Plan benefits vary depending on the type of plan are thousands of Delta Dental plans, for instance different percentages of reimbursements for the

Most insurance plans:

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- Allow reimbursement for two cleanings, fillings or a crown.
- Have a maximum reimbursement of \$
- Will not tell you what their allowable is
- Require preauthorization for major fee they avoid payment.

Sometimes insurance companies say, "the fee," implying that your dentist's fees are too

Is insurance worth the price?

Dental insurance requires you to choose or wonder, do dentists lower their standard of lower quality materials or inferior labs? And

Is dental insurance worth the price and has program that gives you discounts for a msu

For more information contact Legacy Smiles

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The Good, The Bad, and The Ugly of Dental Insurance

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Dr. Victoria Lessner - D.D.S. Dentistry

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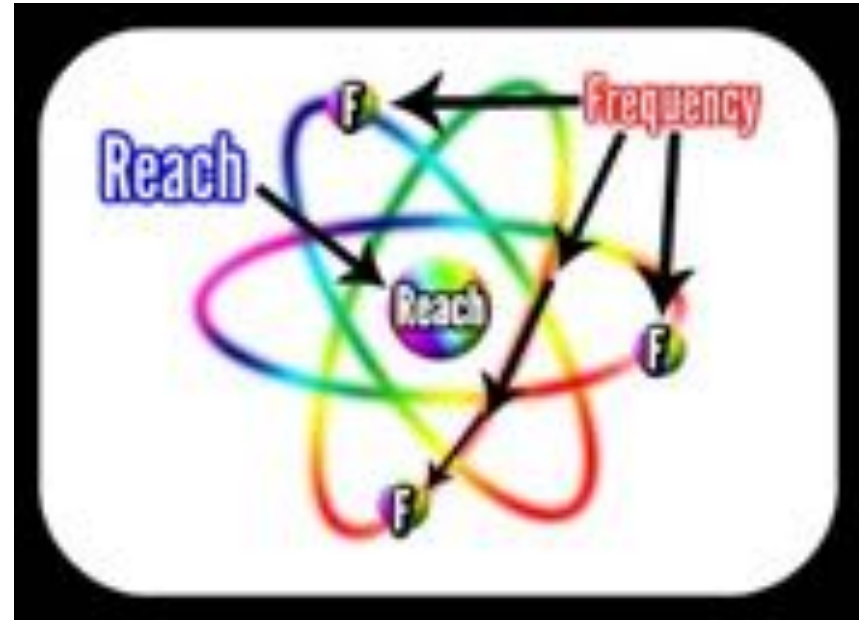
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DENTAL

The Good, The Bad, and The Ugly of Dental Insurance

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Dr. Victoria Lennon - OHSU Dentistry



123 Main St.
Any Town, US
555-5555
smile@gmail.com

We keep smiles beautiful!

Rossville Family Dentistry in your complete family dental care office, offering the latest in technology for your best dental health.

Here are just a few of the things that make us great.

- Pain Free Dental Solutions
- State of the Art Laser Dentistry
- Digital X-Rays
- Friendly and Professional Staff
- Invisalign Orthodontics and more!

NEW PATIENTS WELCOME

For a limited time, get an
Exam, Cleaning and
Cavity Detecting X-rays

\$49.00 Save \$95

Offer good for new patients only. Dental health must qualify.
One discount per household. Not valid with any other offer.
Must present coupon at time of service.





Audience

Bundle

Creative

Deal



Hyper-Local | Maximum Results | Cost Effective!

My *Alaska* Media

FRONTIERSMAN

9,500 Circulation
= **31,000+** Weekly Readers

PRESS

15,500 Circulation
= **51,000+** Weekly Readers

ARCTIC
WARRIOR

12,500 circulation
= **41,000+** Weekly Readers

THE EAGLE

3,000 circulation
= **9,900+** Weekly Readers

100,000+ Total Weekly Print Readers*

46% of adults read a printed newspaper each week

52% are women

66% attended college

76% are homeowners

52% earn more than \$50,000/ year | 34% earn \$75,000+

10% are 18-23 years old | 39% are 24-49 | 29% are 50-64 | 22% are 65



Source: *Alliance for Audited Media Audit average 12 month circulation multiplied by NAA Pass Through Rate (2012) 3.3% rate
| MEDIA BUYER Aggregate US Top 50 Market Report.

My *Alaska* Media

Frontiersman.com & AnchoragePress.com

= 110,000+ Monthly Unique Visitors

32% of adults access a newspaper Website each month

47% are women

78% attended college

76% are homeowners

64% earn more than \$50,000/ year | 45% earn \$75,000+

12% are 18-23 years old | 54% are 24-49 | 25% are 50-64 | 9% are 65+



Source: **Source: Google Analytics & Omnicore, Sept. 2004-Aug. 2005 | MEDIA AUDIT Aggregate US Top-83 Market Report.

