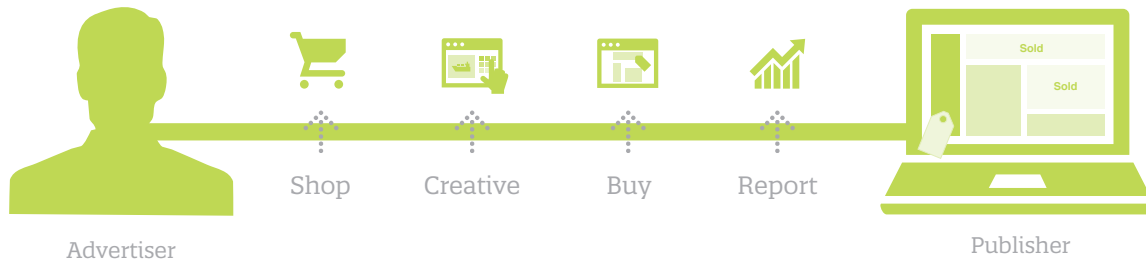


3 Easy Tips To Drive Direct Ad Sales



Adslot Publisher Grows Your Business

The self serve process:



Powering your direct display sales via Adslot Publisher is a smart move. Your site will have its own storefront which will be your advertising showcase to the world, containing all the information advertisers require to make an informed decision. It will allow them to find and buy media, build creative and manage their campaign reporting through a self-service platform. Providing access to advertisers of all sizes and freeing you, the publisher, from the administration and hassle normally associated with direct sales.

To get the most from the platform, you'll still need to promote your storefront. This guide was designed to provide easy to implement suggestions to help you attract advertisers. so they can self-serve their way to associating their brand with your content, audience and brand.

1. Utilising Your Assets

Homepage

Make sure the "Advertise" button has prominence on your homepage and all section pages where you're offering advertising space. For maximum impact you should run it twice: on or near your site's navigation bar and footer.

Social Channels

Remind those who follow your brand on Twitter and Facebook that you are now accepting advertising with a quick and easy-to-use process. Always include the URL to your storefront in any update. Messages through social channels can have a short shelf life so to reach everyone, you will need to broadcast your message more than once. Once a fortnight or when you have something new to say (prices, new ad zones) should be about right.

Blogs

A quick post to update your customers and users about your new self serve storefront will go a long way to spreading the word among those who follow your company. It would also be very handy to include a footer on every blog post with an offer to "reach our audience" with a link to your storefront.

Email Lists

It would be a great idea to include a short update on your new display media channel. You could mention prices for specific ad units and sections to give them more prominence. Don't forget to include a call to action such as "Be a Sponsor Today!" along with the link to your storefront.

House Ads

Consider running House ads to promote your storefront and ad zones on offer for any unsold impressions.

Email Footers

Add a "Advertise With Us" call to action and link to your storefront on every employee's email footer.

Thanking Your Advertisers

It's always a nice touch to thank advertisers for their sponsorship through your blog, Twitter or Facebook. It is a value add that will delight them and help to retain repeat business. Plus it's a great way to show your prospects that you have advertisers already taking advantage of your site.

2. Finding Advertisers

Scouting Current Advertisers

If you're already using an Ad Network like AdSense, take note of those advertisers that are a good fit and currently targeting your site. The goal is to find companies who will most likely buy ad space from you directly so if you are selling smaller campaigns, look for smaller advertisers who are more likely to move quickly and buy from you than a large national advertiser.

Analyse Your Competitors

Check out your competitor's sites and note who is advertising on those. Make sure you're noting down smaller, nimbler companies who will be receptive to a direct approach from you.

Who Is Leaving Comments

If you have any kind of interaction on your site, review who is leaving comments and what company they represent, either by their company name or email domain. If they sell products related to your site, you should contact them and ask if they are interested in becoming a sponsor. This technique works well because the person will already be a member of your community.

Who Is Linking To You

Find out who is linking to your blog posts and see if the company they represent is related to your site.

Use Google

Search for products related to your area and note down the companies in both the natural search results and the AdWords advertisers. Companies that sell something related to your business would certainly be interested in advertising on your site, especially those that are already spending money on Google AdWords.

Bookmarking Potential Advertisers

Create a bookmark called "Potential advertisers" and as you browse the web, add websites to this bookmark to get in contact with at a later date. If you use the web a lot, you'll find this will fill up quickly.



3. Getting In Touch

Once you have your list of potential advertisers to target, you'll need to make contact.

There are a number of ways to do this :

1. Social

If your target advertisers are on Twitter or Facebook, follow or like them and post on their wall or direct message to see if they're interested to advertise on your site. Someone from Marketing will run these channels so if they respond, you'll be speaking to the right department.

2. Generic Form

Fill in your target advertiser's "Contact Us" form and ask to be put in touch with the Marketing department as you have a proposal you'd like to put forward. If you make it through their spam filter and get a call back, you'll be speaking to the right department.

3. Email

Go on your target advertiser's site and try to find a contact email from Marketing. If this is difficult, try locating their email via LinkedIn or possibly Twitter and Facebook.

4. Communication Your Offer

Once you've established contact, you'll need to communicate your offer clearly, succinctly and in under 2 paragraphs. It is wise to have an email template for your offer which:

1. **Introduces** yourself and quickly explains what the email is about.
2. **Explains** why you decided to contact them and what they have to gain.
3. **Provides** details about your site. Include information such as traffic, uniques, subscribers, topics and audience.
4. **Details** the advertising options available such as placement location, pricing, duration, number of advertisers on the page and so forth.

You can locate a sample email at:

www.adslot.com/finding-new-advertisers-via-email

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