

---

# STEPPING OUTSIDE OUR FOOTPRINT

---

Chris Rhoades

President

Courtside Marketing

Blair, Nebraska

[chris@courtside-marketing.com](mailto:chris@courtside-marketing.com)

---



# WHO AM I?



- ▶ Associate Publisher of Enterprise Publishing Company, Blair, NE
- ▶ Launched our niche publishing division in 2004.
- ▶ May 2015, created Courtside Marketing... a digital marketing agency focusing on SMB's.
- ▶ Former investment advisor for Edward Jones Investments.



---

# WHAT WE'LL COVER TODAY

---

- Reasons to look outside our footprint
  - A brief history of Courtside Marketing
  - Things to keep in mind when launching a new division / product
  - How to get started / which directions to go
  - Ideas followed by ideas followed by more ideas
  - Questions and sharing ideas
-



---

# WHAT I HOPE WE ACCOMPLISH

---



- Everyone takes a MINIMUM of one idea back to their papers to implement
  - Motivate you to move on an idea that you've had
  - Discuss successes and challenges as a group
  - For me to not stand here and talk for 90 minutes
-



---

“The first one through the wall always gets bloody.”

*—John Henry, Boston Red Sox Owner*

---



---

# WHY BOTHER WITH THIS?

---

You are probably sitting on thousands of dollars of unrealized revenue

If you don't launch new products and ideas, someone else in your market will

Unfortunately, not everyone believes in newspapers... take their money anyways!

Can be a fun opportunity that can energize your staff

---





RE-BRANDED IN MAY '15

[www.courtside-marketing.com](http://www.courtside-marketing.com)



---

# THINGS TO KEEP IN MIND...

---

- Very easy to start small and grow from there... pick one or two ideas to start with, and see how it goes
  - Many products / services are high margin opportunities
  - Easy to utilize existing staff to launch many new opportunities... third party vendors readily available if needed. Don't be afraid to partner.
  - You do NOT need to be in a big market to be successful
-



---

# MUST HAVES

---

1. A great designer - If you don't have one, go get one.
  2. A great (or at least ambitious) sales person or staff
  3. An open mind to selling / competing against yourself
  4. A great network of suppliers, vendors, partners
  5. Company-wide buy in. Your niche products should carry the same weight as your newspaper products.
  6. Remove "NO" and "We Can't" from your vocabulary.
-



---

# A QUICK CASE STUDY: BUTCH'S DELI

Locally owned deli, had been in Blair since the 1980's

Rarely, if ever, advertised in newspaper

Were feeling pressure from Jimmy John's and Subway

Sat down for marketing needs analysis meeting (SWOT)

Found out they simply did not believe in newspaper advertising,  
but had a need to reach new and existing customers

No consistency in their marketing message (shotgun approach)

---



# WHAT WE DID

1. Started a business Facebook Page... over 780 Likes
2. Created new website
3. Designed their brochures, in-store menu boards, take out menus, etc. to look the same
4. As business picked up, they started to advertising in the newspaper too





---

# SHOW ME THE MONEY

---

Butch's Deli Annual Spend with Enterprise Publishing in 2014:

**\$249**

Butch's Deli Annual Spend with Enterprise Publishing (Courtside) '15:

**\$3,341**

---



---

QUESTIONS SO FAR?

---





# IDEAS

Rapid fire ideas that you can steal if you don't do them already!



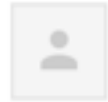
---

# KEEP IN MIND....

---

- You may already offer some of these
  - We will spend very little time on specifics for starters, and circle back at the end for questions and follow up
  - I challenge you to take back, and implement, one of the ideas presented today.
  - If you offer every single idea we discuss.... good job. Focus on doing more of them, or doing them better. :-)
-



**Ashley Bossert**

to me ▾

Jan 19 (5 days ago) ☆



Hi Chris!

I am needing to dip into one of your other business for advertising. You are kind of like the Mafia, have your hand in all sorts of things! Minus the whole killing and what not of course. Ha!

I am looking for postcards or flyers to help advertise our preschool better. I am open to ideas and the best form to deliver this. I would like to have information about the school, days we off school, programs we offer, address, etc.

Thanks Chris!!