We Make You the Leading Local EXPERT!

We'll help craft your monthly advice column!

IN THE KNOW

Advice from local experts



Limited to 20
CATEGORY EXCLUSIVE
advertisers ONLY



Your "In-The-Know" Editor will make suggestions and work with you to craft your monthly advice column to our local PRINT and ONLINE readers!

Each column we create positions you as the **Leading Local Expert** in your field!

Once you approve the message, we get it ready for local PRINT & ONLINE delivery!

Content must meet local newspaper editorial standards



We Make You the Leading Local EXPERT!

Your column is placed in print & online!



Your column is featured
MONTHLY
in The Press!



Your column is featured
24/7
on our Website!

You're our **ONLINE EXPERT** all year long!

Your column is placed in print & online!



You get an
Online Profile Page
archiving all your columns!



Your column is featured
24/7
on our Website!

We Help You Get Found Online !

Your online pages are SEO Friendly!



Your profile and online columns are listed on top Search Engines so they are found on major search engines



Plus A link to your site from our popular site is proven to improve your own Website with **Search Engine Optimization!**



You're an Expert to OUR Friends!

We post on **facebook** your monthly column!

Each month our

21,000+ "Likes"

see your expert advice!



Our "Likes" see your content
under our newspaper
masthead!

All submissions must meet editorial approval.

*Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY*



REACH local customers with daily FREQUENCY!

Thousands of LOCAL Online ads each month On our Local Website



Delivered Desktop & Mobile!

Online ads rotate as Medium Rectangle (300 x 250) & Leaderboard (728 x 90)



BRAND YOURSELF to Local Homeowners!

You also get print ads in the paper!

BRAND your business
or, promote your **OFFERS!**



FRONTIERSMAN

We keep smiles beautiful!

Remain the Family Dentistry in your complete family dental care office, offering the latest in technology for your best dental health.

Here are just a few of the things that make us great...
Fast Free Dental Services • State of the Art Laser Dentistry
• Digital X-Rays • Friendly and Professional Staff
• Advanced Orthodontics and more!

NEW PATIENTS WELCOME!

For a limited time, get an
Exam, Cleaning and
Cavity Detecting X-rays

\$49.00 Save \$95

Offer good for new patients only. Dental health best quality.
This does not include X-rays. This could vary with other offers.
Offer good for new patients only.



Legacy
Smiles

1111 Main St. King, TN 37087
615.555.5555



ACT NOW!

And the same ad will appear in
THE EAGLE & ARTIC WARRIOR!



Exclusive Extra Promotion!

Agree to be our EXCLUSIVE In The Know EXPERT, NOW!!

**And we'll promote your EXPERTISE
monthly in the The Press!**

Meet the IN THE KNOW Experts

Dr. Richard
Cole



Spectrum
Medical

Russell
Hedges



Moore &
Hedges

Dr. Ginny
Barton



Tallahassee
OB/GYN
Associates

Tray
McNabb



Stan McNabb
Automotive
Group

Bill
Yonder



Southern
Community
Bank

Dr. James
Harden



Eye Care
Center
Associate

Roger
Bean



Henry &
McCard Law
Firm



**Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY**



Cost-effective marketing = Massive ROI

12 Monthly Columns



Print & Online

108 Total Print ads



3 column x 5 inch (15-inches)
3 Times/ month in all 3 publications

240,000 Online Ads



20,000 / month
on the our local Site

facebook



Advice Column
appears on our Page
21,000+ likes

In The Know **DIAMOND**

\$299/ week

Value of: \$577/week



Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY



Cost-effective marketing = Massive ROI

12 Monthly Columns



Print & Online

108 Total Print ads



2 column x 5 inch (10-inches)
3 Times/ month in all 3 publications

180,000 Online Ads



15,000 / month
on the our local Site

facebook



Advice Column
appears on our Page
21,000+ likes

In The Know **PLATINUM**

\$199/ week

Value of: \$404/week



Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY



Cost-effective marketing = Massive ROI

12 Monthly Columns



Print & Online

72 Total Print ads

We keep smiles beautiful!



