

Price Without Value = NO SALE!

8 Ways to Sell the Value of Advertising with Us.

Do you buy something when
you are not clear on what
you are receiving?

Will you pay more for
something if you know why
you are paying more?

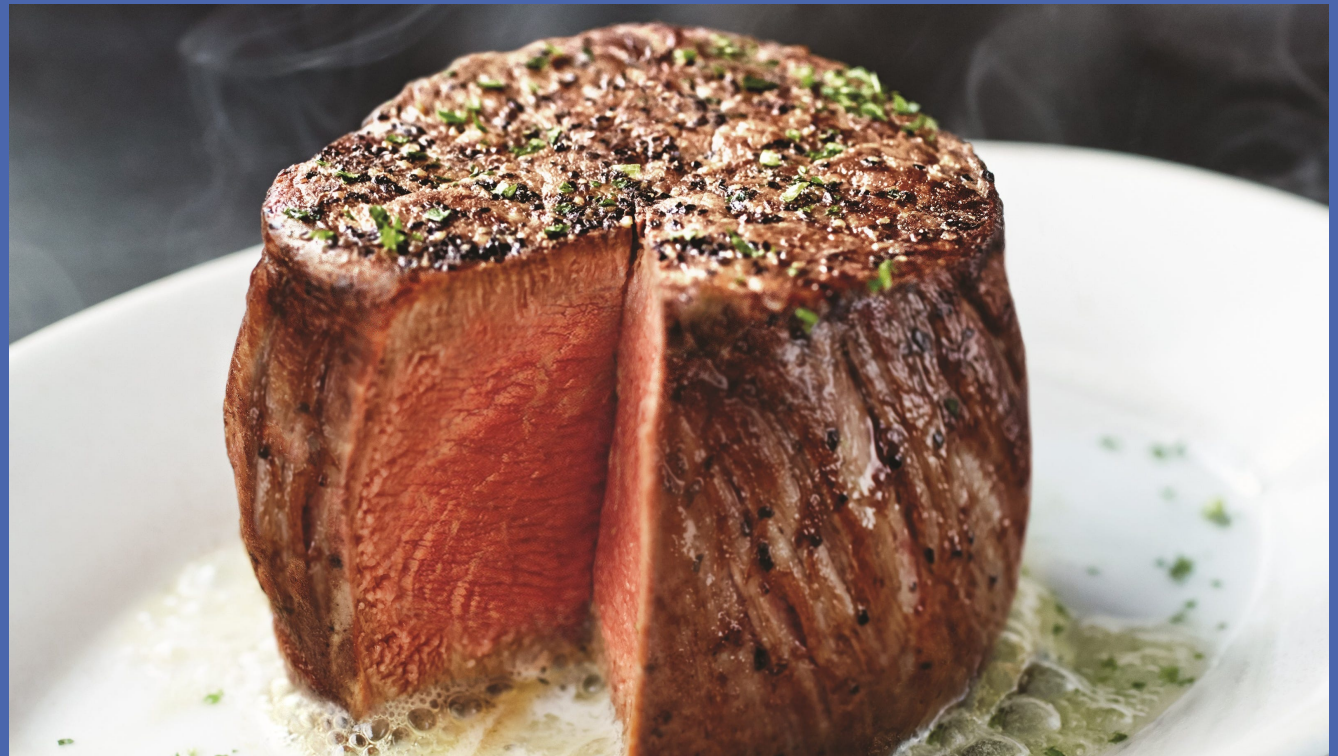


BIG IDEA #1

**Price is what
they pay. Value
is what they get.**

So... what is your UVVS? Your
unique value statement?





Try to limit your UVS to three sentences.

Permission based media
Loyal audience members
Affordable frequency

How do those things fix a problem for the majority of your advertisers?

Permission based media – Facebook is all about intrusion.

Loyal audience members -We can prove our audience

Affordable frequency -TOMA- we impact all stages of the sales funnel

We are one of the last permission-based marketing channels in the market. We offer you a proven and tested audience. We can get your name in front of these people at an affordable price.

WE have a problem...

We are one of the last permission-based marketing channels in the market. We offer you a proven and tested audience. We can get your name in front of these people at an affordable price.

We help local business owners like **you** get **your** message in front of our loyal audience in an affordable way. Our goal is simple, to put **your** name, **your** product or **your** message in front of local buyers so often that when they have a need for **your** product or **your** service, they will think of **you** first. Buy from **you** first. Google **you** first.

What are your three D-Factors?

1. _____

2. _____

3. _____

What are **your** differentiating factors?

