

Selling Ads Without a Salesperson

A Guide to Ecommerce for Publishers



Ecommerce

Quick Show of Hands:

How many of you purchased something online over the past 18 months?

Was that purchase over \$500?



Ecommerce

- US B2B Ecommerce Sites expected to reach \$1.5 billion this year.
- 12.2% Increase from 2020

Death of a Salesperson?

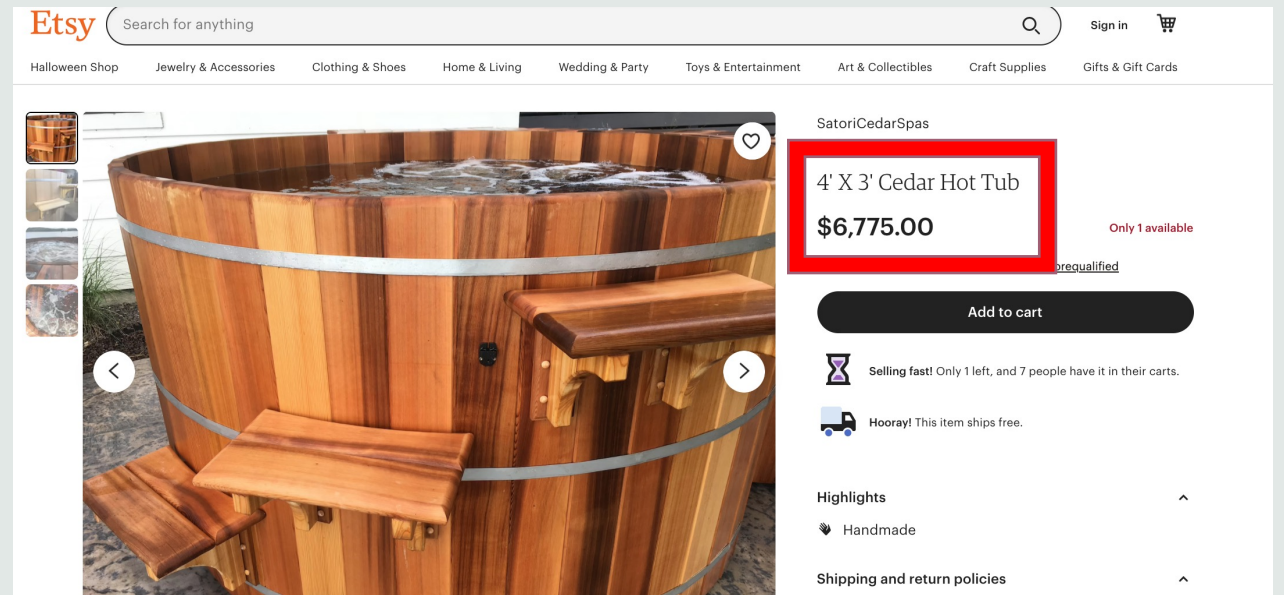
Not so fast.

There will be no replacement for a consultative salesperson anytime soon.

Transactional sales will be automated.

Extreme Example

If someone can and will buy a \$7,000 hot tub on Etsy, a business can and will buy a \$500 Ad from your Storefront.



Why won't this work?

- Salespeople bring the value! They explain. They overcome objections.