NEW PAPERDENTURE SYSTEM
\$49.00



THE PRESS
THE EAGLE
ARCTIC WARRIOR



Original Online Ads
On Homepage

2 column x 2.5 inch (5-inches)
2 Times/ month in all 3 publications

180,000 Online Ads



15,000 / month
on the our local Site

facebook



Advice Column
appears on our Page
21,000+ likes

In The Know **GOLD**

\$133/ week

Value of: \$226/week



Limited to 20, local
CATEGORY EXCLUSIVE
advertisers ONLY



Cost-effective marketing = Massive ROI

72 Total Print ads



2 column x 2.5 inch (5-Inches)
2 Times/ month in all 3 publications



www.directory

Original
Online Ads

On Homepage

180,000 Online Ads



15,000 / month
on the our local Site

facebook



Advice Column
appears on our Page

21,000+ likes

SILVER MULTIMEDIA

\$89/ week

Value of: \$164/week



PROGRAM DETAILS

- _____ Check if **Monthly Advice Column**, is featured in the local newspaper and linked from the local newspaper Website. Online Column will remain on the Web for term of agreement providing SEO visibility & assistance. Column will be delivered on Newspaper Facebook page.
 - _____ Monthly Online Ads each month on the local newspaper Website. Ads run ROT (run of site) in as Medium Rectangle (300 x 250) & Leaderboard (728 x 90) .
 - _____ Inch **Print Ad** will appear in local newspaper _____ time(s) a month. Print Ad is included in **Local Online Directory** offering digital display of print ad and Search Engine Optimization and within newspaper online Origami Ad Position as well.
 - _____ Check if advertiser receives **ADDITIONAL PRINT ADS** in **Artic Warrior & The Eagle!**
- Special Notes:**

Advertiser agrees to pay a weekly fee of \$ _____ to be billed in 12 monthly installments.

The agreement is for 12 consecutive months commencing on _____

The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

Media Company:

(Sales Representative)

(Date)

(Signature)

(Date)

Advertiser

(Print Name)

(Advertiser Signature)

(Date)

(Print Name and Title of Agent)

(Email Address)

(Street Address) P.O. Box

(City, State and Zip)

(Telephone Number)

By signing this Agreement the advertiser accepts the following conditions: This Agreement is governed by the terms and conditions of the publication's current rate card and general advertising policies. This Agreement may be terminated by either party with 30 days written notice. Early termination will result in advertiser paying prevailing rate ("Regulation Floor") for all inventory services used. Agreement will be automatically renewed on a month to month basis after term until instructed to discontinue.

Our **Pledge** to You:

We will provide all the solutions we have locally crafted as promised. And provide any updates and modifications that are necessary to meet the changing technologies of the ever-changing digital landscape.

We will check in with you no less than once each month to review the performance of these solutions. And if necessary, modify those offerings on an ongoing basis to optimize your results!

Newspaper Representative: _____

Date: _____



Blinder Best Bets:
Medical/Wellness,
Financial, Home
Improvement,
Real Estate,
Legal,
Elderly Care,
Education/Training,
Auto Maintenance

Inviting Prospects to Mike's Workshop!

Hi! I'm _____. How are you today?
(pause)

I'm with the HERALD.
AND, REST ASSURE, I AM NOT CALLING TO SELL YOU
ANY ADVERTISING TODAY
(pause for their laughter)

I'm reaching out because we've teamed up (again
this year) with a world lead
marketing expert to speak t
you!

When he was in town last y
up" from the attendees. So,
out on the workshop he wil
Business Branding!

I PROMISE THIS IS NOT A S
WE'RE NOT GOING TO ASK
YOUR CHECKBOOK!

I am calling today to simply
you to be our guest next m
Breakfast or Lunch meeting

Can you join us in:
Wed May 23rd 12n Lunc
Thu May 24th 7:30a Bre
At the Ramkota Hotel



PERFECT Prospects for Mike's Workshop!
And for Bob the week of June 4th

Perfect Prospect? Think DELMAR!



Decision Maker(s)



Established Business



Locally Focused



Marketing Budget



Afford The Offering



Rapport Established

The higher the
"DELMAR"
the better the
odds to close!



Blinder Best Bets:
Medical/Wellness,
Financial, Home
Improvement,
Real Estate,
Legal,
Elderly Care,
Education/Training,
Auto Maintenance



Blinder Best Bets:
Medical/Wellness,
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Decision Maker(s)