Ashley Bossert  
Director of Children Ministries & Assistant Preschool Director

Elkhorn Hills United Methodist Church  
20227 Veterans Drive  
Elkhorn, NE 68022

# BE THE MAFIA!!!



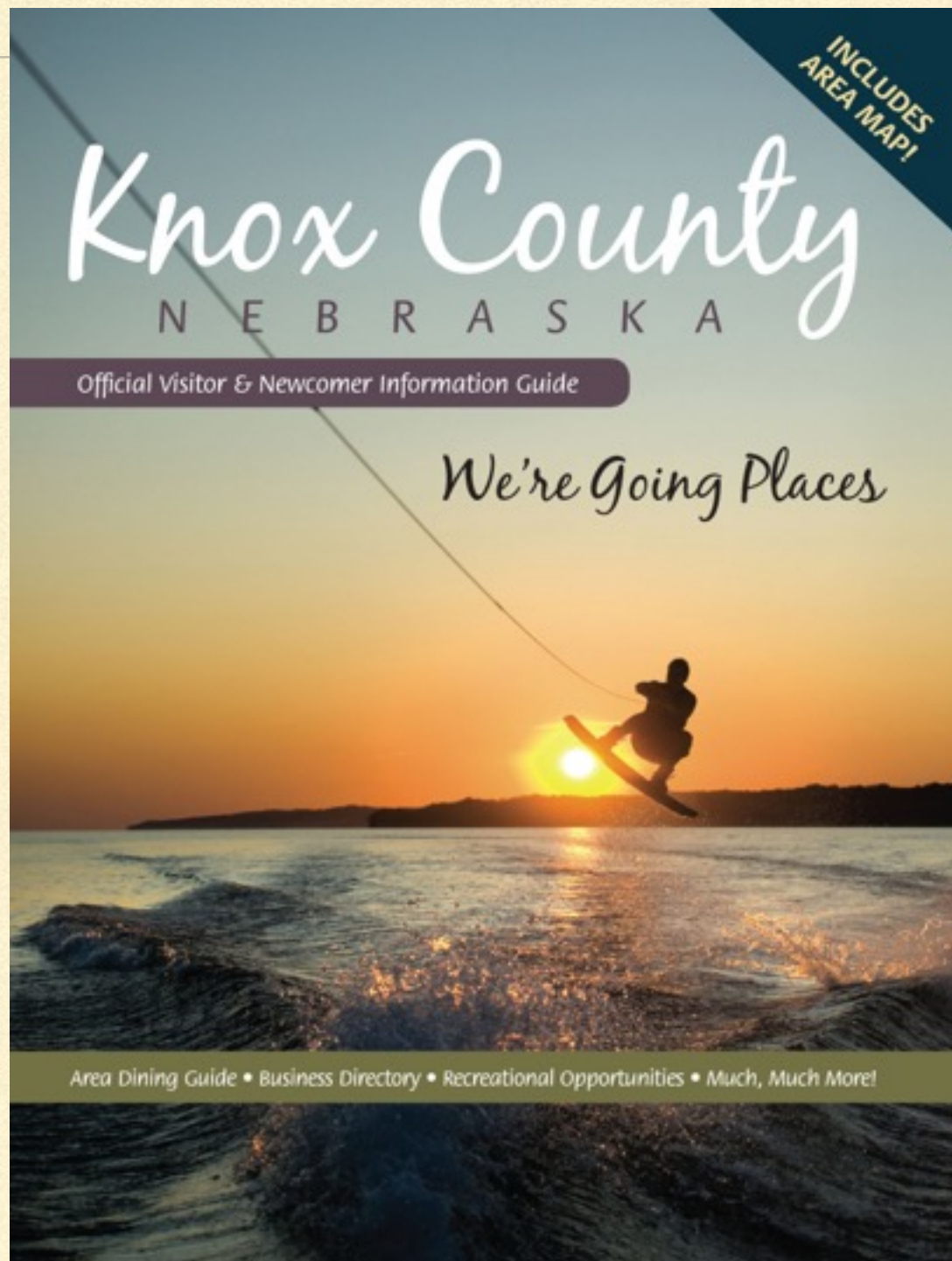
# LOCAL SPORTS POSTERS



- Insane profit margins
- We create 3 per year for each school
- Currently produce for 4 communities



