



Why Every Marketer Should Think Like a Media Company

DIGITAL MARKETING
BOOT CAMP
★ NY ★

ADVANCE
MEDIA ▼ NEW YORK

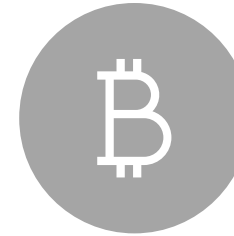




Professional Career



STARTED OUT AT BYRNE
DAIRY AS AN ASSISTANT
MANAGER



MOVED UP THE LADDER TO
HSBC BENEFICIAL FINANCE



CAREER DEFINING
OPPORTUNITY AT THE POST
STANDARD, SYRACUSE
MEDIA GROUP



CHALLENGE WITH
UNCERTAINTY LUMENIS



EVEN GREATER CHALLENGE
WITH MIRADRY



CAME HOME TO ADVANCE
MEDIA NY

ADVANCE MEDIA NEW YORK

OUR STORY

WE'RE **BIGGER** THAN YOU THINK

We are part of Advance, the 9th largest news organization in the U.S., reaching over 52 million people monthly, along with over 11 million social media fans and followers.¹

This matters to you because our size and scale gives you access to the best in-class advertising delivery technology, resulting in a higher ROI for your business.



1. Information retrieved from AdvanceLocal.com

70%



TODAY'S CHALLENGE

... media disruption means opportunity



Successful organizations must:

- tell their story
- to the right audience
- at the right time
- and tell it well
- with relevant, engaging content

START WITH DATA

... you already own what you need to succeed

CRM

Data Visualization

VoC

Voice of Customer Survey

GA

Google Analytics

'whoever knows
their customer
best wins'



CREATE PERSONAS

... and make them come alive

- Make your market segments come alive
- Give them names
- And their own story

‘Cathy from
Camillus, Dave
from downtown...’



COMPETE

... for attention



Premium publishers
are winning the war

'halo effect'



QUARTER SALES REPORT

Product	Q1	Q2	Q3	Q4
Frames	\$ 508.00	\$ 1,045.00	\$ 1,088.00	\$ 1,550.40
Disc Brakes, Front	\$ 294.00	\$ 544.00	\$ 1,550.40	\$ 30.00
Caliper Brakes, Front	\$ 300.00	\$ 300.00	\$ 444.00	\$ 413.00
Disc Brakes, Rear	\$ 500.00	\$ 60.00	\$ 923.00	\$ 692.00
Caliper Brakes, Rear	\$ 294.00	\$ 1,200.00	\$ 1,088.00	\$ 258.00
Saddles	\$ 400.00	\$ 651.00	\$ 1,550.40	\$ 741.00
Forks	\$ 100.00	\$ 853.00	\$ 30.00	\$ 369.00
Brake Cables	\$ 600.00	\$ 923.00	\$ 413.00	\$ 852.00
Shifter Cables	\$ 700.00	\$ 1,088.00	\$ 692.00	\$ 225.28
Rear Sprockets	\$ 900.00	\$ 1,550.40	\$ 300.00	\$ 456.00
Front Sprockets	\$ 200.00	\$ 30.00	\$ 789.00	\$ 333.00
Handle Bars	\$ 234.00	\$ 30.00	\$ 30.00	\$ 30.00

The Best Marketing Doesn't Feel Like Marketing

- Tom Fishburne -





TEAM
BEACHBODY

Decide. Commit. Succeed.®

'WORLDS APART'

“Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.”

– Content Marketing Institute



PICK A PARTNER

... you don't have to go it alone.

- Full-service
- or project-based relationships are available





RE-PURPOSE

... work smarter, not harder



- Videos
- Infographics
- Case Studies
- Podcasts
- E-books
- Emails
- Blogs
- Social posts
- Whitepapers
- Form-fills

BE MOBILE

... battles are won and lost on the small screen



- ~~Mobile-friendly~~
- ~~Mobile-first design~~
- Mobile-first strategy



BE NIMBLE

... like the US Navy



NAVY FLIPS SCRIPT

- Shifts budget from 70% TV to 70% digital

Think with **Google**


GARY VAYNERCHUK



THE STORY WE'VE TOLD

- Media disruption means opportunity
- You already own the data you need
- Create personas
- Best marketing doesn't feel like marketing
- Work smarter, not harder
- Pick a partner
- Be nimble, like the navy
- Be yourself



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“Dad let’s make a deal.
You tell us a good story
or you take us to
Disneyland, okay?”







Questions