Established Business



Locally Focused



Marketing Budget



Afford The Offering



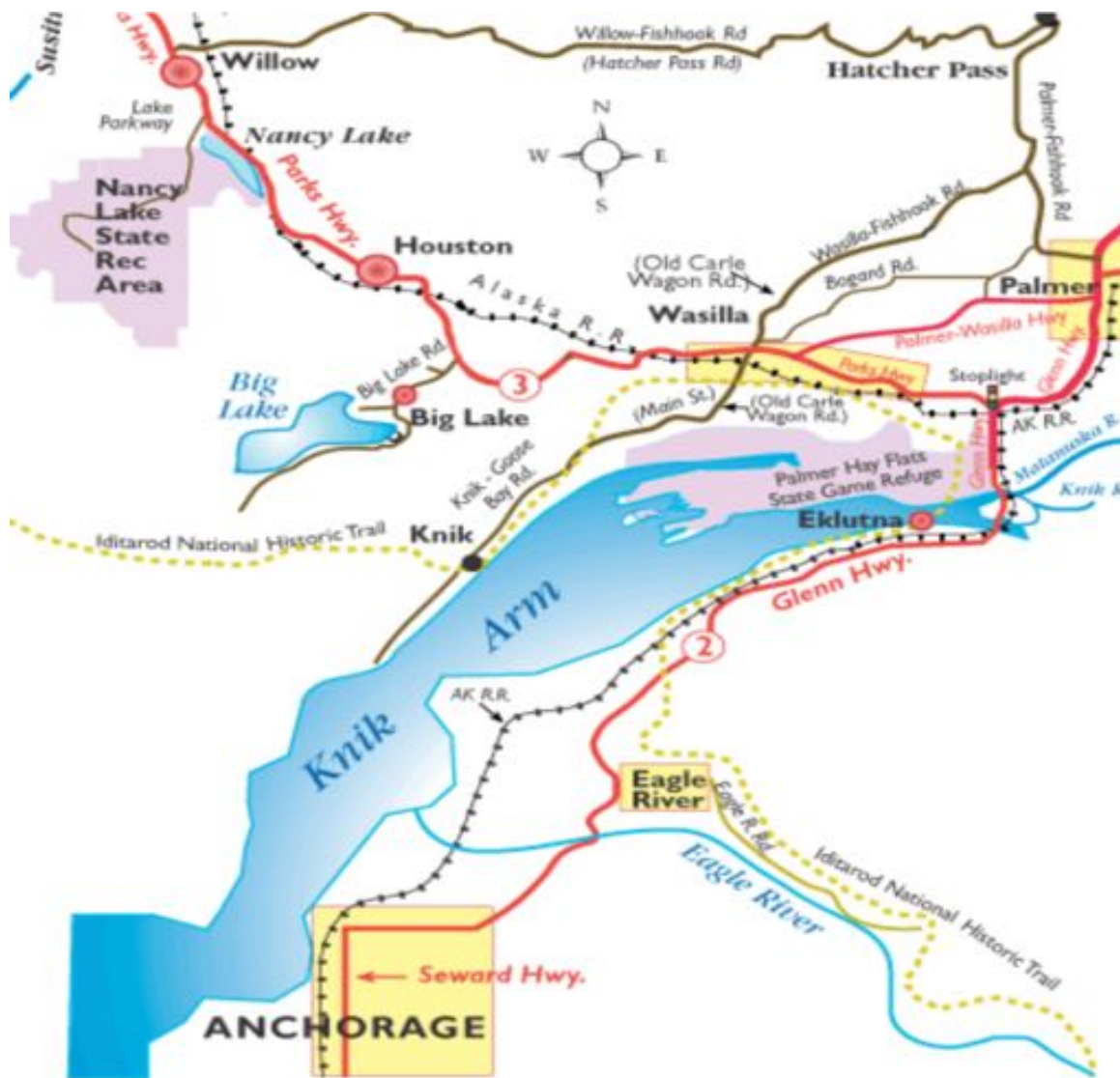
Rapport Established

The higher the
"DELMAR"
the better the
odds to close



Blinder Best Bets:
Medical/Wellness
Financial, Home
Improvement
Real Estate
Legal,
Elderly Care,
Education/Training,
Auto Maintenance

Blinder Best Bets:
Medical/Wellness,
Financial, Home
Improvement,
Real Estate,
Legal,
Elderly Care,
Education/Training,
Auto Maintenance



How to BRAND YOUR BUSINESS To Win Your Market!

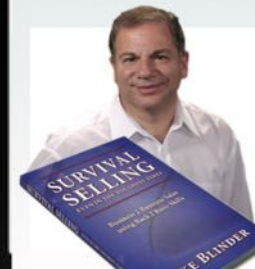


LEARN where to best target your potential customer!

DISCOVER how to use Facebook to beat the competition!!

MASTER what media messages are the most effective!

HEAR the "secrets to success" to optimize your return on investment!



MEET YOUR SPEAKER:

Mike Blinder

Author and internationally renowned media expert who has helped over 60,000 small and medium size businesses world-wide get online using his digital marketing solutions.

My *Alaska* Media

MAT-SU VALLEY
FRONTIERSMAN
ANCHORAGE PRESS

EAGLE RIVER & CHUGIAK
THE EAGLE

**ARCTIC
WARRIOR**

How to **BRAND YOUR BUSINESS** To Win Your Market!

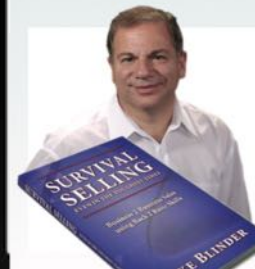


LEARN where to best target your potential customer!

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HEAR the "secrets to success" to optimize your return on investment!



MEET YOUR SPEAKER:

Mike Blinder

Author and internationally renowned media expert who has helped over 60,000 small and medium size businesses world-wide get online using his digital marketing solutions.



