

Sustainable Digital Biz Seminar

APRIL 2024



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MEDIA GROUP

premium solutions for connecting target audiences

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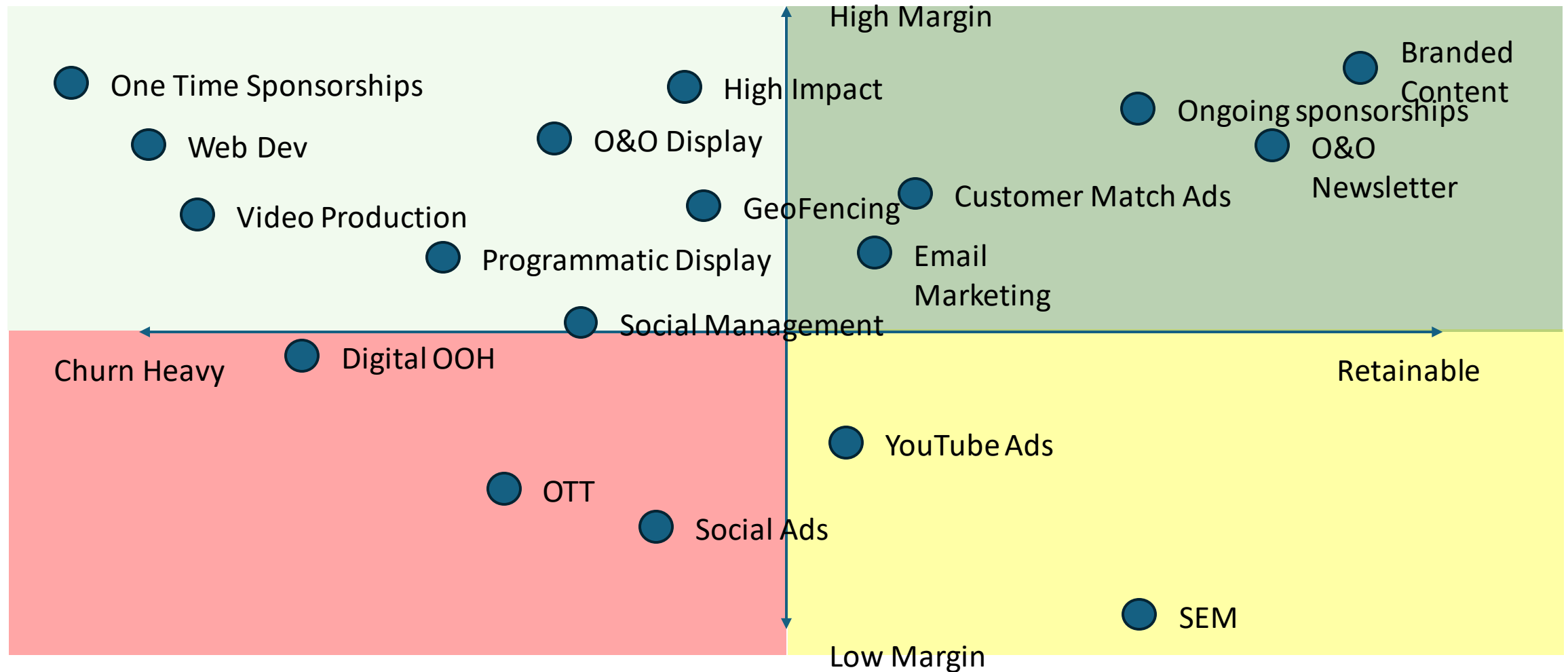
Arthur Hardy's
MARDI GRAS GUIDE

**Where To Start?
What Should I Offer?**



Understanding Digital Products

Revenue Potential vs Churn Likelihood



Native Ads – You have to jump in

AdYouLike estimates the global native ad market to be worth \$400 billion by 2025 — a staggering 372% jump from 2020 (Mann and Walgrove 2022).



The Unicorn Product – Branded Content

- Text based branded content represents the fastest growing product for the Advocate.
- 5+ stories per weekend with an average price around \$2500
- Sales in 4 years have gone from \$0 to over \$1,000,000
- We are now at 1.5 FTE producing content
- Key local businesses in Healthcare, Insurance, and Travel now spend \$100,000 + annually on branded content reversing spend declines



Discover beach bliss on the Alabama coast with lively spring festivals and Brett/Robinson rentals

BY AMANDA MCELFRISH | BRANDED CONTENT SPECIALIST Mar 17, 2024 2 min to read



Provided photo



Editor's Note

This article is brought to you by Brett/Robinson Vacations.

