



We put classified revenue on the map.

# Keys to Success

with Classified Concepts' locator map programs

**These tried and true best practices come from our satisfied clients. Here are the not-so-secret ingredients for a successful program. No need to re-invent the wheel... We will help you!**

**Diversify** – Set up multiple revenue sources for your program. Our papers who have implemented multiple revenue streams generate 30% more revenue than papers who charge just for listings. Consider sponsorships, premium ad positions, featured listings, listings charges, texting up charges. This strategy provides a more stable revenue foundation and makes you better poised to weather market fluctuations.

**Customize** – The more you can make our programs fit your overall business goals, the more you will ensure long-term success and satisfaction for your stake-holders. Identify your goals and what will work in your market to make our programs work for your particular needs.

**Package** – An across-the-board revenue increase has proven to be a much more successful model than an up-sell. Don't force your reps to re-sell with every transaction. You want volume on your map, efficiency for your staff, and new revenue!

**Contract** – Anything you can do in the set-up phase to reduce the time spent re-selling the same space. It's all in your design. Set up sponsorships to make it attractive to commit.

**Measure** – Gather feedback and testimonials. Track your listings so you can monitor the growth over time.

**Promote** – Tell your readers and your advertisers about the compelling new features that you're adding just for them. We have sample house ads to help you create your promotional materials. We can also share sell sheets that other papers have used to introduce this opportunity to their advertisers. Give your sales-people a great answer when their clients ask "So, what's new?"

**Cross-Promote** – Use your power tools! Use your paper to promote your rich online site and texting capabilities ... every day! Use your website to drive users to the print product for even more ads and features.

**Train** – Involve your staff in the launch of the new program as early in the process as possible. Make sure they see the value – to readers, to advertisers, to the company. Send them to us.

**Learn from your colleagues** – We have plenty of ideas and case studies of other papers' programs to help you. Let us share their stories to help you succeed.

**Learn from us** – Contact Sarah for a customized analysis & recommendation plan for your success. *This is part of our service and commitment to work with you every step of the way.*

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