MyAlaskaMedia

3 Minute MEDIA ANALYSIS

Name: _____

Your Name: _____

Best Day/Time to Meet : _____

1. Your Target Market

Zip Code, Area, Neighborhood (s):

Age, Gender, Income

2. Your "TOMA" Quotient

(Top Of Mind Awareness)

On a scale of 1 to 10

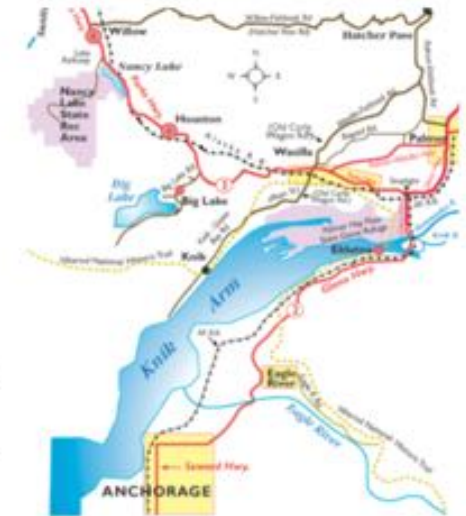
how well known are you

in your "Target Market Area?"

3. Your "USP"

("Unique Selling Propositions")

What qualities make you "rock" over your competitors (Faster/ cheaper/ better, etc.)



Blinder Best Bets for
"IN THE KNOW" Sponsors

Auto Maintenance
Cannabis Products and Services
Dentist (Cosmetic)
Dentist (Orthodontics)
Education (College)
Education (Re-Training)
Education (Scholastic Help)
Elderly Care (Facility)
Elderly Care (Home Assistance)
Financial Services (Accountant)
Financial Services (Bank)
Financial Services (Insurance)
Financial Services (Investment)
Funeral Services
Home Improvement (Interior Design/ Fabric)
Home Improvement (Lawn/ Garden)
Home Improvement (HVAC)
Legal (Business)
Legal (Estate Planning)
Medical/ Wellness (Fitness/ Training/ Nutrition)
Medical/ Wellness (Weight Loss Specialist)
Medical/ Wellness (Yoga)
Medical/ Wellness (Accupuncture)
Medical/ Wellness (Chiropractic Medicine)
Medical/ Wellness (Dermatology)
Medical/ Wellness (General Health)
Medical/ Wellness (Optomotrist/ Eye Care)
Medical/ Wellness (Pediatrics)
Personal Beauty (Hair Care/ Nails)
Personal Beauty (Healh Spa)
Pet Health (Vetrenary Medicince)
Pet Services (Grooming/ Care)
Pshycologist (Child/ Family)
Real Estate (Commerciall)
Real Estate (Residential)
Travel Services
Workplace Hiring (Temp Service)