It's always a good time to visit the Alabama Gulf Coast. The sand and waves in Orange Beach, Gulf Shores and Fort Morgan create the perfect spot for a rejuvenating escape with your partner, friends or loved ones.

To make the most of your visit, Brett/Robinson offers the largest selection of condos and houses for rent along the Alabama Gulf Coast. Whether you need accommodations



DON'T MISS THIS



LOCAL POLITICS

Jeff Landry's first 90 days draws comparisons to Huey Long: 'I don't move slow'



BUSINESS NEWS

Jeff Landry reversed Louisiana criminal justice reforms. Here's why business leaders stayed quiet.



LOCAL POLITICS

House Speaker Mike Johnson seeks Ukraine deal that won't end with his sacking



SPONSORED: AARP

Protecting seniors from modern scams: AARP, Georges Media Group team up for town hall event on fraud prevention



EDUCATION

After 13 years strictly online, Louisiana's largest school is trying hybrid 'learning pods'



COURTS

Bob Dean paid \$3.5M for a celeb's former estate. His former patients won't see any of it.

Our Package

- Story written by our branded content writers
- Published online in your own dedicated section
- Pinned to the homepage of your choice for 24 hours
- Ownership of all ad positions on your story pages for 1 year
- Shared via Facebook feed of your choice
- Boosted on Facebook with a \$250 budget
- Published in print in the paper of your choice
- 100,000 promotional impressions on our sites

Video Branded Content

Business leaders discuss economic opportunities at 2024 Outlook Louisiana

A MCEL FRESH | BRANDED CONTENT SPECIALIST Jan 10, 2024 1 min to read

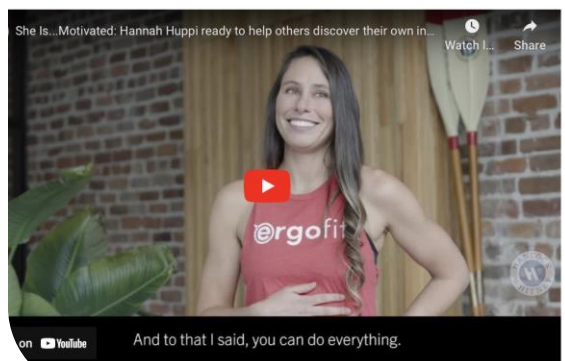


The following is a sponsored presentation by Entergy Louisiana and New Orleans & Company. Hosted by Kim Whiten and featuring Phillip May of Entergy Louisiana, Walt Leger III of New Orleans and Co, Steve Morgan of Hancock Whitney, and Eddie Kennison of LSU Sports Properties. Watch as pane...

Sponsored Discussions

Meet Hannah Huppi ready to help others in New Orleans for their own inner athletes

A MCEL FRESH | BRANDED CONTENT SPECIALIST Nov 19, 2023 3 min to read



Hannah Huppi is an athlete, mom and entrepreneur. See how she is reminding others that they can do it all, too.

Video Sponsored Content



Local Business Features

Some Terms

- DSP – Demand side platform - DV360, Trade Desk, Amazon
- SSP – Supply side platform
- Fulfillment partner – Adcellerant,
- Managed Service
- Self Service
- PMP

The Development Cycle - Product

Do you have the scale to afford in-house ad ops staff

Use a vendor to have a full tool kit

Use the vendor to train your team. Begin hiring up in digital ops

Leverage digital ops to begin in-housing start with display

If you don't have the scale to inhouse display

Roll the learnings from digital ops back into team training

Make partnerships to create video and branded content

Begin Expanding Capabilities

Leverage video production to insert yourself earlier in the buying process

Seek larger agency sales all while using your partners to drive deeper understanding on your sales team



