

A BEST IMPRESSION STRATEGY™

4 Pillars of Pricing and Packing Digital Ads and Sponsored Content

And 4 Myths – Busted!

BROADSTREET

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“I Should Charge Based on Traffic.”

Don't undervalue the niche audience you have created. Anyone can price on raw audience size – but you're not just anyone. You don't need site traffic to deliver real value to clients.

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“I Should Charge What My Peers Are Charging.”

Comparing yourself to others is only human. But while you might think knowing your competitor's pricing strategy is helpful, you don't know how guided (or misguided!) their strategy might be.

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“Low Pricing Is a Safer Bet.”

Price implies value. If you don't price your packages to reflect high quality, your customers won't sense the value. And you certainly don't want to work with customers who make decisions solely based on the lowest price.

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“No One’s Ever Asked for Anything Other Than Banner Ads”

Your customers know their challenges – it’s up to you to know the solutions. Be the expert, and they’ll look to you for recommendations. Use your media kit to stand out and show your prospects you offer products they can’t get anywhere else. Remember, your clients won’t ask for something that they don’t know exists.

01

Calculate What YOU Need

As a publisher, what is your next stage as a business, and how much would it cost to achieve that? If you're pricing packages without knowing your end goal, there's no telling whether you'll be moving in the right direction.

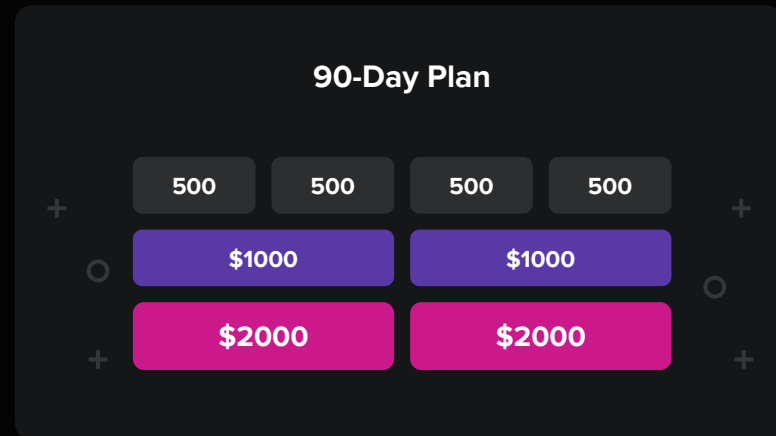
So how do you calculate your revenue goal?



Add up the anticipated costs of running your business at the next stage – then add a 20-30% margin. But knowing this grand total ARR is just the beginning. To slay this revenue dragon, you need to divide this into a number of recurring contracts at different price points.

Take a look at how this \$250K plan was divided up over 12 months and then down to just 90 days. This 90-day plan becomes much more manageable.

Could you sell packages worth these amounts in 90 days?



02 Provide a Unique Solution

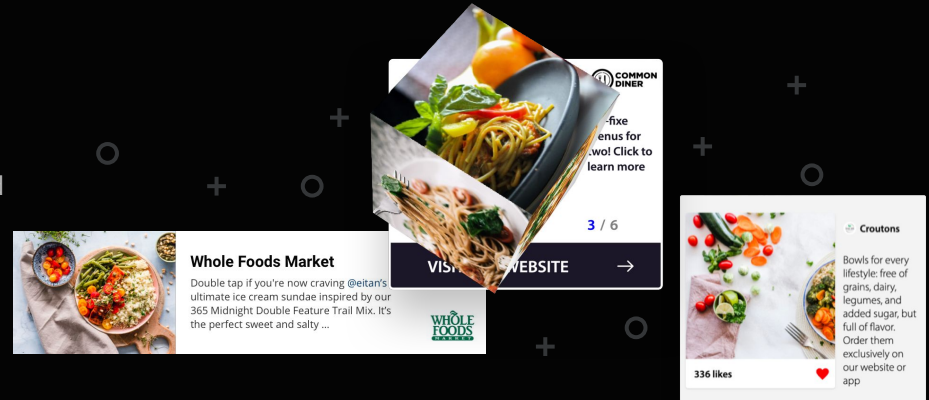
Now is the time to consider your competition. What do you have that no one else does? It's difficult to intrigue a client and sell them on an idea when you have the exact same products everyone else does.