Awareness

Interest

Desire

Action



Interest

Media

**Reach
Frequency**

Message

**Offer
Immediacy**

Interest

Media

Message

**Reach
Frequency**





Awareness

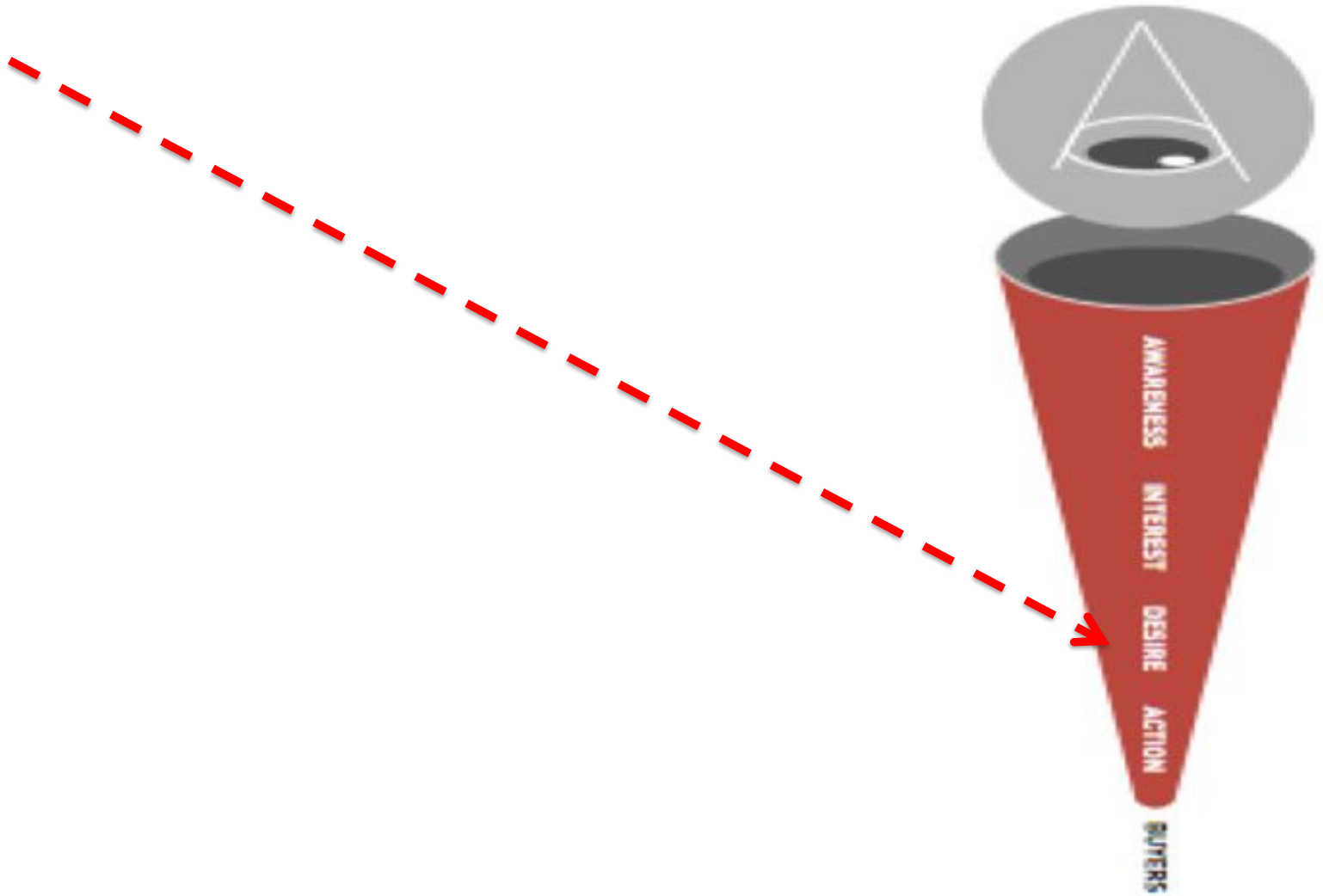
Interest

Desire

Action



Desire



Desire



Desire



Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

getinfo

Desire



Desire



**“Yellow Pages is for the
three people who don’t
have the Internet!”**

NBC TV: April 8, 2009



Desire





Anchorage Business News

Google Search

I'm Feeling Lucky

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New Business Development in Anchorage - AEDC
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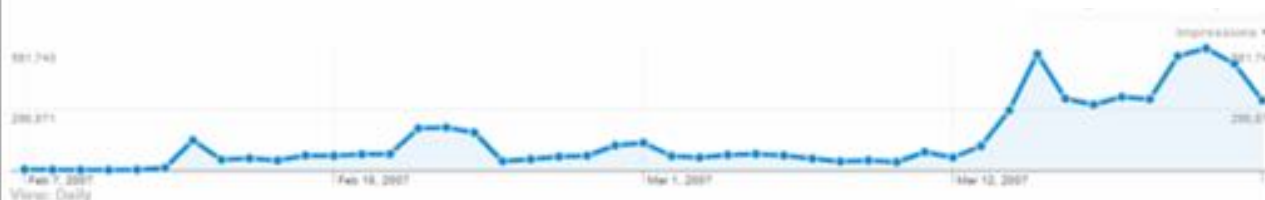
News - AlaskaStateChamber - Alaska State Chamber of Commerce
business.alaskachamber.com/news •
 Alaska Chamber is the best place to find a member or business in the Anchorage AK area.





Campaign Report

Report Generated: March 23, 2007 2:36:08 AM PDT [Show report detail](#)



Impressions
6,677,436

Clicks
42,547

CTR
0.64%

Avg CPC
\$0.11

Conversions
2,469

Date	
2/7/07	Search (Search, All, All)
2/8/07	Search (Search, All, All)
2/9/07	Search (Search, All, All)
2/10/07	Search (Search, All, All)
2/11/07	Search (Search, All, All)
2/12/07	Search (Search, All, All)

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[All online campaigns](#)

- Campaign #2
- Relevant Ratings Campaign

[Control Panel & Library](#)

Help

- Where are my filter and report options?
- What's changed in April in AdWords?
- AdWords Beginner's Guide
- How to an AdWords account structure?

