

More On Advertising

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Here are 10 thoughts from Ryan Dohrn on changing our media sales approach to increase our close rate, as we sell in a post-pandemic media sales world.

- 1** Emotional buyers do not respond well to data and stats. Talk about advertiser success stories or case studies.
- 2** Do not ask the standard questions you have been asking for years. Instead of asking what their budget is, say: “Tell me about a local business you feel does a good job of marketing.” Then talk about what marketing success could look like for them. Paint a picture of potential.
- 3** Do not try to win the “traditional vs. digital” argument. Instead, talk about using a combination of media. As ad sales pros, we must control the narrative. Digital-only advertisers are limiting their potential ROI.
- 4** Talk about minimums required for ROI success. Show the reality of what they need to do to succeed. “If you’re going to be competitive, there are some marketing initiatives that you need to do in any 30-day period.” These initiatives should be shown in your pricing plans/packages.
- 5** Come with ideas ready to roll. Most people have lost patience for sitting through a discovery interrogation session. Recommend what they need to do, as opposed to what they want to do. There is no proof that custom advertising solutions sell more than recommending what will work for a tested category of your clients.
- 6** In a time of crisis, most people want to be led—so, lead. Be a media advisor. Recommend options based on what has worked for your other advertisers. And it’s not about budget. It’s about what the advertiser’s category demands. Identify what they need, and get them results.
- 7** Social media is not the single answer to marketing. “Mr. or Mrs. Advertiser, you love social media. We do too, but pretty much every business is on Facebook. Social media has become saturated. What are you doing to stand out from the crowd?”
- 8** Digital and social are different. Social is intrusion-based advertising. The digital we sell is permission-based marketing. Apple, iOS, and Chrome are about to block cookies, and some of that has already happened. I believe we’re going to see a traditional media resurgence.
- 9** Traditional media is a dominating marketing play. One of the best drivers of search activity comes from traditional media sources.
- 10** Sell the marketing triangle of success: traditional, digital and social. If advertisers want to dominate their marketplace, they have to do what others either don’t know how to do, or think they need to do, but can’t execute because of budget or other circumstances.