# COMMUNITY PROFILE PIECES

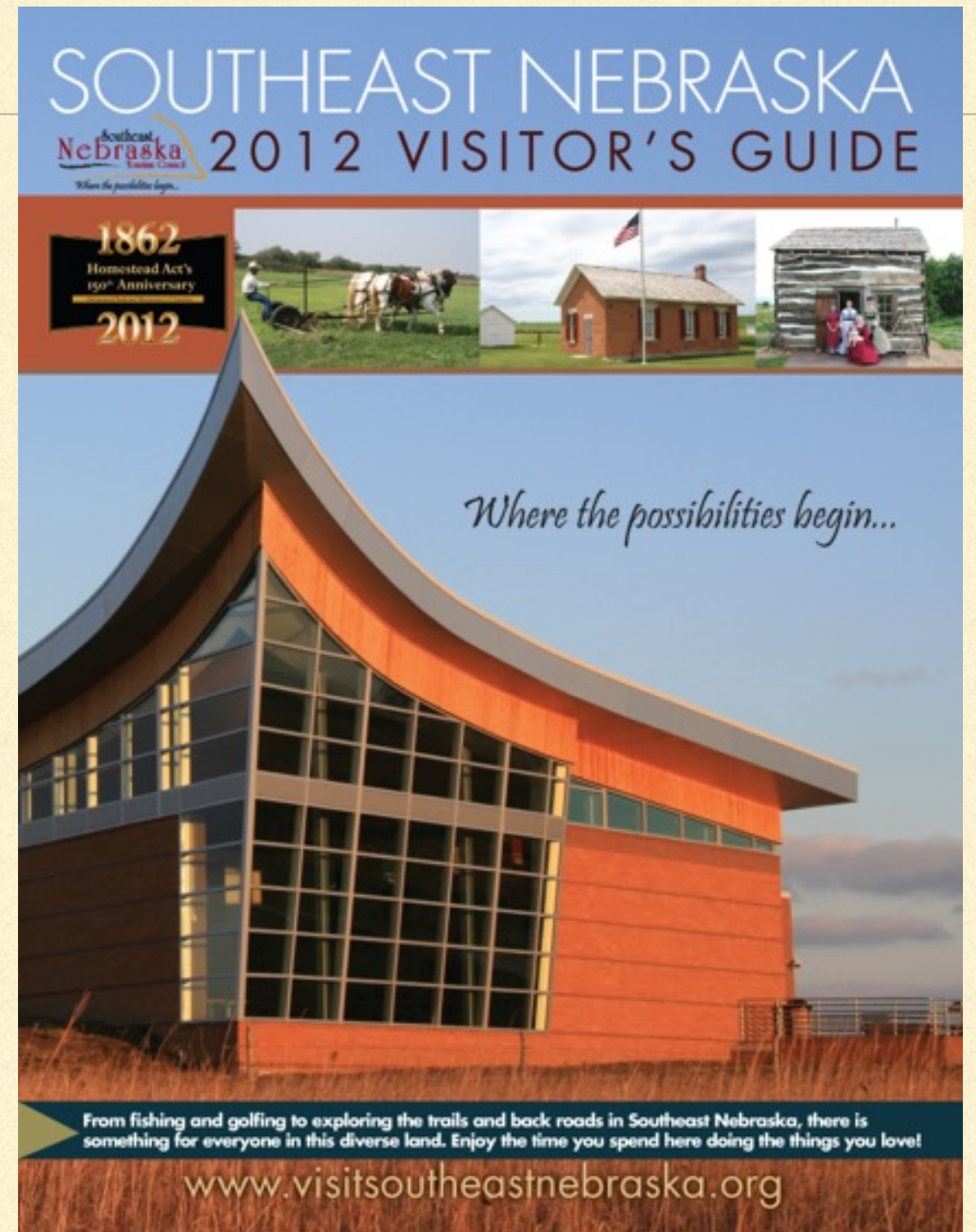


- We currently produce about 8 of these each year for different communities / counties.
- Start in your hometown, and reach out to neighboring communities after that.
- Work with local chamber / CVB to get content provided to you
- Virtually every publication now has an electronic version as well



# REGIONAL TRAVEL PUBLICATIONS

- Same concept as local pieces, but covering a larger geographical area or interest
- Currently producing two of these during the year each year