[Reports](#)

- Change history
- Conversions
- Google Analytics
- Website Optimizer

[Settings](#) [Ads](#) [Keywords](#) [Networks](#)

Filter

Columns

Sort

Search

Apr 4, 2010

Apr 12, 2010

View Change History

Clicks

<input type="checkbox"/>	Campaign	Budget	Status	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1 per click)	Cost / conv. (1 per click)	Conv. rate (1 per click)	View through Conv.
<input type="checkbox"/>	Campaign #2	\$25.00/day	Expired	60	12,402	0.48%	\$0.11	\$6.87	1.6	0	\$0.00	0.00%	0
<input type="checkbox"/>	Relevant Ratings Campaign	\$1.00/day	Paused	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all but deleted campaigns			60	12,402	0.48%	\$0.11	\$6.87	1.6	0	\$0.00	0.00%	0
	Total - Search			60	12,402	0.48%	\$0.11	\$6.87	1.6	0	\$0.00	0.00%	0
	Total - Content			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all campaigns	\$25.00/day		60	12,402	0.48%	\$0.11	\$6.87	1.6	0	\$0.00	0.00%	0

Show rows 10 1 - 2 of 2

Create a TV Campaign

Google Ad Training



- How to identify a Google Adwords prospect
- Best practices for building Google campaigns
- How to build keyword recommendations and search volume forecasts
- What should/can we track to establish ROI

LOCATION: Salon A
DATE: July 26, 2018
TIME: 1:00 pm - 2:15 pm



JONATHAN
MUZIO



BEN
BOUSLOG

Digital

Sales





Mike Blinder

Google Search

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[Mike Blinder, Author: Survival Selling Even in the Toughest Times ...](#)

www.mikeblinder.com/ 

The Blinder Group consults newspapers, media companies, businesses, organizations on multimedia sales. **Mike Blinder** is a motivational speaker and trainer.

[MIKE BLINDER, President - The Blinder Group, Newspaper Media ...](#)

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Mike Blinder started fresh out of college as a disc jockey, growing as an industry respected Program Director for various radio stations across the US. At this time ...

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[Mike Blinder | LinkedIn](#)

www.linkedin.com/in/mikeblinder 

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Mike Blinder - Author: Survival Selling Even in the Toughest Times

www.mikeblinder.com/ ▾

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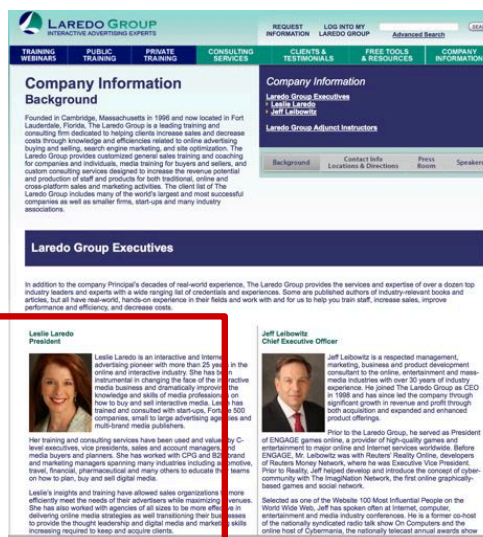
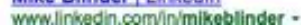
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Error-Free, Consistent Master Data Starts at the Source
In this comprehensive article, originally published in SAPInsider, Matthias Kretschmer and Markus Gansner draw a clear picture showing how to combine SAP NetWeaver MDM and BPM for governed data creation processes. 13 Apr 2010

