

The Know

Welcome to the third edition of the AO Know - the internal employee news source reporting on everything that's going on at Advance Ohio! Content deadlines are every other Friday, so if you have some interesting news, a major success, or a fun tidbit that you'd like to share, make sure to email dprodan@advance-ohio.com by July 8th for the next issue!

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KUDOS!

The Advance Ohio volleyball team placed second in the American Advertising Federation (Cleveland branch) volleyball tournament.

*Photo courtesy of
Megan Lock*

Get Social

Not following us on social media? You're missing a lot - click on the links and follow us!

Advance Ohio



Cleveland.com





Welcome to the Team!

If you see some new faces around the office make sure to say hello to our new employees:



Ryan Shaw, Industry Team Director in Sales



Mallory Vanuch, Lead Generation Specialist



Katie Rush, Advance Local Intern



Anne Nickoloff, Advance Local Intern

Just a reminder: AO is hiring and you can get \$1000 if your candidate gets hired!

**WE'RE
HIRING!**

Open Positions:

- Customer Success Specialist
- Call Center Representative
- Creative Director
- Strategic Partners
- Paid Search Strategist

For position requirements and more in depth information on each position, check out our [Careers Page](#).

**Don't forget to
catch up
on some
classes in
Advance
University!**

Content Team

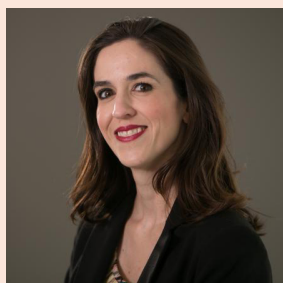
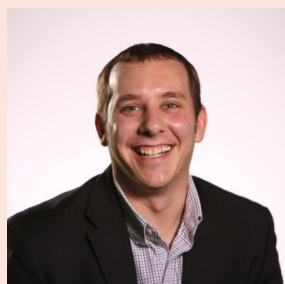


We're still not over it: CAVS ARE THE CHAMPIONS!

Our content team has been busy covering one of the greatest moments in Cleveland history. In case you missed all the great coverage on cleveland.com, or if you just want to relive it again, check these out:

- [Tyronn Lue receives call from President Barack Obama, gets invite to bring Cavaliers to White House \(video\)](#)
- [When LeBron James and the Cavs changed the world: A last look \(video\)](#)
- [How Cavs parade fans climbed that Cleveland parking garage \(video\)](#)
- [That amazing Cavs parade: editorial](#)
- [Cavaliers NBA Championship commemorative book, plaques now available](#)

Strategy Team



Nick and Aimee are attending an Attribution Summit with fellow Advance Local markets to brainstorm various attribution strategies and discuss successes from our Advance colleagues.



Marketing Insights

6 articles you should check out:



[Sway the Vote with Social Media](#)
by Elise Yahner



[Your new B2B go-to-market strategy](#)
by Jason Plavic



[Strengthening Your University's Enrollment Numbers](#) by Kelly Brickman



[Nonprofits Missing Prime Opportunities for Digital Marketing](#) by Mike Fagans



[Making your CRM Data work for your non-profit organization](#) by Whitney Clayton



[Why your business needs a Google+ page \(and how to set one up\)](#) by Elise Yahner

Many more great reads can be found on our [Marketing Tips](#) page

Customer Success



Kudos to Ben LeMaster for some superior campaign management over the past few weeks! He has been focused on making the Highland Springs campaign a success. After some campaign optimization and restructuring, the overall **CTR has improved from 3.60% to 4.34%**. In addition to that, their **total quality score for the May cycle bounced a point and one half to 5.65**.

He has had some great success with Premier Wall Anchor as well. His recent campaign optimizations included a restructuring of their spend cycle from 1 month to 3 months, among other things. As a result, this campaign is seeing its lowest cost per click (campaign to date) but more importantly, **the client is THRILLED to have earned more than \$25K in revenue in exchange for his \$2,800 investment**. Now that's a fantastic ROI! Awesome job, Ben!

What a week it has been! The customer success team has been working tirelessly to process all of the incremental advertisements that the sales team was focused on securing as a result of the **Cavs National Championship WIN!** Such great team work across the entire organization!

Kirk Lutz has been driving hard for Ganley Honda and has **increased their SEM goal conversions by 4.5% in June!**

Dan Hartman is doing good things for Goodwill! At this time last year, the client had 1,500 in-store coupons redeemed during a one week timeframe. So far this year, as a result of their strong advertising campaign with Advance Ohio, the client has received more than **6,067 coupon redemptions for Goodwill for a total of \$104k in sales during a 3 week period!** As a result of our strong performance and exceeding the client's expectations, Jason Plavic has received the opportunity to potentially expand our business and pitch to other Goodwill stores throughout Ohio. {insert airhug from Jason to Dan here}

After much collaboration with the Sales, Insights and Strategy Teams, Customer Success has started introducing a new reporting template for external client reporting. If you haven't seen it just yet, sit tight -- it's coming to a client near you!



HIGH IMPACT AD POSITIONS OPEN FOR JULY

as of 6/28/2016

Dates are getting snatched up quick - get out and sell these ads!

Updates will be available weekly on salesforce. When you sell it, tell Dan Hartman or Traci Church!

July 1: All Positions Available
July 2: All Positions Available
July 3: All Positions Available
July 4: SPORTS HP RB SOLD
July 5: AUTOS HP CP SOLD, SPORTS HP RB SOLD
July 6: SPORTS HP RB SOLD
July 7: HP RB SOLD, HP SBB SOLD, HP WP SOLD SPORTS HP RB SOLD
July 8: SPORTS HP RB SOLD
July 9: All Positions Available
July 10: All Positions Available
July 11: All Positions Available
July 12: HP SBB SOLD
July 13: HP FOOTER SOLD (NO CP OR SBB AVAILABLE)
July 14: All Positions Available - Media Will Be Arriving This Week! Sell This!
July 15: All Positions Available - Media Will Be Arriving This Week! Sell This!
July 16: All Positions Available - WEEKEND BEFORE CONVENTION! SELL THIS!
July 17: All Positions Available - WEEKEND BEFORE CONVENTION! SELL THIS!
July 18: HP RB SOLD, HP SBB SOLD, HP WP SOLD, METRO RB SOLD
July 19: AUTOS HP CP SOLD
July 20: HP FOOTER SOLD (NO CP OR SBB AVAILABLE)
July 21: HP RB SOLD, HP SBB SOLD, HP WP SOLD
July 22: All Positions Available
July 23: HP RB SOLD, HP SBB SOLD, HP WP SOLD
July 24: HP RB SOLD, HP SBB SOLD, HP WP SOLD
July 25: SPORTS HP RB SOLD
July 26: AUTOS HP CP SOLD, HP SBB SOLD, SPORTS HP RB SOLD
July 27: SPORTS HP RB SOLD
July 28: HP RB SOLD, HP SBB SOLD, HP WP SOLD, SPORTS HP RB SOLD
July 29: SPORTS HP RB SOLD
July 30: All Positions Available
July 31: All Positions Available

MORE OPPORTUNITIES

PAGES that can be sold: SPACES that can be sold:

AUTOS
SPORTS
NEWS
METRO
HP – Homepage
ENTERTAINMENT
BUSINESS

CP – Corner Peel
SBB – Sliding Billboard
WP – Wallpaper
RB - Roadblock

