

Outsourcing Advertising Sales & Marketing

Presented by:

Jim Elliott, President
JAMES G. ELLIOTT CO., INC.

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James G. Elliott Co., Inc. Background

- National independent media sales and services organization since 1984.
- Represented more than 200 print and digital media properties – Almost \$500 Million Revenue..
- Offices in all major US advertising centers.



New York • Los Angeles • Chicago • Detroit • San Francisco

James G. Elliott Co., Inc. Clients



- Large consumer publishers
- Large paid websites
- Special interest publications
- Custom publishers
- Trade publishers
- Large & small associations
- Newspaper publishers
- Major syndicated research provider

Full Customizable Services, National Coverage

JAMES G. ELLIOTT CO., INC.
media | marketing | research | sales

- Print & Online Sales
- Classified & Direct Response Sales
- Ad Coordination
- Marketing Services
- Research

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Why Should Publishers Outsource Advertising Sales?



- Shed fixed costs.
- Avoid HR issues.
- Increase business.
- Simplify operations.
- Improve marketing support.
- Expand market intelligence.
- Increase collective experience.
- Discover networking opportunities.

How Can Publishers Outsource Advertising Sales Successfully?



- Do proper due diligence.
- Choose an appropriate firm.
- Make sure chemistry is right and trust level is high.
- Top Management buy-in is essential.
- Structure relationship so that firm reports to senior manager who understands sales.

Common Objections to Outsourcing

- We tried it before and it didn't work for us.
- We need high-caliber salespeople.
- Our sale is different, and reps just don't understand.
- Rep firms are too small to handle our business.
- We use sophisticated CRM or publishing systems.
- We want more control.
- I have built a nice little empire: I don't want to give up my large direct sales staff.