

## Increasing Print Ad Sales with an Unexpected Ally

### Introduction

Advertising sales for newspapers and magazines have faced epic challenges as internet options and spiraling print and distribution costs have combined to devastate subscriber and circulation numbers. Print publications and their advertising packages must stay relevant to avoid the steady decline that has afflicted other media as Internet options encroach. Recent news reports announcing the failure of traditional media in the face of a growing Internet have made a believable story. **But that may not be whole story.**

It is critical that publishers understand that **a business shattering change** has taken place for advertisers beside the economy. Many advertisers simply don't have a clue. All they know is that response rates for advertising are plummeting and they generally believe the problem is caused by stagnant or declining audiences for traditional media including newspapers and magazines.

Many marketing research organizations have long reported in their studies of purchase behavior that consumers increasingly use the internet to research their purchases. Business owners, Marketing VP's, sales directors, even sales reps have read the reports. But the vast majority may not have fully understood the impact. **The sales process has fundamentally changed. The consumer changed how they make a purchase.**

Print sales reps have fought through media transitions, taking the heat for lowered readership numbers. Individual publishers and the industry as a whole are being blamed for the decrease in response rates and punished with progressively lower ad sales.

Consumers continue to read news and editorial content spending valuable time on the pages that contain advertiser ads. After viewing those ads, in the past buyers would check the Yellow Pages to confirm information about a company, the Better Business Bureau or ask a friend. **Today 90% of shoppers will search the internet.** The next time the reader is on the internet, they search for that product they remember from your ad. Recall being what it is, buyers frequently forget the web site url, brand or the company they saw but they remember the product category and their curiosity. If the radio advertiser is instantly found in Google, Yahoo or Bing, the advertiser is considered in the sales process, and a connection can be made. However, if the advertiser isn't found in the search results for the product category in the reader's market, the consumer researches the competition and buys from them. **90% of the time your advertiser is internet invisible.** The advertiser is not in the Google Top-10 for products they sell.

Your advertiser assumes his ad and your publication just isn't working anymore. In the end, the advertiser shifts his budget from your publication to the Internet trying to re-capture lost sales and customers.

Print budgets get cut because the print advertiser doesn't understand what is really happening. All traditional media send as many as 90% of buyers to **the internet, where buyers research supplier, product, price and reputation.** If the advertiser doesn't match his internet exposure to his print campaign there is a sales failure at the Internet.

**netPRpro**<sup>™</sup> core marketing team discovered a solution that involves publishers and offers their sales staff a way to play a strategic role in strengthening results for print advertising packages. We call it "Media Bundled Internet PR". By bundling a print advertising package with Internet PR, you can increase advertiser exposure on the internet in coordination with an advertiser's broadcast schedule and reach buyers where they research their purchases. That insures radio campaigns once again connect buyers to your advertiser.

The **netPRpro**<sup>™</sup> print bundle offers publication advertising clients a combination of internet advertising vehicles designed to achieve top-10 organic search placement that coordinates with print campaign creative. Using Internet PR techniques, **netPRpro**<sup>™</sup> **pre-positions internet content to reinforce the client's print exposure.**

Print bundled Internet PR in combination with a print package puts print advertising sales in a position to leverage the internet to the benefit of their advertisers and recover lost budgets with a stronger media package that makes sense. Print exposure in combination with high profile local market Internet exposure becomes a more valuable, more competitive exposure package that crosses media boundaries.

Even more important it **establishes the publication in a new role** as provider of valuable targeted print and effective Internet exposure, a step that **expands the role of print ad sales** to include merged media approaches.

Advertisers will look to their print sales rep for Media Bundled solutions that deliver higher response rates and options that only **an effective combination of print and Internet PR** can achieve. It builds a stronger advertising market for publication hosted online advertising. By embracing and mastering internet advertising, publishers can increase the value of their online inventory and open opportunities for new advertising packages.

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