1. Our readers are not generic citizens, they love to read, research and be informed.
2. We are permission-based marketing.
3. Our readers have a proven track record of making purchases.

We offer _____ and this helps your company by _____.

We also help by offering _____ and this will impact your company by _____.

Finally, we offer _____ and this helps your company by _____.

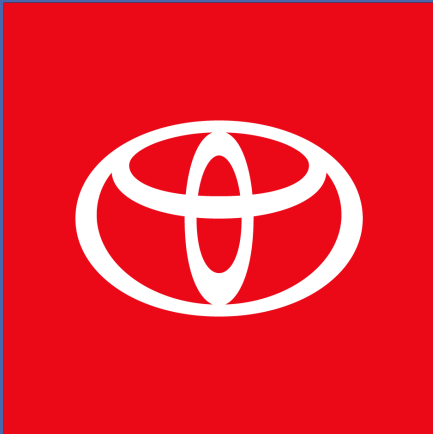
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BIG IDEA #2

**Price becomes
the deciding
factor when two
products seem
similar.**

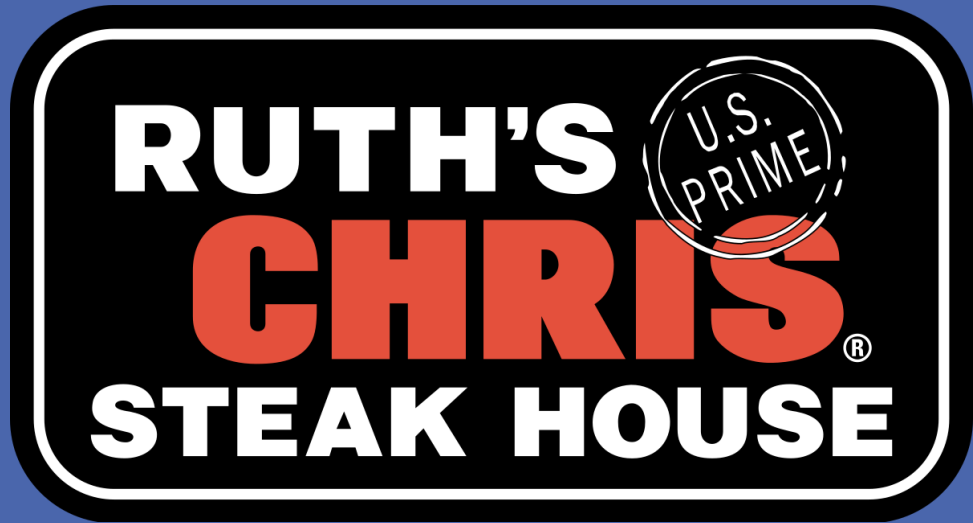
Will you pay more for
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you are paying more?

