

WOWK Meetings Mel Taylor

www.GetSmartDigital.com

Dinner TUES NIGHT with Owner, GM, CFO, GSM

Recommended Sessions over course of 2 days...

1. General Staff Presentation:

State of Local Digital Media. What it means to Local TV, How Local TV can win

2. Sales Staff Presentation

3. GSM & Sales Managers

4. News & Programming

Best practices, SEO, headlines, etc.

5. Marketing & Promo email capture, contesting

6. Webmaster

Advertiser Info. Current Status:

What % of current TV advertiser base

- Buys a digital product from WOWK _____
- Buys a digital product from anywhere else _____
- We have plan in place to approach non-WOWK targets
- No plan in place yet, to approach non-WOWK targets

Who plays role of 'Digital GM'

(mix of content/sales/tech experience) at each station

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Have Basic Experience in the following?

- Content / Editing / SEO
- Web Strategy
- Photo & Video Editing
- Online Advertising / Marketing
- Ad Design & Layout
- Competitive Environment
- WorldNOW features & functionality

Web 101 & Computer/Smart Phone Savvy

- Basic Web 101 & Online Marketing Terminology
- Can use Google / Search
- Can do a digital CNA; client needs analysis for Pre-sales call prep
- Social Media
- Smart Phones
- Attach, download & open documents (PDF, images, word docs, ppt
- Microsoft Office
- Email signature file

Comp Plans & Goals

- Managers
 - Bonus
 - Penalty
 - MBO
- Sales Reps
 - Bonus
 - Penalty
 - MBO
- Web Master
 - Bonus
 - Penalty
 - MBO
- Newsroom
 - Bonus
 - Penalty
 - MBO

Inventory Management

- % LOCAL inventory (Non-WorldNOW) not being sold per mth (agy remnant)
- Ad unit placement
 - Section fronts
 - Above & Below Scroll
- Day-parts
 - Per Day, Early, Mid & Late Week. Weekend.
 - 5a-10a, 10a-4p
 - 4p-12mid
 - 12mid-5a

Ad Units

- Ad units actively being sold... locally _____
- Ad units that station has decided to..... NOT sell _____

Pricing Models

- CPM
- Flat Fee
- Sponsorship
 - Avg Effect CPM
 - Current Rate card cpms
 - How is CPM determined?
 - How / when is CPM discounted?

Video

- Pre-roll? :05, :10, :15, :30
- Lower third?
- Frequency Cap? Y / N How many before next commercial? _____
- Pricing models used _____

Sales & Online Media Kit & Collateral

Do you have the following?

- 3 Basic Sales Packages
- Simple one-sheet leave behind
- Simple online media kit
- Request AD info on website

Reach & Website Data

Avg # Pageviews

- Monthly _____
- Past 6 month trend _____

Avg # of Monthly Users (viewers/readers)

- Monthly _____
- Past 6 month trend _____

Database

- Advertiser database controlled by sales manager (ex: using MailChimp.com)

Email Address	
Website address	
Facebook	
Twitter	
Linked in	
Other social media	
Currently using these digital marketing programs:	
Shows interest in these digital programs:	