# TRADE PUBLICATIONS

- Someone is doing them... find out who, and outsell them
- Can provide full service production, saving them time and money
- If you have a printing / distribution operation, you can literally handle it from start to finish





# DESIGN SERVICES

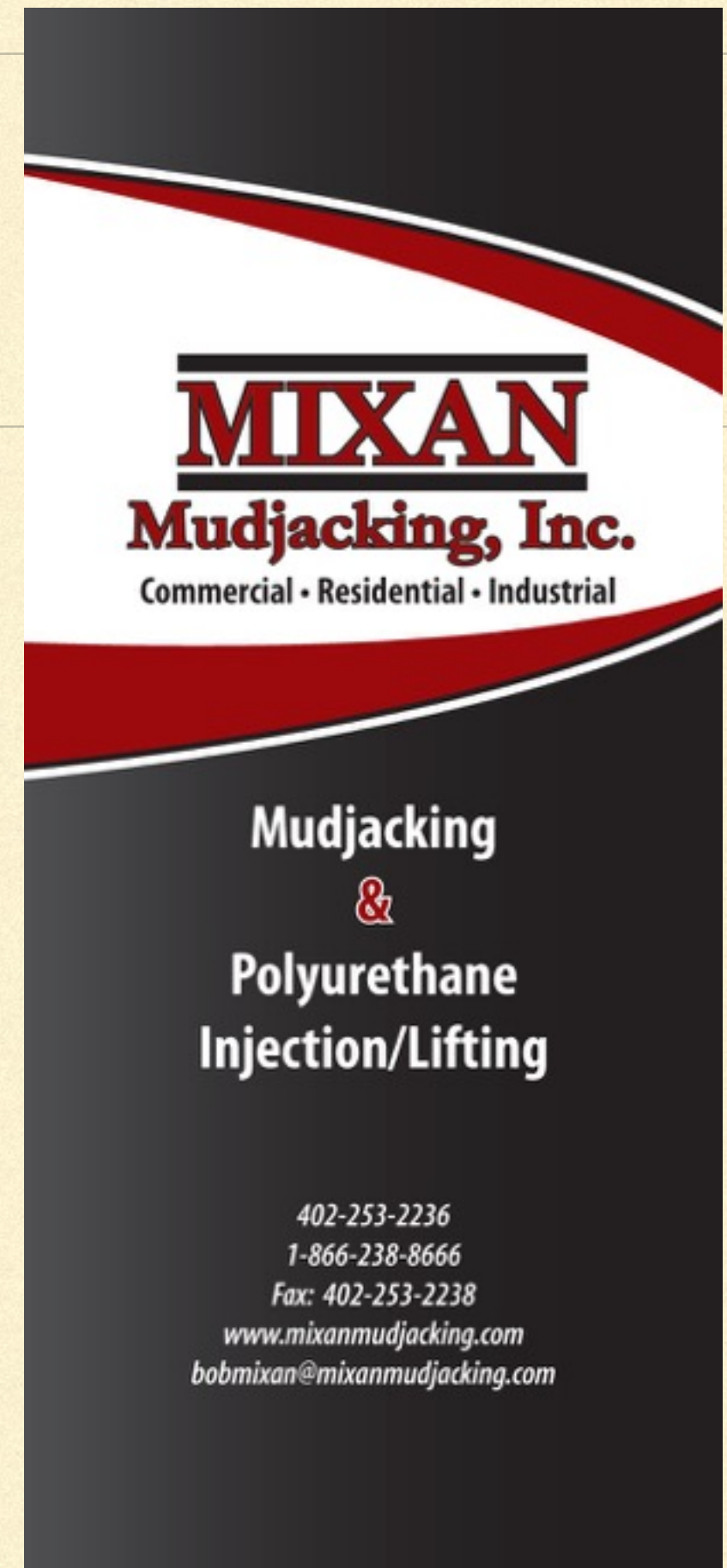


- A large part of our business is designing marketing materials and ads for other publications.
- Perfect for a medium-sized business who is big enough to need this, but small enough to not have a full time artist / marketing person on staff
- All materials look the same in all publications, for all locations