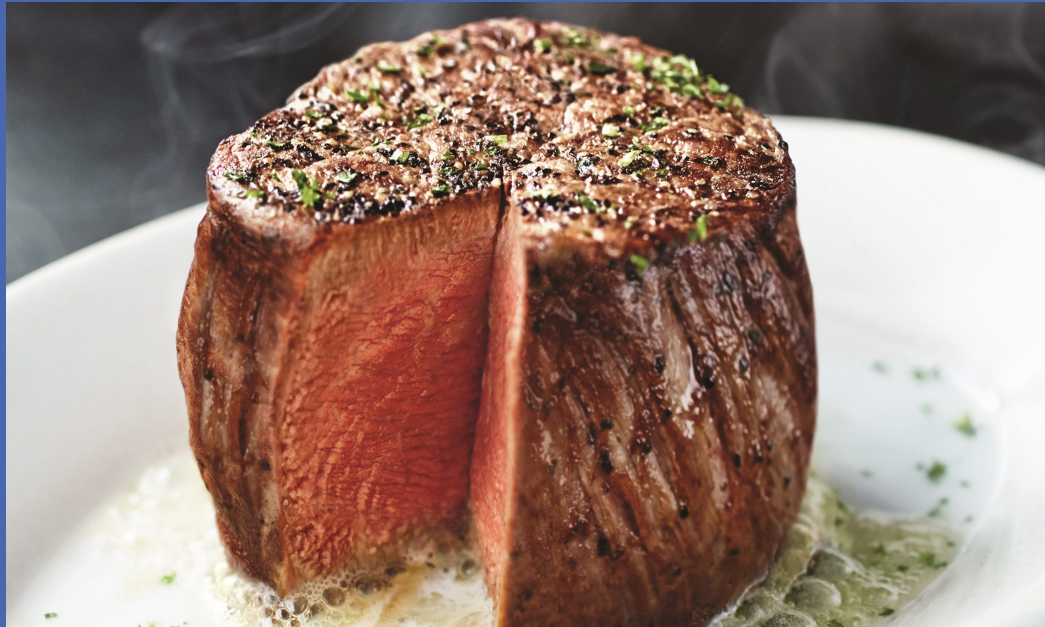


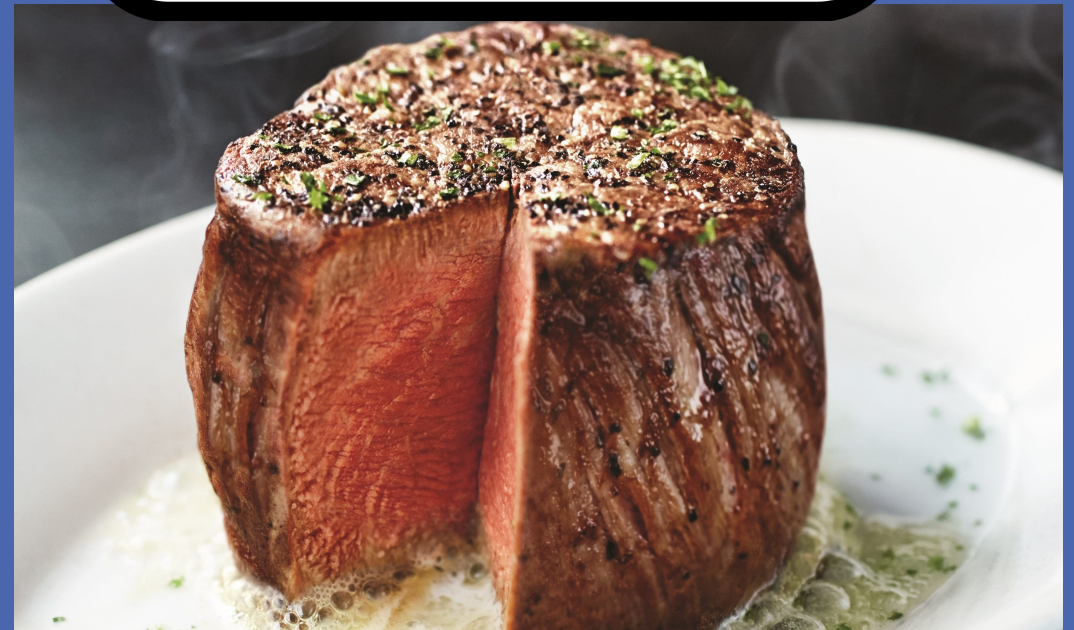
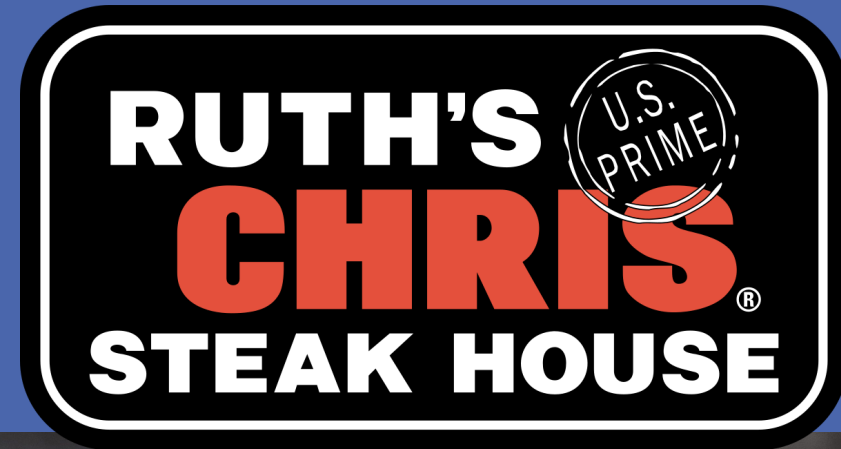
TOYOTA



LEXUS







There is a reason that your investment with us has a price tag. May I explain?

Get the conversation off price.

Do not apologize for the price.

