

# From the Trenches of a Marketing Services Division

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# Definitions

- What is Marketing Services?
  - A new name for your custom media group
  - Centralized team fulfilling services like:
    - Market research, Advertising, Direct Marketing, Content marketing, Events, Lead gen Services
  - Full Service ad agency
  - All of the above

# The Value for the Client

- Brings market insights they may never have been privy to
- Continuity in Communication-SPOC
- Turnkey services
- No learning curve
- Both parties have skin in the game

## The Value for “You”

- Goes beyond the ad based revenue model
- Deepens the relationship with your base
- Makes it more difficult to sever ties

# Lessons Learned-At the Gate

- Publishers need to have skin in the game
- Keep your fixed costs as low as possible
- Allocate expenses to all regardless of revenue attribution
- Leverage your brand name
- Yes, you should charge for that

## Lessons Learned-Execution

- Dealing with agencies
  - White label
- Give the reps leeway if that is the norm, but do not let them set the price
- Thought leadership is critical
- Complimentary reviews worked
- Do you have channel support?

# Lessons Learned-Execution

- Train your project managers to upsell
- Use an RFP process with free lancers
- Have a stable of technical writers and charge more
- Have editors review 3<sup>rd</sup> party content
- If you screw up here then,

# Lessons Learned-Execution

- Track projected time against actual
  - Basecamp/Harvest/Workamajig
- It's true, the smallest clients,
  - Do not pay on time
  - Create the most hassles
    - So, credit card upfront



# Lessons Learned-Execution

Watch your Profitability at all Times

Thank You!  
Questions