# PRINTING SERVICES

- Hopefully we take our design services and add the print job as well
- Invested in a Ricoh production machine in Jan. '16... paid off based on profits made by December.
- Utilize our network of partners to handle jobs we cannot do in house
- Major 2017 initiative is to offer a full suite of “quick print” services





# DIRECT MAIL

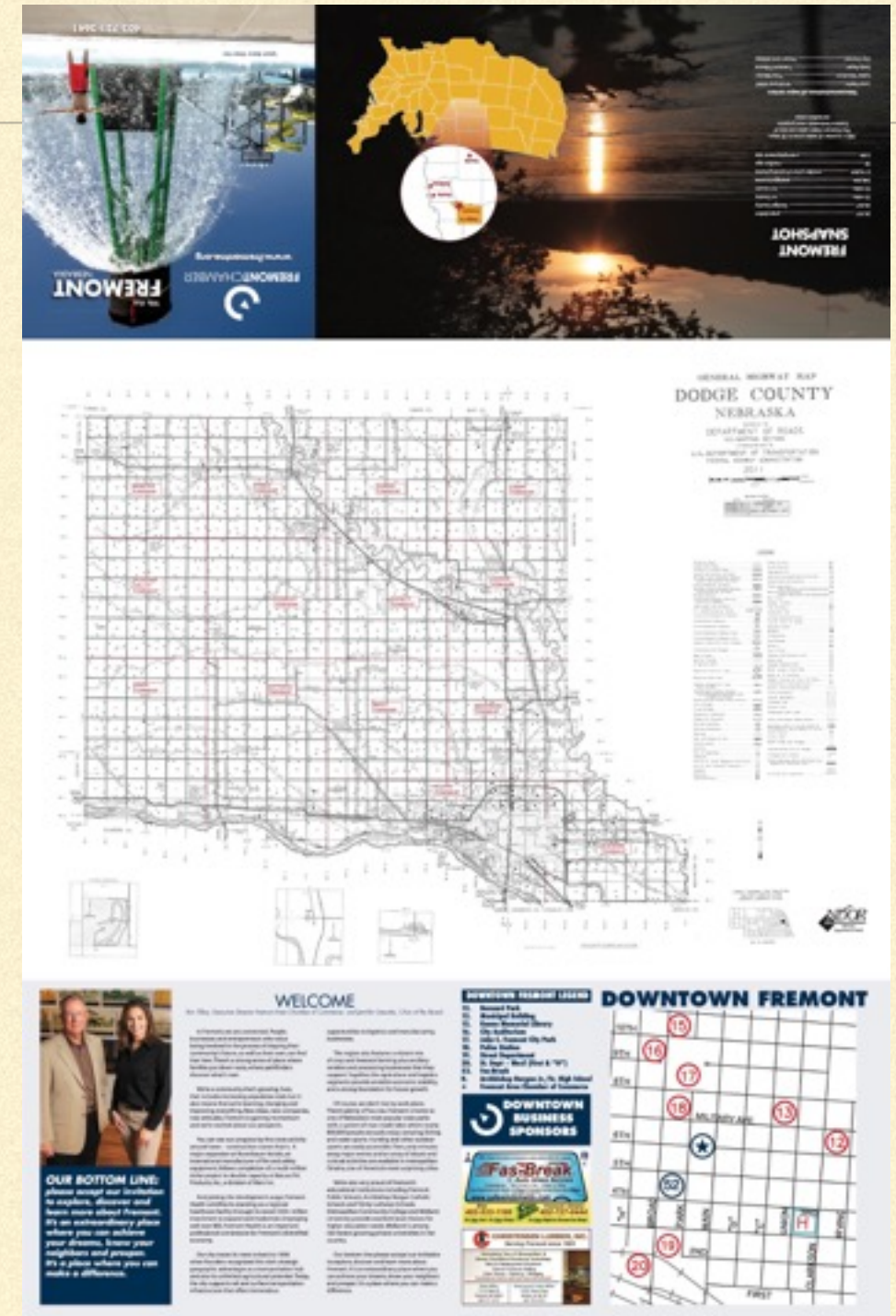


- Can charge for all aspects of the project
- Don't let them spend money elsewhere if they don't believe in inserts in your newspaper
- We charge for design, set up, mail prep, etc. with no markup on postage.



