

FRESH AIR FOR DIGITAL MARKETING

# 2023 is Going To Shine

Digital is Providing the Light



january spring

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## Meet Your Host

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Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with publishers.

Full-service digital agency.

We work exclusively with publisher to help you take digital to market:

- Programmatic display
- Streaming TV
- Paid Social
- Targeted eBlasts
- Paid Search



*Advertising Spend*

**\$7 Out of \$10**

**will be spent on digital in 2023**



*Advertisers want*

**niche, targeted  
audiences**





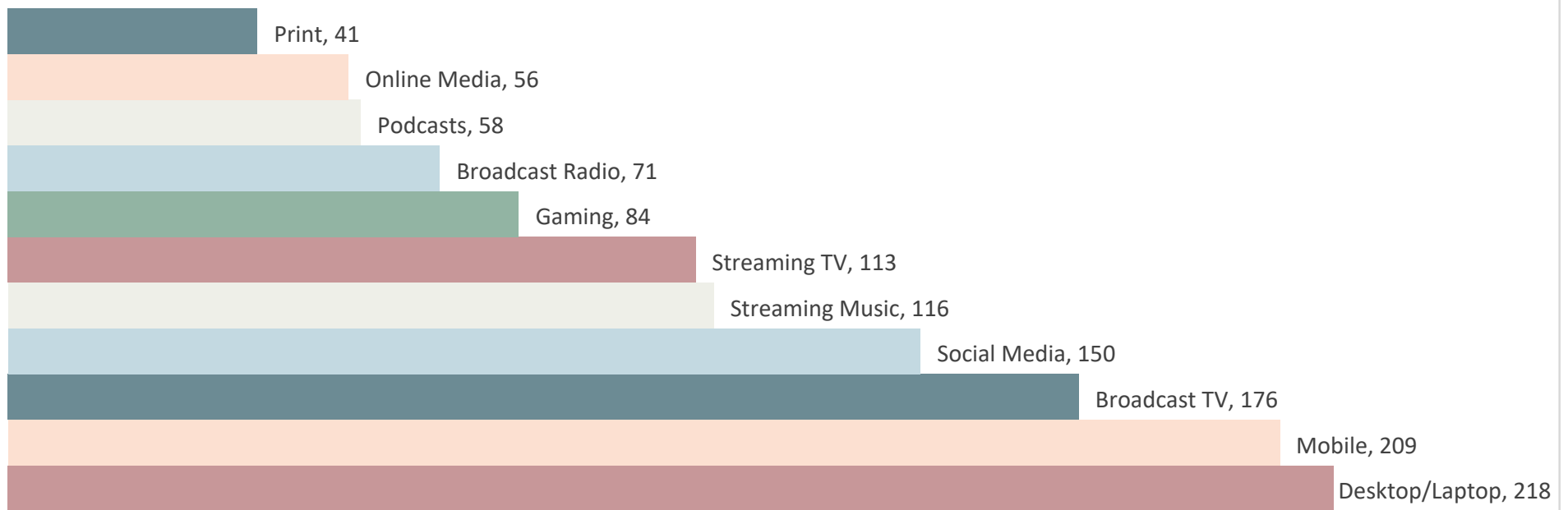
*Media consumers*

are seeking digital  
platforms first



## Average Time Spent with Media in the US; 1st Half of 2022

Time in Minutes





*Deliver the Consumer to the Advertiser*

**position your  
publication's brand  
as the way to  
connect them**



# THE POWER OF THE

RIGHT  
MESSAGE

to  
the

RIGHT  
PERSON

at  
the

RIGHT  
TIME



# January Spring's 2023 How To:

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## ***Leverage Your Creative Team***

Transition your creative team to tell multi-media stories, that include paid advertising.

- Sponsored content
- Print ads
- Digital ad
- Newsletters
- eBlasts
- Social
- Video

## ***Sell Across All Your Media Channels***

Present, simple multi-channel programs.

Sell your audience first, with every program.

## ***Lean into Evergreen Contracts***

Digital service providers shifted pre-pandemic to evergreen, on-going service contracts.

