



## **50 Revenue Ideas for Publishers To Boost Sales**

**By Ryan Dohrn**

**Founder Brain Swell Media ©2016**

1. Offer research abilities to your advertisers via surveys of your audience.
2. Create a contest and promotional calendar and sell into it. To make money from contests you need to plan in advance.
3. Create voice mail and email scripts for your sales team. Use them and share them.
4. Establish a practice zone for sales people to polish their pitches.
5. Create a partnership with a local videographer and up sell their services. Or, trade for services.
6. Sell out all the ads on your website to one advertiser on a select day of the month.
7. Dedicate 25% of your ad inventory to internal promotions and products.

8. Use contesting to grow audience. Contests tend to get advertisers excited and retain users. Many of my clients use the Second Street Media for contesting .
9. Make your Monday sales meeting about the new week not about last week.
10. Create non-editorial eNewsletter that features products or services specific to a theme. For example a gear guide eBlast featuring types of shoes.
11. Be sure that your web site is built with a “responsive design.” This means that your web site will work on any smart device. This is mission critical to your success in digital sales. In most cases you do not need an app if your web site is responsive. Many of my clients use the Metro Publisher as their CMS for web site design.
12. Buy access to sales training videos and pizza. Host a lunch and learn for your sales team each month.

13. Form a partnership with a local web design company or social media management company, then up sell their services.
14. Use the data from your web polls to graphically enhance your media kit. Media kits contain too much text.
15. Create co-op ad programs where you go to the manufacturer and get the ad dollars for your advertisers.
16. Create a robust advertiser referral program.
17. Create videos that explain your new multi-media offerings. Every media offering needs a short video. 2 minutes or less.
18. Sell “Ask the Expert” videos featuring your advertisers answering your readers questions.
19. Add small tile ads to the bottom of your site as a way to offer a lower cost alternative ad. Also, duplicate the top

banner ad to the bottom of the web site. Double impressions where you can.

20. Use the top right ad spot on your web site to push your own subs.

21. Hire an expert to host “lunch and learns” for your clients via Webex or Gotomeeting. Or, do these events live for your advertisers.

22. Get a best in class CRM tool for your sales team and production staff. CRM stands for Customer Relationship Management. Many of my clients use the Magazine Manager.

23. Out source simple sales tasks like classified sales or directory renewals. Many of my clients use Open Look Business Solutions.

24. No reader benefit, no go. Create an editorial litmus test for sponsored content.

25. Offer a banner ad creation class for all your clients or offer them an e-Book.
26. Create an internal ad agency to better serve your clients.
27. Re-allocate sales territories by specialties.
28. Break apart your e-List into demographic, geographic and behavioral segments and up-charge for them. Mine your data better. Many of my clients use Knowledge Marketing for this service.
29. Create a synergistic partnership with your advertisers to grow your e-list.
30. Create proposal templates in Excel that are simple and easy to modify.
31. Use Google alerts to monitor your clients for trigger events.

32. Encourage proposal sharing in your sales team using Google docs.
33. Make sure that all your sales people are provided a copy of all press releases. Create an eNewsletter at a lower price point to sell to companies seeking “free PR”. Nothing is for free any more. Or, at least it should not be free.
34. Create a product pavilion on your website to feature products and services. Any CRM will offer this as a blog layout or article category. Simple, easy and cheap. Plus, it boost the SEO for an advertiser too.
35. Use your events calendar and sell exclusivity on certain dates or color options.
36. Offer call tracking as a free resource to prove ROI to customers.
37. Create a detailed advertiser retention program with specific details.

38. Form a partnership with a local SEO company and up sell their services.
39. Add videos into your business directory.
40. Form a team of experts to help your sales team. Use the team concept on calls.
41. Take a video camera to trade shows and create content from sales demos.
42. Sell the opportunity for your team to video a booth at a trade show.
43. Create a section on your website for PR. Then charge to be in the section.
44. Offer product placement on the main page of your website as “Featured Products”.
45. Plan early to send cards and gifts to clients. Not Christmas. Try Valentines or Thanksgiving. Small tokens go a long way.



46. Create a video featuring the testimonials of your super happy clients.

47. Create special digital editions with a focus like camp guides, weather guides, etc.

48. Buy sales and inspirational books on CD for sales people that commute. Or, get them an Audible subscription.

49. Work to create more effective sales meetings with true accountability.

50. Hire a top tier sales coach to help your sales team.

Sales people always respond better to an outsider even if they say the same thing you have been preaching.

Resources:

Out sourcing: Open-look.com

Web sites: MetroPublisher.com

CRM tool: MagazineManager.com

Digital Magazines: BlueToad.com

Big Data Tools/Email Services : KnowledgeMarketing.com

Contesting: SecondStreet.com

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