# COMMUNITY MAPS

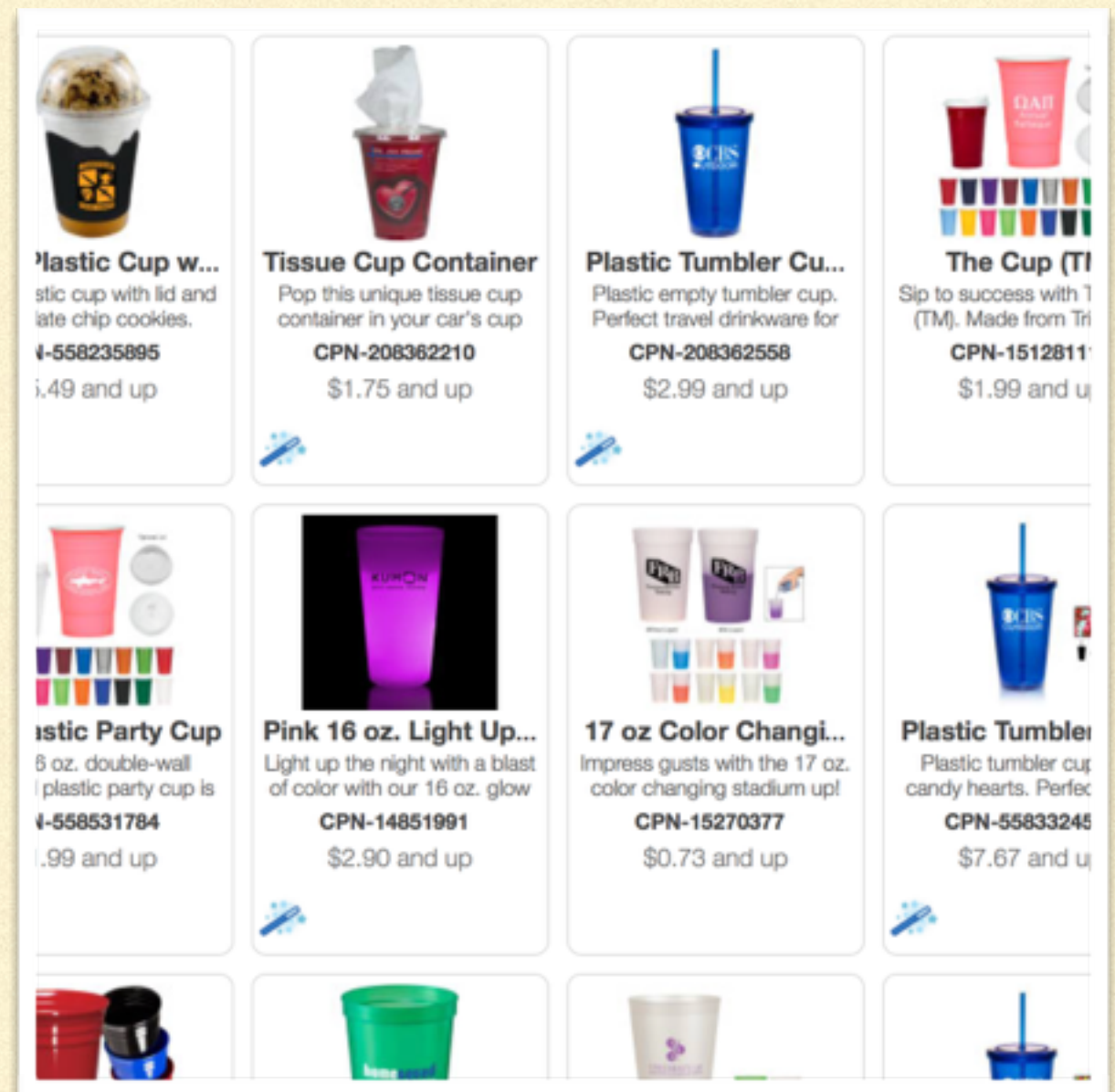
- Fold out map, created on behalf of local city or county
- As with community guides, start in local town, and reach out from there.
- Can be sold in conjunction with a community profile piece





# PROMOTIONAL ITEMS (TRINKETS AND TRASH)

- “A necessary evil”
- Customers want this stuff...  
might as well go through you.
- Very easy to become a dealer of these products, or partner with another local vendor.
- Margins are decent, workload is low.