We've seen success in doing the same with advertising

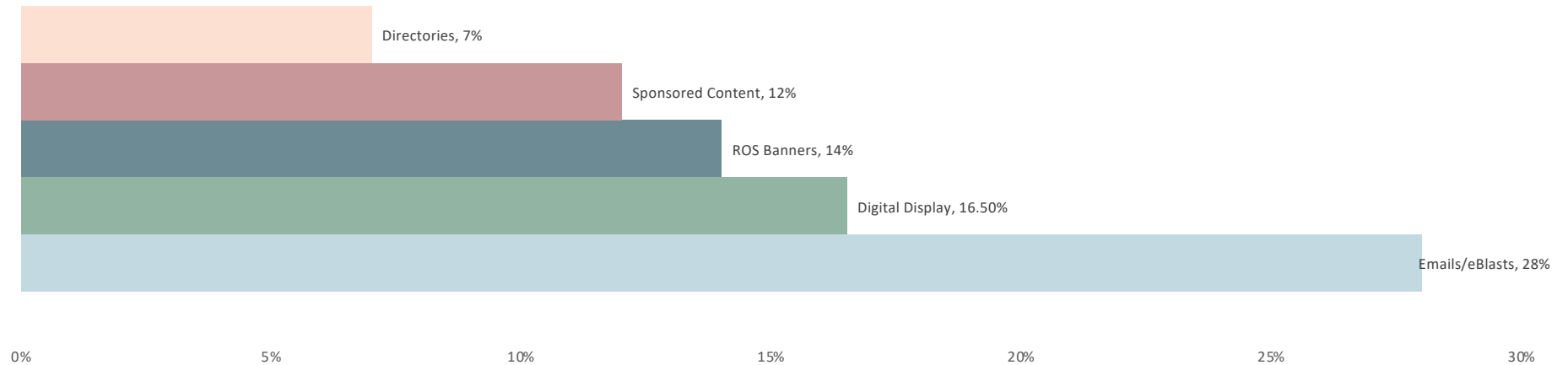
## ***Embrace Performance & Measurement***

Continue to evolve how you service your advertising clients by anchoring those conversation with easy to read, visual reports that tell an ROI story...not just an impressions and clicks story.