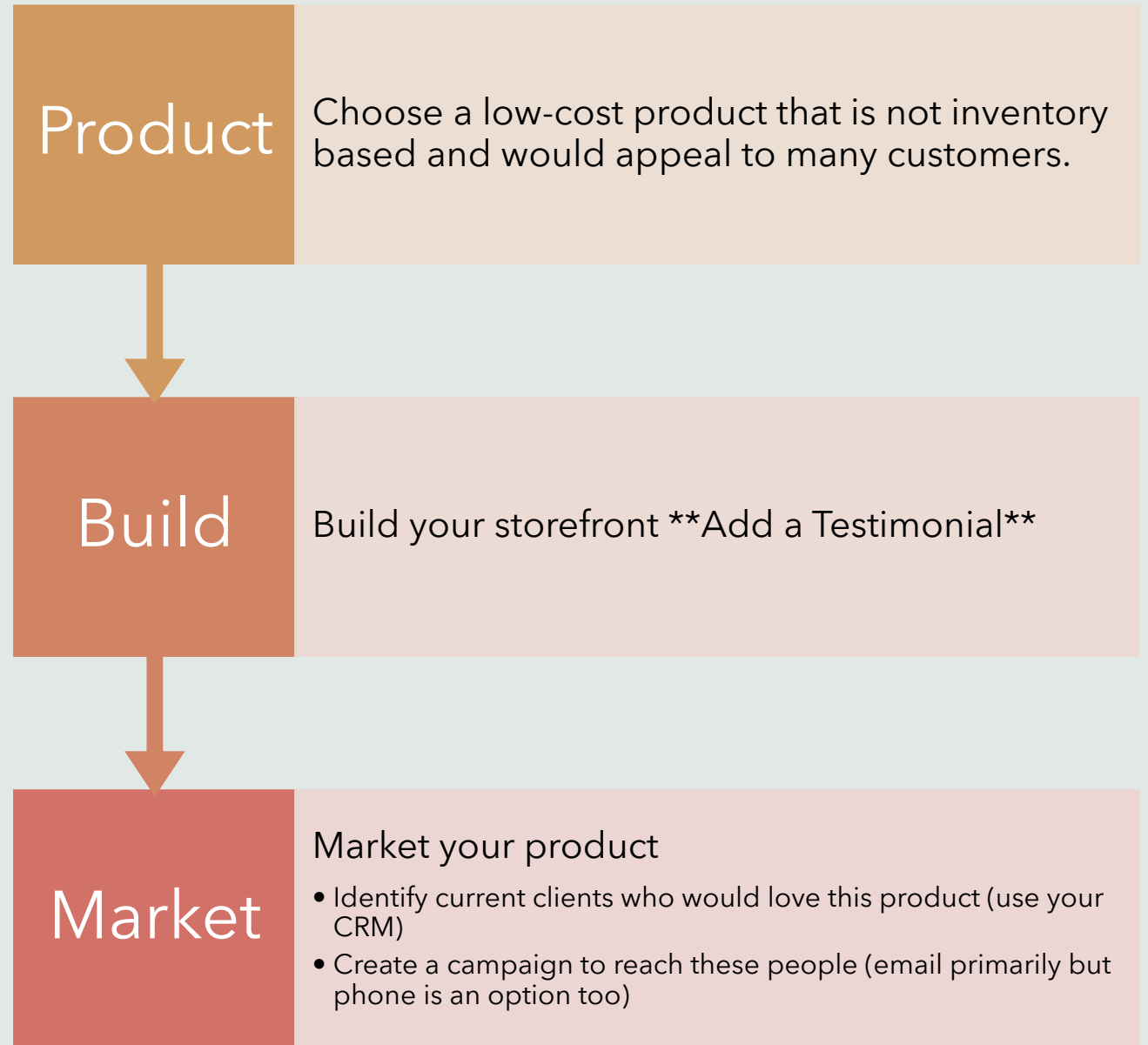
Agreed! But... How many objections should you have to overcome to sell a \$100 ad?

- Salespeople also raise awareness of these products. They call. They email. They meet in person.

Agreed! But... 18 Calls to reach a buyer. 1 in 6 buyers actually buy. (108 Calls or 2.5 hours)

How can one justify all that work for such a low-priced product?