---

# APPAREL

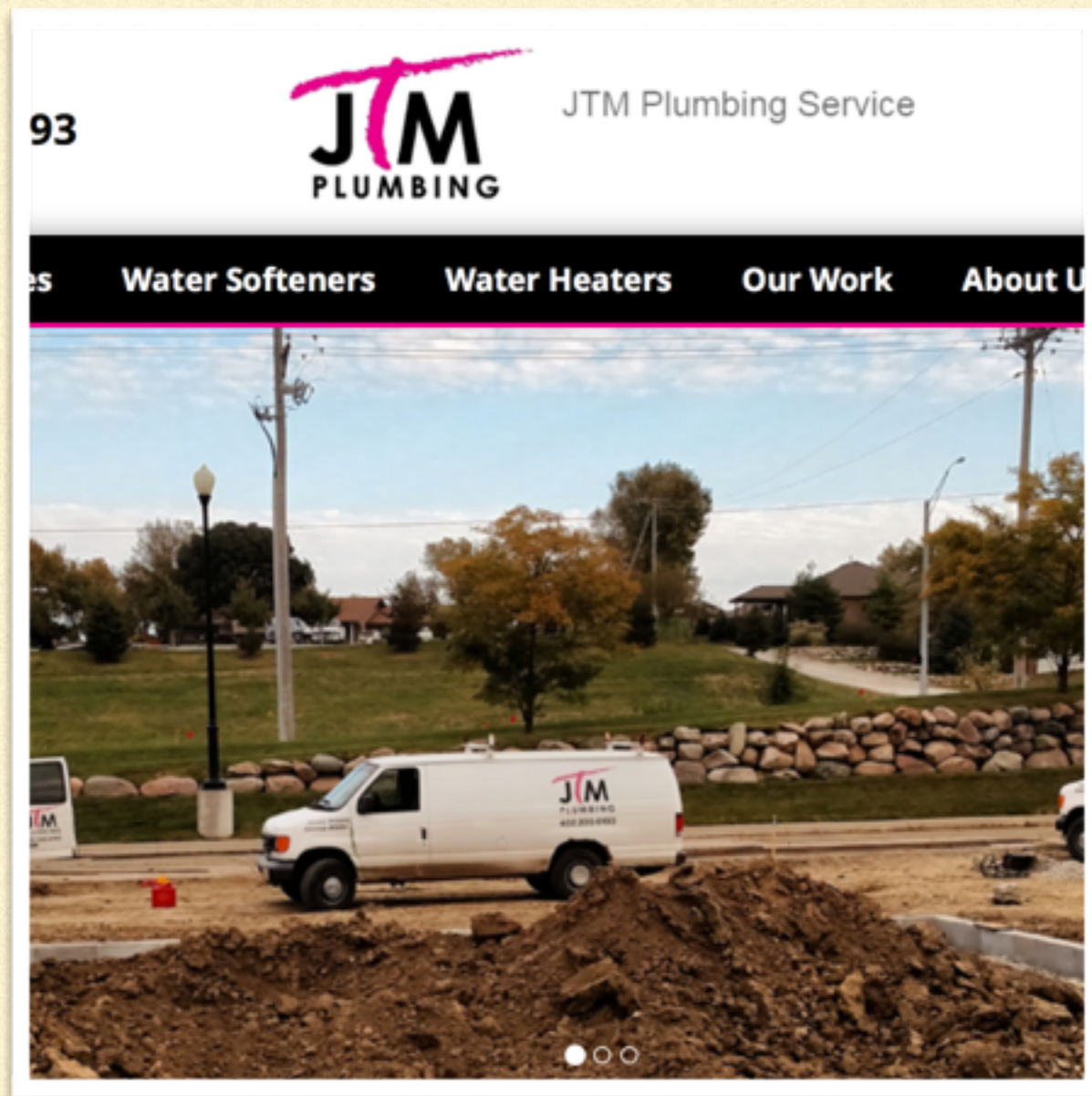
---



- We purchased CiShirts in January 2016 to further serve our customers.
- Screen printing, embroidery, custom apparel stores
- Find a local contract printer if you don't want to buy your own



# DIGITAL AGENCY SERVICES



- Social media management
- Target marketing campaigns
- Blogs
- SEO
- Websites
- Web hosting
- Video production



