

Building Digital into a CORE Product

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Results

- Our local print team grew local Digital revenues in 2014 by **165%**
 - All Reps were engaged with digital to some degree
- We had a robust start to 2014 with significant digital billings already booked for the year
- Total digital billings to date in 2015 already surpass total billings for 2013

Our Opportunity

- The Hamilton Spectator and thespec.com are part of the Metroland Media Group
- Largest of 3 Dailies from both a print and digital perspective
- We have 38 Community Sites and Verticals within our Network
- Thespec.com generates on average 9 million PV's and 1.4 million UV's monthly

Strategy #1: New Approach to Digital

- Change the way we think about Digital
 - Reviewed our product suite and added solutions beyond simple impressions
 - We partnered with vendor who could fulfill
- Remove barriers to selling digital
 - Educated our reps and clients through a series of Information Sessions
- Insist on 100% Participation from our Reps
 - Easy Printernet Bundles and Digital Add Ons

Stage#2: Back to School

- Hosted Client Sessions
 - Informative but there was a clear offer and pitch
 - We offered an incentive for attendance and an additional incentive for commitment
 - Great training ground for reps; They attended multiple times and heard the message repeatedly
- 4-Legged Calls
 - Reps set up face-to-face meetings with clients
 - Allowed us to collaborate and prepared more customized proposals that we circled back with

Stage#3: Commitment to Growth

- Corporate issued a company wide digital mandate to have all reps engaged with Digital with minimum monthly targets per rep
 - Launched a series of incentives and results were shared weekly across the company
- Focused on developing the more engaged reps, growing their dollars, enhancing packages
- Focused on clients who offered best opportunity
 - those looking to shift away from Print (ie) Builders
- Established “Millionaires Club”
 - Monthly Target achievement recognition and rewards

Next Steps for 2015

- Continue to engage reps
 - Grow our number of Millionaires
 - Grow the number of multi-media clients per rep
- Back to School
 - Training Sessions Planned
- Client Sessions
 - Continue to engage as many clients as possible with and for our team
- Sales Rep promotion
 - Promoting our Digital Achievers in multi-media campaign

DIGITAL MARKETING CAMPAIGNS

BRAND OR BRANDING
SEO FACEBOOK
BLOGS
TARGETING TWITTER
SOCIAL MEDIA CONTENT

MOBILE ANALYTICS
AUDIENCE

KEYWORDS
EXPERT SEARCH
CUSTOMERS
STRATEGY RESULTS

WEB SITE

DIGITAL MARKETING



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CUSTOMERS VIDEO

ONLINE OPTIMIZATION

CONTENT SHOPPING
WEB SITE



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“The road to
success is dotted
with many
tempting parking
places, so keep
driving.”

Anonymous

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