How to begin



Sort Name (ascending) ▾

20 per page ▾ < 1 >



Directory Listings

\$75.00



WOB Spotlight Story

\$850.00 - \$1,100.00



Geist Subscription

\$12.00



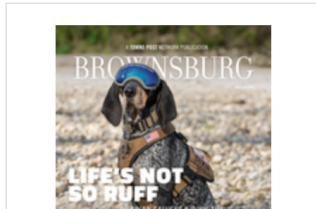
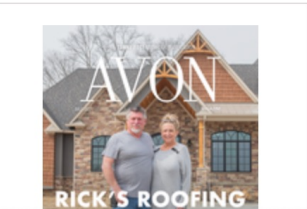
Fishers Subscription

\$12.00



Broad Ripple Subscription

\$12.00





Directory Listings

\$75.00

Print Publication *

Carmel

Issue Year *

2021

Issue Month *

October

Color *

4-Color

Quantity *

1

Add to Cart

Description

Enhanced listing feature adds a photo or logo to your free listing. Deadline for submissions is September 10, 2021. (Kokomo Magazine is September 3, 2021)

Results from one new Ecomm Ad Product

DIFFERENT DADS, DIFFERENT GIFTS

FATHER'S DAY GIFTING DOESN'T HAVE TO BE A CHALLENGE

*Writer / Angela Hale
Photography Provided*

That's right, Father's Day is right around the corner. Are you ready? Men can be so hard to buy for — is there anything he hasn't gotten for himself already? And it's hard to find something that will make him feel loved, appreciated, and surprised on his special day. But because those dads and grandpas out there do so much for us, we must try to nail it! So, here's a few ideas of ways to spoil all those different dades in your life!

THE GOLF LOVER DAD
Whether this is the man who can't leave the golf course himself, or the one who always has the golf channel on the TV, it's time to tee up a perfect Father's Day for him. If you want to spend time playing golf with him, surprise him with a Father's Day tee time at your favorite golf course or at a place like TopGolf. You might also consider getting him some fun golf socks and/or personalized golf balls.

THE OUTDOORSY DAD
This is the dad who loves being outside doing things like camping, fishing, hiking, etc. He probably has just about everything he needs but consider a gift and to his favorite shop like Cabella's or a new cooler filled with his favorite brew. If gifting isn't your thing, maybe go on a hike with your dad and spend some quality time doing what he likes. It could be spending an entire day fishing, but whatever it is, just make sure you have an agenda of which he approves.

THE GRILL MASTER DAD
This dad loves to be outside by the grill with a beer in his hand and tongs or a spatula in the other. If you want to get him something special, consider personalized grill tools, an apron, and an order of some good steaks. The grill master dad probably has a lot of grill tools already, but ask a few questions: Does he need a new grill? Or maybe some new accessories? Or does he want to try something new? Feel him out a few weeks before Father's Day and you'll find something that'll make him smile. And then enjoy a backyard cookout celebrating him with your family and friends!

THE 'HAS IT ALL DAD'
This is the dad who has it all. If he wants something, he buys it. They are the hardest to shop for and they are difficult to surprise. For this dad, you might need coordination amongst family members to keep him from buying things or to know what the latest must-have is that's on his list. There are three routes to go with this guy: You can try tried and true treats you know he loves that are edible like candy, dinners, etc. You can try to buy something that is completely different but unique like a cool bottle opener, a personalized etched growler, or maybe customized art. Or in the end, these guys always like gift cards for their next impromptu purchase.

THE 'ALL WORK/NO PLAY DAD'
It might sound silly, but these hard-working dads need some "me" time just like moms do. Check with him first, but he might appreciate a spa day! There's nothing wrong with a day spent relaxing and enjoying a little bit of pampering on top of it. Or, if he's not into those things, consider a nice beverage — maybe a top-notch whiskey and you can even get whiskey glasses and whiskey balls to go with it! It's another way to relax that he'll appreciate.

Here's to all the dads out there who help change the diapers, tie the shoes, drive the kids to school, make dinners, play in the backyard, and so much more. There are so many great things you can do with your dad and it's not always about the gifting. Spending good quality time with them is even more special. Whether it's fishing all afternoon, having a movie marathon, or spending an afternoon on the porch catching up, your father will love the memories made and the bonding time.

Product: High School Graduation Announcement

Reach: 11 Suburban Markets

\$20,000+ Additional Revenue