Think of your natural uniques: guaranteed position on page and guaranteed audience. They can't get that with Facebook and Google!

Consider ad formats, similar to what Broadstreet offers, to set yourself apart from everyone else. Units that pull in an advertiser's Facebook posts, display their YouTube videos, or automatically pull in their Google Reviews are creative ad options they can't get with everyone.

When you offer a unique solution, you immediately change your meeting with your prospect from, "Just another ad sales conversation," to, "Wow – I can't wait to try this!"

Still need more convincing? Dynamic ad units deliver **3-5x the click-through rate as standard banner ads** and take less time to create. That's a win-win in our book.



03 Deliver Value & Performance

Value is critical as you build out your advertising package. Consider the options of sponsored content, newsletter advertising, native advertising, and dynamic ad units — all things Broadstreet offers.

Then ask yourself, “Does my package pass the value checklist?”

- Is there enough here to justify the price?
- Will the performance of this set me up for renewal?
- Would a client be crazy not to consider this?
- Would my sales team be excited to pitch this to a client?
- Is it simple to execute?

Remember, proving your value doesn't always mean adding in more products.

As your customers begin to see success, they increase their trust in your advertising expertise and capabilities. Today's customers are looking for support before, during, and after to ensure their advertising campaigns are successful. And this partnership and knowledge is something they're willing to pay for.



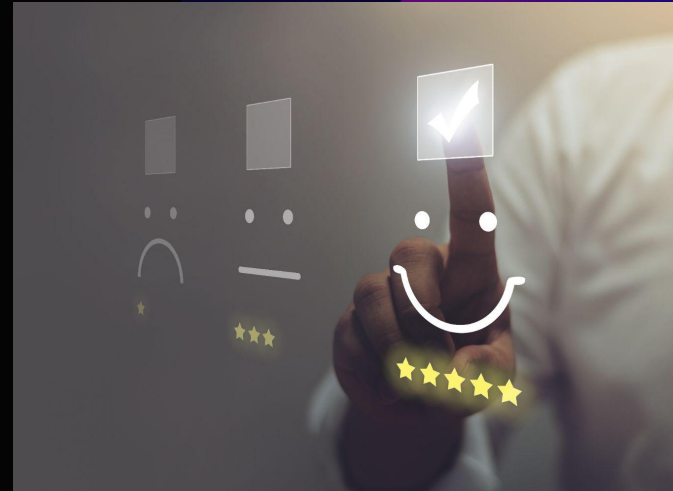
04 Keep it Simple

While you want your packages to deliver value, they absolutely **MUST** be simple to understand and execute.

We've seen people build out sales packages including so many different advertising elements and assets, that they overwhelm the client long before they even get a chance to explain its value. If you want a package to have an impact it must take as little time as possible to execute.

Here's a test: Could you write your entire campaign in a 1-2 page Google Doc that an intern can understand and use to run the campaign?

When we work with clients, we make sure the answer is **YES**.



But what should you really be charging?

While you shouldn't base all of your decisions on your competitors, every publisher could use a sanity check once in a while. Here's publisher pricing data gathered directly from Broadstreet's local & B2B publishers

Publisher Type	Traffic Range (Pageviews)	Low	High	Included or Add-Ons
Local Publishers Per Article	10k - 500k	\$250	\$500	<ul style="list-style-type: none">• Posted on the home page• Posted on social media one or more times• Inclusion in newsletter one or more times• Display / native advertising point to content• Included in retargeting campaign
Local Publishers Package Rate		\$500 for 3	3 for \$1.2k	
City Magazines Per Article	10k - 500k	\$500	\$1500	
City Magazines Per Article		3 / \$750	3 / \$4k	
B2B Publishers	10k - 25k	\$500	3300	
B2B Publishers Package Rate		3 / \$1500	—	

Looking for more?

Watch the full webinar on How to Package and Price Digital Ads and Sponsored Content here.

Watch the webinar →