Keys to a good external partner

Training resources

- Quality, quantity, applicability

Help

- Go on Calls
- Host Webinars/Seminars

Ease of use

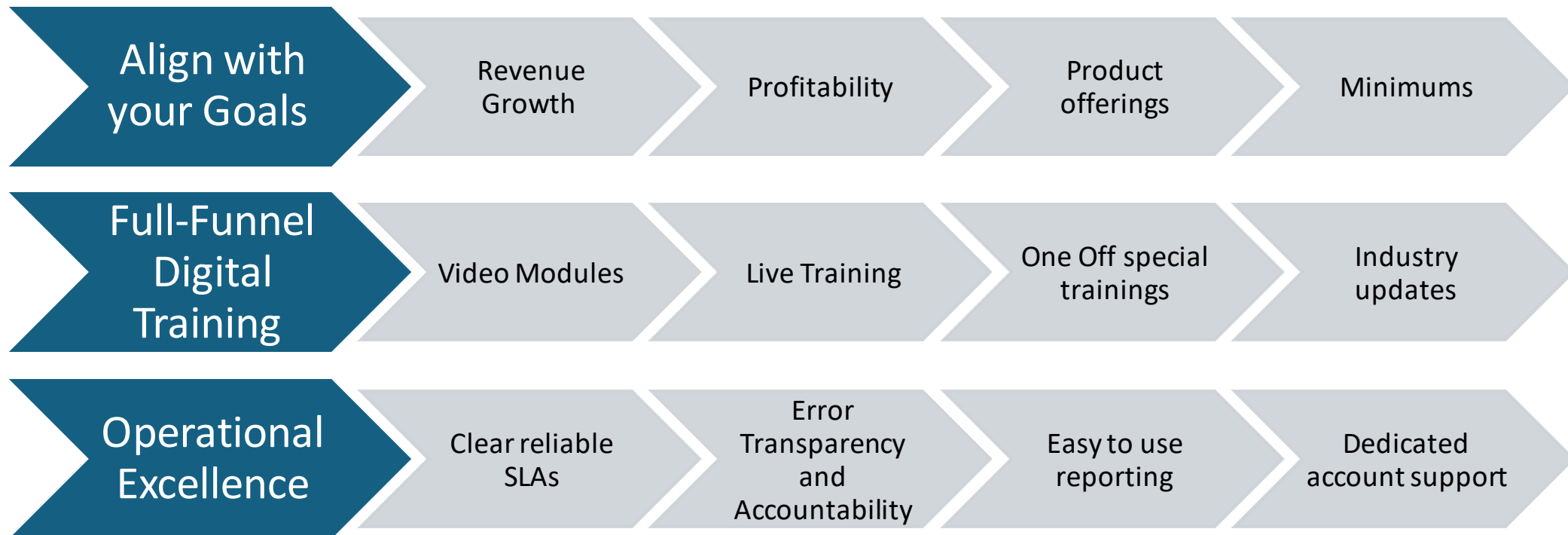
- Self service tools where it makes sense and help when you need it on complex sales