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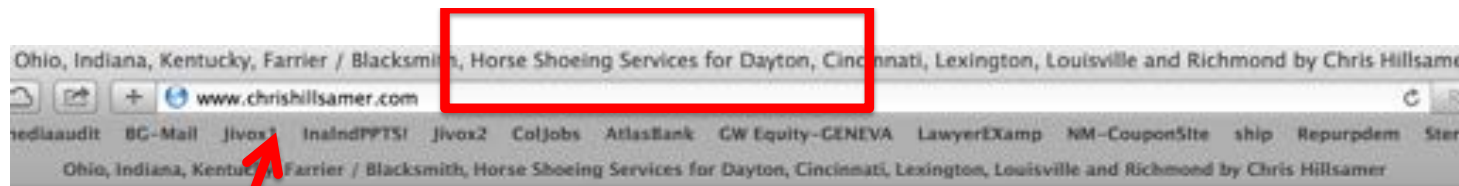
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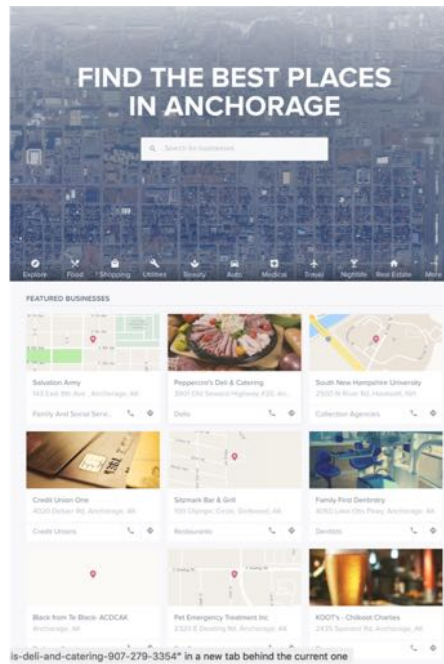
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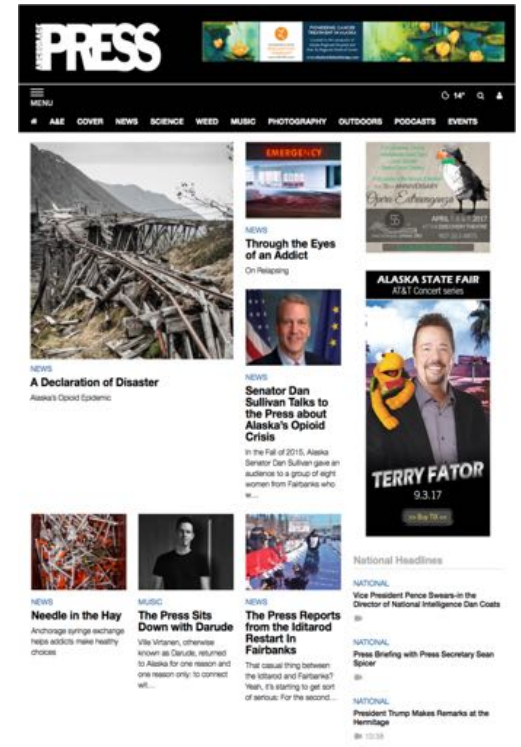
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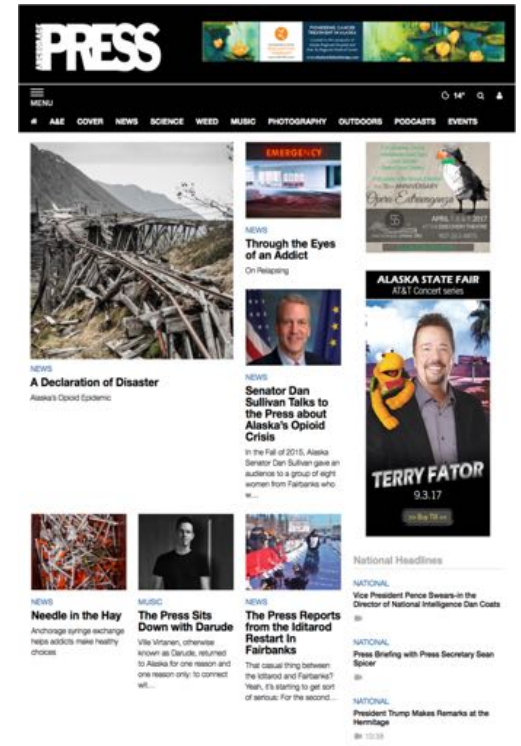
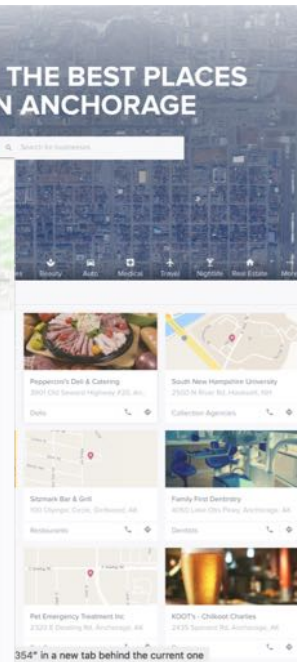
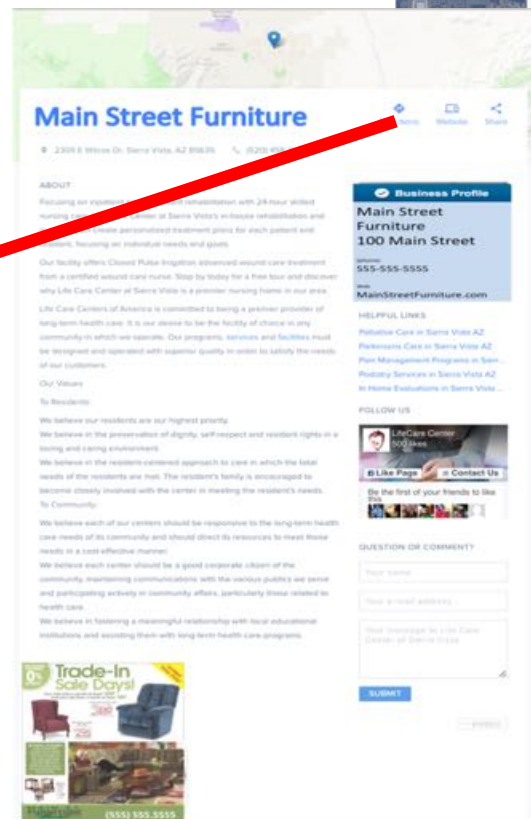
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Action





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Desire

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Desire **Message**

Offer
Immediacy



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Interest

Desire

Action





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**WHY IS
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TO SELL?**





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