Time to Rethink Your Media Kit

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How We Think Buyers Make Decisions
How Buyers Actually Make Decisions
How B2B Buyers Source Information

Data source: Gartner 2017 B2B Buyer Survey
So...What?

- Multiple decision makers and influencers are moving at different phases of the buying cycle...
- Different levels of data and information consumed at different points in time...
- Buyers are spending 2/3 of their journey learning from whatever information they can find...
Time to RETHINK Your Media Kit
How Do We Rethink Media Kits?

• Content: What stays, what goes!

• Format: PDF...or...?

• Analytics: What does the data tell us?

• PLUS! Media Kits need Friends (the other key sales touchpoints to support the media kit)
Media Kit: Content
What Stays?

- Members/Audience
- Products
- Sales Positioning
What Goes?

Stats, facts, and figures without value support

Clumsy navigation

5 paragraph essays
Create!

• Call to action at every turn (or click)
• Segmented buyer or audience pages
• Success stories
AWS: Then
AWS: Now

Advertise with the world’s leading welding organization

AWS is advancing the science, technology, and application of welding and allied cutting processes worldwide. Partner with us to build your business globally with 100,000 welding industry professionals.

The Welding Journal delivers:

- The most engaged readers
- The entire decision-making team
- The most diverse industries

Who do I reach by advertising in the Welding Journal?

- Over 70,000

Welding Journal has the largest industry reach of any industry publication

Their job titles:

- QA/Inspectors: 30%
- Owner/Executive: 22%
- Engineers/Designers: 20%
- Supervisor/Foreman: 11%
- Instructors: 11%

Why choose the Welding Journal over other magazines?

- 88% contacted or purchased a product/service from an advertiser
- 82% of readers made capital equipment purchases from advertisers
Format

• MAKE IT EASY to use and access

• Create shareable links to specific pages

• Supporting PDF documents IF needed
Welding Journal Advertising

The most active and influential buyers in the industry read the Welding Journal. Published since 1922 and delivering cutting-edge news from the welding industry, the Welding Journal puts your brand in the hands of 70,000+ welding professionals.
DATA DATA DATA DATA
DATA DATA DATA DATA
DATA DATA DATA DATA
DATA DATA DATA DATA
Don’t Be Scared

• Where is your media kit traffic coming from?

• Where are potential buyers spending time...or not spending time?

• How do you build your sales and marketing process?
Media Kits Need Friends

- Marketing and Lead Management
- Lead Generation Landing Pages
- Retargeting campaigns
- Active, outbound sales effort

Gathering client and customer data through the buying process!
Where Are We?

The Short Story...

Think of your media kit as a communication channel and a product!

Build and market it the same way you would a member resource.

Provide ongoing marketing and sales support as you would any other information channel to your target audience (your current and prospective advertisers/sponsors).
Can you RETHINK your Media Kit?

Your Media Kit:

• An information resource on the buying journey.

• Easily accessible and sharable for various decision makers and buying audiences.

• Leveraged to support other marketing tools and tactics.

• Given ongoing support as a communication channel!