MSRP

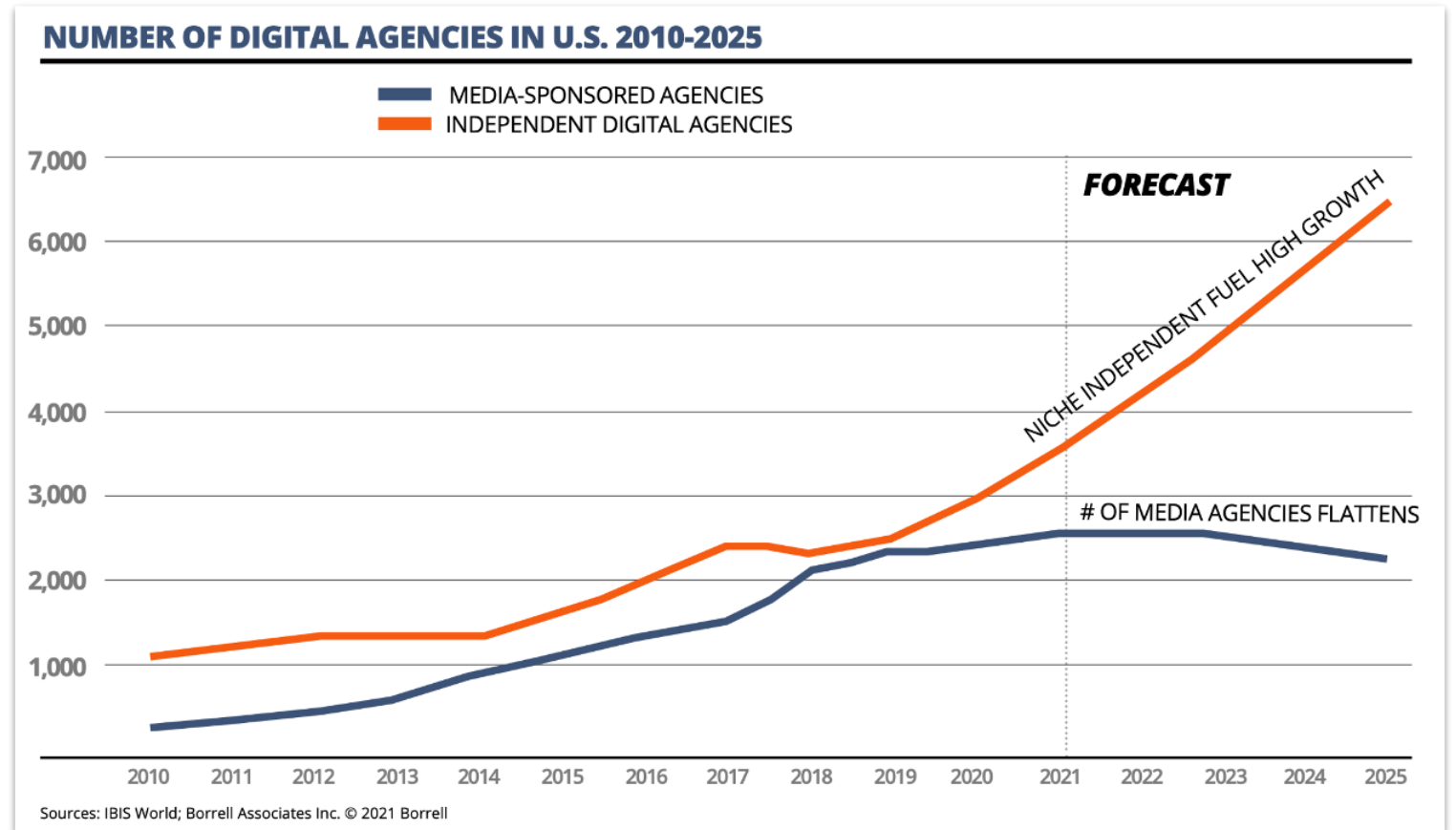
- Do their MSRPs make sense for your market and margin goals



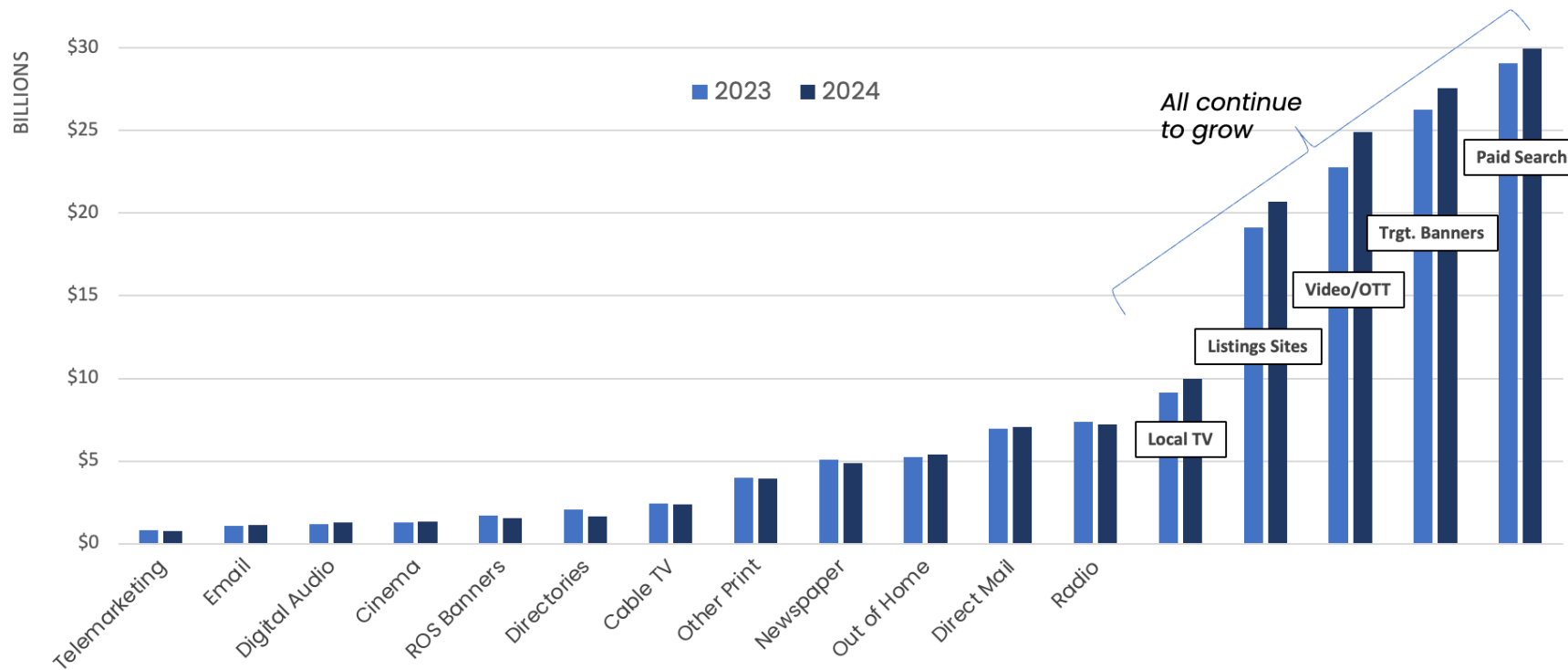
What can a good external partner do for you?