# Sell Across Your Channels

Publishers Digital Revenue Sources

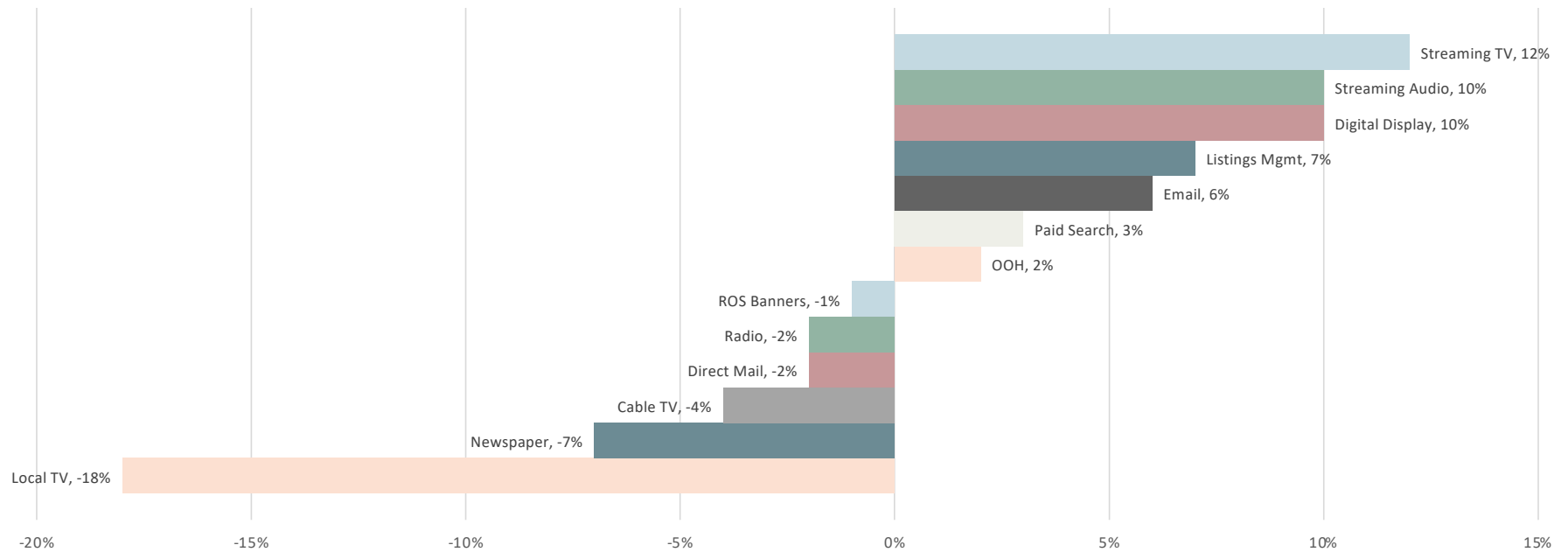


Digital Accounts for 15% of Overall Revenue



# Sell Across Your Channels

2023 Forecasted Change in Local Ad Spend



# Add New Channels

Help Advertisers Be Where Your Readers Spend Their Time  
When Not With Your Brand(s)

***Programmatic  
Display***

***Social Media***

***Video  
(EVERYWHERE)***

***Advertiser  
Websites***

***Email***



## Add New Channels

Help Advertisers Be Where Your Readers Spend Their Time  
When Not With Your Brand(s)

### *Programmatic Display*

In the U.S., programmatic digital display ad  
spending is projected to account for

**\$115.23B.**

That accounts for **90.2%** of the  
digital display ad market.



eMarketer

<https://www.insiderintelligence.com/content/marketing-leaders-somewhat-optimistic-about-economy-they-being-forced-adapt-market-uncertainty>

## Add New Channels

Help Advertisers Be Where Your Readers Spend Their Time  
When Not With Your Brand(s)

*Social Media*

**50%** of all mobile time is spent on social media.

Facebook = 58 min.  
Instagram = 28 min.  
YouTube = 19 min.

Meta social ads are **branding tools**.  
They influence traffic and commerce,  
but don't deliver transactions.



Inside Intelligence

<https://www.insiderintelligence.com/content/marketing-leaders-somewhat-optimistic-about-economy-they-being-forced-adapt-market-uncertainty>

## Add New Channels

Help Advertisers Be Where Your Readers Spend Their Time  
When Not With Your Brand(s)

**Video**  
**(EVERYWHERE)**

**94%** of U.S. households are reachable  
through open programmatic CTV advertising.

**67%** of consumers prefer ad-supported  
streaming options to ad-free ones.



Ad Age

<https://www.insiderintelligence.com/content/marketing-leaders-somewhat-optimistic-about-economy-they-being-forced-adapt-market-uncertainty>

## Add New Channels

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**Advertiser  
Websites**

**25.6%** of Google searches are zero-click.

Which means a website has to be optimized to Google.

This opens the door to for new service offerings:

- SEO
- Sponsored Content
- Paid Search
- Refreshed business websites



Search Engine Land

<https://www.insiderintelligence.com/content/marketing-leaders-somewhat-optimistic-about-economy-they-being-forced-adapt-market-uncertainty>

## Add New Channels

Help Advertisers Be Where Your Readers Spend Their Time  
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*Email*

The average ROI through email marketing is  
**\$36 for every \$1 spent**

**64%** of small businesses use email marketing to  
reach customers.



Hubspot, Constant Contact

<https://www.insiderintelligence.com/content/marketing-leaders-somewhat-optimistic-about-economy-they-being-forced-adapt-market-uncertainty>

# Evergreen Pricing

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Set your programs to auto-renew each month

- You sell it once, but service it every month.
- Advertiser and Reps have a shared understanding that the marketing budget is set for the year.
- Set a 30 to 60-day cancellation time period.
- We've seen it change sales team's mindsets, which results in more recurring revenue.



# Measurement & Reporting

Performance Service Calls Must Expand as Your Digital Business Expands



JS



Contact our  
Publisher Development  
Team:

**303-872-7932**



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