**Explain the value of what they
will receive in working with us.**



**BIG
IDEA
#3**

**Relevance +
Success Stories
= ROI/Value**



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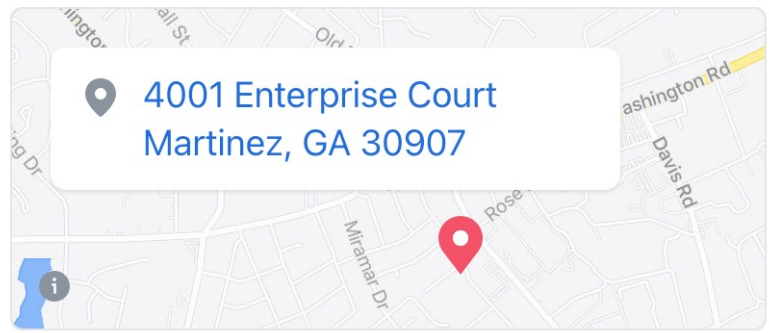
Window World of Augusta (Martinez, GA)


22h · 🌐






About [See all](#)






 Window World of CSRA, Georgia is the premier supplier of superior replacement windows, doors and vinyl siding in the area.

 Experience Window World's unrivaled ENERGY STAR replacement windows, doors, vinyl siding, shutters and more. Contact us to schedule your free in-home ... [See more](#)

 609 people like this

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 Window World of Augusta (Martinez, GA) 

22h · 

We're proud to announce that we've been awarded the 2022 Military Friendly® Employer designation for our efforts in creating meaningful career paths for military veterans. 🇺🇸❤️ #WWMI





Window World of Augusta (Martinez, GA)

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actions taken by the people who manage and post content.



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Window World of Augusta (Martinez, GA)

April 26 at 1:05 PM · 🌐



Garden windows. 🌿

Perfect for flowers, herbs, and that Chia Pet the kids gave up on after the holidays. <http://ow.ly/cP2k50I3CcJ>





Window World of Augusta (Martinez, GA)

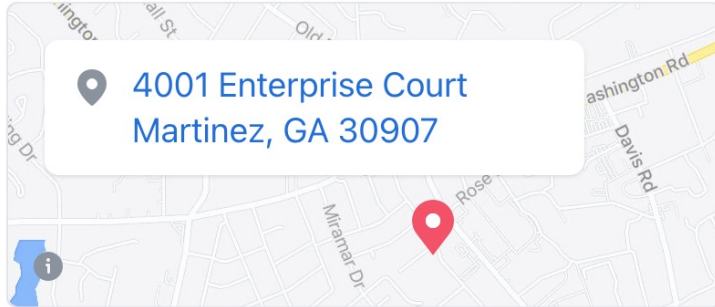
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Experience Window World's unrivaled ENERGY STAR replacement windows, doors, vinyl siding, shutters and more. Contact us to schedule your free in-home ... **See more**

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16 people checked in here



Window World of Augusta (Martinez, GA)

April 29 at 11:05 AM · 🌐

Window World's relationship with racing started with John Andretti, and it continues today with his son Jarett. 🇺🇸❤️

<http://ow.ly/xg2u50I2Cav>





**BIG
IDEA
#4**

Value is **WAY**
more than
bringing in new
business.

PAST CUSTOMER
RE-ENGAGEMENT

CUSTOMER THANKS
& RETENTION &
REFFERALS

2

WHAT
WE DO

3

1

NEW BUSINESS DEVELOPMENT



**BIG
IDEA
#5**

The questions you
ask drive the value
conversation
deeper.

When you choose a marketing partner or marketing product, what are the three main things you look for?

When you run local ads, what are your expectations?

When you think about marketing your product/service to this market, do you want to simply been seen, be competitive, or dominate?



**BIG
IDEA
#6**

**The Fear of
Change is Real
No Matter the
Value.**



Do you like change?

Yes or No

“it depends” is not allowed
right now.

**You are
asking them
to pay more
and run an ad
in a printed
publication.**





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totally organized!

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**BIG
IDEA
#7**

**It is imperative to
set a minimum ad
spend for ROI
success.**

What is the least amount of money or size for success in a certain category?

Every category may be different.

Detail the value from the minimum.



**BIG
IDEA
#8**

**If You Stay Ready,
You Do Not Need
to Get Ready.**

Beating the ... **“You are too expensive or more expensive.”** Objection.

It's interesting that you say that... I don't hear that very often. What I do hear is how that serious business owners like _____ love the results and love working with us.

What about Company A, Company B, or Company C?

What about 'em?

They have been working with us for 7 years. They love their results.

DRIVE FOMO...





1. Price is what they pay. Value is what they get.
2. Price becomes the deciding factor when two products seem similar.
3. Relevance + Success Stories = ROI/Value
4. Value is WAY more than bringing in new business.
5. The questions you ask drive the value conversation deeper.
6. The Fear of Change is Real No Matter the Value.
7. It is imperative to set a minimum ad spend for ROI success.
8. If You Stay Ready, You Do Not Need to Get Ready.



Price Without Value = NO SALE!

8 Ways to Sell the Value of Advertising with Us.