The Digital Landscape



Follow the Dollars



2024 local advertising expenditures

72%

Digital formats

18%

Non-Digital formats

The Development Cycle - Product

Use a vendor to have a full tool kit

Use the vendor to train your team. Begin hiring up in digital ops

Leverage digital ops to begin in-housing start with display

Roll the learnings from digital ops back into team training

Begin Expanding Capabilities

Step 1 In-house your O&O and use GAM

Your O&O fulfillment via GAM represents an investment in learning to schedule and run campaigns.

The knowledge and processes you build executing GAM will translate to DV360 or another DSP (demand side platform)

Focus on understanding pacing, optimization, placements, you can grow rich media and high impact offerings as you learn more

Don't neglect your programmatic stack –optimize using house ads in place of low price fill, saving high value placements for premium bids

When to In-house Display – Cost Calculation

- Programmatic display represents the easiest first in-housing opportunity
- Partner costs for a display ad impression average \$1.75
- Costs for ads purchased directly in DV360 averaged \$0.48 last month
- Meaning that for every 1,000,000 impressions you serve on average you will save \$1,200.
- If your organization has sufficient scale to afford 2 ad ops staff from the savings then you may be a candidate to inhouse display



Keys to a good in-house partner

- No minimums
- Access to controls
- Ease of use
- Separate support and self-service tiers
- Responsiveness
- Margins
- Similarity to current tools



Rate considerations

- If you were able to sell at the old partner rate just stay there
- Consider onsite/offsite blends without set allocations
 - You can move impressions in low inventory times
- Allows for low price point to bulk packages for CPM based buyers
- You can become an agency for local large players

Reporting and Retention

- Train your team to:
 - Understand the products that “work good” but have harder to communicate attribution (Display, OTT, Print, SEO)
 - Understand the products that “report good” whether they really drove value or not (SEM, Geo-Fencing, OOH)
 - Understand when to use the EGO buys (High-Impact, Sponsorships)
- Make sure your solutions contain both effective and solid reporting products
 - This is the biggest case for SEM
 - Make the Google taxi work for you



The Google Taxi – Who brought you the customer?

- Did the rider ask to be brought to this diner based on marketing the diner had previously done?
- Did the driver make a recommendation?

EITHER WAY Google analytics gives the credit to the Taxi

This is why last click attribution doesn't tell the full story.





Reporting – The Final Frontier

- Great products are no use if you can't streamline reporting
- Reports must be delivered monthly – are you tracking this in your CRM?
- Roleplay reporting calls
- Leverage AI to generate FAQ's and explain terms
- **GET GA ACCESS!**

THANK YOU

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