---

# DIGITAL AGENCY, CONT.

---

- We partner with a 3rd party vendor to handle all of the back end work (blogging, social posts, website builds, etc.)
  - Pay wholesale price to vendor, mark up from there
  - Offer product packages, but can purchase a la carte as well
  - Staff is fully trained to speak intelligently about digital services, but don't necessarily need to know how to build an actual website
-



# EVENT PLANNING / MARKETING



- Very fast growing segment of marketing business... many newspaper companies taking part.
- Terrific idea because it does often tie in to the printed newspaper (and website)
- Suburban Newspapers focuses on Business Hall of Fame, First Responders, and People's Choice

*(Courtesy Suburban Newspaper Group)*



# ON-LINE DAILY DEALS

The screenshot shows a website interface for local daily deals. At the top, a banner features a boy shouting "wow!" with the text "Save big money at Washington County businesses. Restaurants, services, and more. 50-90% off regular prices. Brought to you by the Washington County Enterprise." Below the banner is a "Current Deal" section. It includes a "Deals Email:" field with a "Subscribe" button and a Facebook icon. The main deal is for "Fernando's Café & Cantina in Blair" with a "\$20 Deal for \$10". A photo of a Mexican dish is shown. To the right of the photo, the deal details are listed: "Quantity: 1", "\$10", "Add to Cart", and a table showing "VALUE \$20", "% OFF 50%", and "YOU SAVE \$10". Below this, a "Deal is On!" section indicates the deal is available until Monday, April 07, 2014, at 11:59 PM, with 14 hours, 31 minutes, and 18 seconds remaining. It also shows "131 SOLD - 168 Remaining - Limit of 2 for you". At the bottom, the business name "Fernando's Café & Cantina Blair" and address "1600 Washington Street" are listed.

Take You Say... **wow!** Save big money at Washington County businesses. Restaurants, services, and more. 50-90% off regular prices. Brought to you by the Washington County Enterprise.

Current Deal

Deals Email:  Enter Your Email Here

**Fernando's Café & Cantina in Blair**  
**\$20 Deal for \$10**

Quantity:  1

VALUE	% OFF	YOU SAVE
\$20	50%	\$10

**Deal is On!**  
You have until Mon, Apr 07 2014 11:59 PM to purchase!  
**14 hrs 31 mins, 18 secs**  
131 SOLD - 168 Remaining - Limit of 2 for you

**Fernando's Café & Cantina Blair**  
1600 Washington Street

**Description**  
Why travel south of the border when you can have wonderful Mexican food right here? All of our dishes are made from fresh ingredients, prepared just how you like them. Our tortillas are made by hand every

- Local “Groupon” concept
- Serves the market that Groupon or other sites won’t serve
- Can cross promote in your newspaper and on website
- Revenue is split with the business.... great for them because no funds are invested upfront.



# ON-LINE CONTESTS

- We have done a weekly football contest for 5+ years now
- Weekly and season-long prizes available
- Also an annual March Madness competition

The screenshot displays the 'Enterprise Hoops Challenge' website. The main banner features the title 'Enterprise HOOPS CHALLENGE' in large, bold letters, with a basketball graphic in the background. Below the title, it states '10 Large range baskets for price of 7 - Visit Pro Shop for details.' and includes logos for 'River Wilds Golf Club' and 'Pro Shop' with contact information. The left sidebar contains advertisements for 'AD YOUR METOWN VSPAPERS', 'ENTERPRISE PUBLISHING COMPANY', and 'Missouri Valley NEWS'. The right sidebar features an advertisement for 'Vision Care Clinic' listing several optometrists and their contact details. The bottom section of the page is a navigation bar with links like 'WELCOME', 'PICKS', 'TALK', 'GROUPS', 'LEADERS', and 'WINNERS'. Below this, there's a prominent section for the 'WELCOME TO THE \$1,000,000 MARCH FEVER 2014 CHALLENGE' with a 'PLAY NOW' button and social media icons. To the right of this section is an advertisement for 'COLLEGE BASKETBALL Bracket' with a 'PLAY NOW' button. The bottom right corner includes an advertisement for 'Blair Gard & Greenh'.



---

Now, let's hear from you! Questions, comments, other ideas to share with the group?

