Email
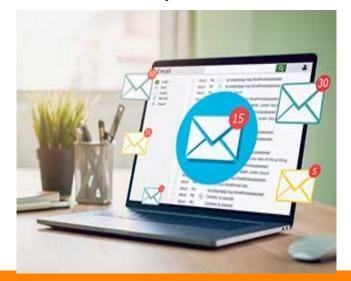
Email is the most important communication tool that you will use in advertising sales, so it is very important that you use it correctly.

Email

All sales rep will use the admanager@utk.edu email address. This allows the student ad manager and director to view all incoming and outgoing emails so we can assist you with handling your clients.

Email

Email responses should be handled in a quick and timely manner whether with the client or with your supervisor. Response time answering emails should be within 2 hours of the client's contact. Response to you student ad manager and director should be even quicker.

Email

It is vital to our success that your email responses be prompt, well-written, courteous and accurate.

Email

All ad reps should have an email icon on your phone or laptop that identifies when you have a new email in the admanager inbox. If you cannot get this setup yourself, our tech coordinator (Austin Orr) will assist you in getting it set up.

Email

Thoroughly check all the emails in the admanager inbox to make sure you have taken care of all business. Sometimes the new email icon will disappear because the student ad manager or myself have already viewed the incoming email.

Email

A good introductory email is necessary to construct in advance and needs to be adjusted for every new client it is sent too. It is crucial to impress with your first email to a client even if you don't make a sale. It should always express some knowledge of their business and show that you have done some research.

@mailbird
How to Introduce Yourself in an Email

STUDENT MEDIA

Email

Sometimes, reaching the decision maker at a business is not an easy task. However, once you do, communication gets easier and quicker. Do your research up front and make sure you are reaching the right person with your emails.

68% of salespeople struggle to reach **decision makers**

STUDENT MEDIA

Email

When sending or receiving big files via email you will get better results if you attach and download the files with the attachment function instead of dragging the image into or out of the body of the email.

STUDENT MEDIA

Email

Sometimes artwork files are too big to email and Google Drive or Dropbox have to be used to transfer the files.

File Formats

All print advertisements should be PDF format.

File Formats

All web ads, social media and digital rack ads should be JPEG format.

File Formats

We cannot use Microsoft Word or PowerPoint files. Those files will have to be rebuilt by our ad design team.

Payment

Any new client who has not previously ran ads or has not ran ads in a long time does not have established credit with us and must **PRE-PAY** (pay in advance) for their advertisements.

Payment

Any national advertiser or agency running ads with us must **PRE-PAY** (pay in advance) for their advertisements.

Payment

If a **pre-pay** client does not make a payment before a scheduled ad, then the ad will not run.

Payment

Advertisements may be paid for by credit card on our website. MasterCard, Visa and Discover are accepted however, American Express is not.

Payment

Advertisements may be paid for via check. Checks must be made payable to: University of Tennessee Knoxville.

What are we selling at the Beacon?

READERSHIP is the most important marketing tool you have to entice your clients. Your clients are paying to reach the students, staff and faculty at UTK.

What are we selling at the Beacon?

The Daily Beacon is a **FREE** publication (the 2nd most important marketing tool).

What are we selling at the Beacon?

The Daily Beacon prints 2,700 issues on Wednesdays during

fall and spring semesters at 54 locations on or near campus.

What are we selling at the Beacon?

The Daily Beacon website averages between 60 – 70,000 user per month and 95 – 100,000 pageviews per month during the spring and fall semester.

Researching the Client and Their Needs

Evaluate the needs of the customer *BEFORE* you contact them (what do they do, do they lean toward digital or print, what ad did they run before).

Researching the Client and Their Needs

You need to know whom the client needs to be targeting

(students, parents, faculty and staff, city residents, etc).

Researching the Client and Their Needs

You need to know what the client's needs are (store traffic, web traffic, sale items, etc).

Researching the Client and Their Needs

BUILDING RELATIONSHIPS

is the most important thing

you can do with your

clients.

The AD Process

"*You*" are the creative force at the Daily Beacon, not the artists in ad production.
They only build the ads to your specifications.
They do not understand your clients like you should.

The AD Process

Have an idea or concept prepared before you talk to a client, not just, "would you like to place an ad in our paper?" Then it becomes more like, " I have a couple of ideas I would like to run by you that might benefit your business."

Effective Communication with Clients

Insertion Orders (IOs)

- Make sure ads are dated correctly (date to run).
- Make sure ads are sized correctly on IO and labeled as horizontal (H) or Vertical (V).
- Use the headline and billing instructions lines to reflect types of discounts.
- Make sure all client information is completed. This information is crucial in order to enter the clients information into our control system (BrainWorks)

Proofing Your Ads

Check all of your ads when the weekly proofs are sent to you on Tuesday.

Check all of your ads to assure that they are:

1) The correct version of the ad.

2) Free of all spelling and grammatical errors.

3) Prices in ad are all current and correct.

4) Correct expiration date (if coupon).

Proofing Your Ads

When an error occurs in one of your ads, it is "YOUR FAULT."

Call the client about an error when you first discover it. Call them before they call you and you will avoid trouble and an angry client.

STUDENT MEDIA

Weekly Sales Meetings

All Sales team members are required to attend weekly sales meetings.

Your Student Ad Manager will arrange for the meeting to be at a time

when the entire team is available.

STUDENT MEDIA

Weekly Sales Meetings

Some meetings will be in-person and some will be via Zoom. It is important that you attend the ad meetings to stay up-to-date with the rest of the team. If you must miss a meeting due to class or sickness, you must notify and clear this with you Student Ad Manager.