B A L L   S T A T E
U N I V E R S I T Y
College of Communication, Information, and Media

BallPoints.com
Revenue Recommendations

Journ 299x Unified Media Advertising

Spring 2011 - Professor Michael Hanley

Luke Chase
Amanda Clark
Heather Fullenkamp
Matthew Heck
Chelsea Mandello
Amanda Meyer

Kara Mitchell
Eddie Posey
Eric Sporinsky
Daniel Stegemiller
Nathan Wilson

The enclosed recommendations are designed to maximize the profitability of the Ball Points student media convergence at Ball State University from both a web revenue and promotional service perspective.

Course Outline - Unified Media Advertising

Course Objectives

1. Identify and develop revenue opportunities for the BallPoints.com website.

2. Create a proposal that identifies revenue opportunities, including advertising, sponsorships, advertorials, social media and in-editorial opportunities.

3. Work as a development and creative support resource with the Daily News Business Office to maximize Unified Student Media Web site revenue.

Course Segments Timeline:

Discovery (Weeks 1-3)
Information Resources
1. Internet Advertising Bureau
2. Daily News Web site
3. Going1Up Web vendor
4. Peer group Web sites
5. Social media sites

Revenue Opportunity Analysis (Weeks 4-6)
1. Clients
   a. USM
   b. Daily News
   c. NewsLink Indiana
   d. Ball Bearings
   e. WCRD
2. Vendor
   a. 1UP! Web site vendor
3. Audience segments
   a. Ball State students, faculty, administrators
   b. Muncie community
   c. Advertisers

Revenue Opportunity Segments (Weeks 7-8)
1. Tier 1
   a. Primary local advertising and sponsorship clients
2. Tier 2
   a. Secondary local advertising and sponsorship clients
3. Regional, statewide and national clients

Web site Revenue Development (Weeks 9-13)
1. Creative development
   a. Design
   b. Copy
2. Web site programming
   a. 1UP! Web site vendor

Delivery Options (Weeks 9-13)
1. Web site
2. E-mail
3. Social media
4. Mobile

Delivery Options Materials (Weeks 14-16)
1. Proposal
2. Presentation
3. Media Kit
4. Revenue options pricing
5. Media sales training
   a. Daily News Business Office

Web Advertising Options

Banner Ads

Banner Ads are small advertisements present on a website. They can be interactive or stationary. The main goal is to get the audience to click on it, carrying them to a landing page with more information. Another goal can be a conversion, or signing up for or buying the product or service.

Companies can buy ad space in different sizes and locations on the web page. Purchasing above the fold positioning gives them a greater opportunity for impressions and click-throughs. Companies can also decide between standard GIF ads or rich media ads that activate upon being rolled over or clicked. These ads can be interactive games, videos, or pictures.

Advertisement dimensions should conform to IAB standards.

- Banners (468 X 60)—Can be placed anywhere on the page
- Leaderboard (728 X 90) – Usually at the very top of the page, not very effective
- Skyscraper (120 X 600) – Usually on the far right side of the page
- Rectangles (300 X 250) -- smaller version of a banner

Ideally, the landing pages for the web banner ads would be the home page for the product or service being sold.

See examples and locations on suggested BallPoints design template on page 4.

Page Curl Ads

Upon rolling-over or clicking on the teaser in the upper right corner of the page, the corner would peel back to offer a deal, coupon, or information about the product or service.

Video Ads

Video and/or audio spots with graphics can be played during the buffering portion of video content. This is an extremely fast-growing and flexible advertising medium. It allows for a variety of clients with diverse budgets, and, with people getting much of their news and entertainment of the web, traffic and retention levels are high.

These advertisements would have to be sold through one of the advertising teams within USM. It will take a diligent effort from the USM sales team, but the benefit, and ease of selling are high.

The revenue opportunities are simple and effective. Selling ads to local clients, both small businesses and national corporations, will create a solid and steady line of revenue for the USM website.

404 Error Page Ad

A 404 Error, or Not Found Error results when the computer can contact the server but the server cannot find the page content. These error pages can be easily customized. 404 Error pages are often the most visited page on a website.

Through the customization process, we can incorporate advertising space on the 404 Error page. This scenario is prime for advertising, imagine ads reading: "Let UPS help you get where you're going," or "Expedia gets you there," with links to the client's website as well as links back to BallPoints content.

Web Advertising Options con't.

Web Advertising Options con't.

Sponsor Advertisements

Sponsor Advertisements are divided into 4 types:

    Subsection Sponsors
    Search Sponsor
    Weather Sponsor
    Site Sponsors

Sub-section Sponsors
    The Subsection Sponsor is a graphical advertisement which is assigned to a subsection (and the homepage). Each subsection (and the homepage) is allowed one Subsection Sponsor.

Search Sponsor
    The Search Sponsor is a graphical advertisement that is grouped with the site's search box. Therefore, only one search sponsor can be uploaded. Cha-Cha is a potential search sponsor.

Weather Sponsor
    The Weather Sponsor is a graphical advertisement that is grouped with the site's weather box. The placement of the weather box will help determine what dimensions you should make the Weather Sponsor.

Site Sponsor
    The Site Sponsor is a textual link which displays in the Site Sponsor box. Multiple Site Sponsors may appear in the box which displays in the right hand ad column.

Social Media

How it works

BallPoints can benefit from social media in various different ways. Creating profiles makes it easy to spread awareness of BallPoints where students already spend a large portion of their online time.

Social media can be used for spreading awareness of events and causes supported by BallPoints. Businesses can purchase advertising packages that include endorsement in status updates and tweets. Social media can be used to distribute exclusive deals from advertisers to BallPoints fans. The opportunities are endless, limited only to the imagination. To take full advantage of the benefits offered by social media it is imperative that a student be assigned this as his or her main task.

Facebook

Status Updates

By creating a Facebook Page for Unified Student Media, we will have the ability to not only promote USM, but also promote other businesses through the use of status updates.

When USM posts status updates from their page, the update will go out to all of their fans. Our fan base is a great demographic for advertisers. It can be used as a directional promotional tool to page sponsors, businesses, products, etc. Another option would be to include a promotional code in the status we post. When fans use this promotional code at the business, it will indicate that they came from our Facebook page, and we will be able to charge for this service.

Using status updates will allow people to comment on and "like" status posts, creating a more engaging and interactive way to advertise to our reader base.

Sponsors and businesses will pay us to have their business linked in our status updates, or to provide special promotional codes to drive business.

Sponsored Story

Students make a status update with a business's name in it and if that business is a paid sponsor then they get that status as an ad.

Friends will see that their friends like or are engaging with a business in their home feed and as an ad on the left.

LinkedIn

LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. LinkedIn has more than 80 million registered users, spanning more than 200 countries and territories worldwide. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

It's designed specifically for professional networking -- finding a job, discovering sales leads, connecting with potential business partners -- rather than simply making friends or sharing media like photos, videos and music.

Social Media con't.

LinkedIn Ads

LinkedIn is a professional site focused on making professionals more productive in their careers. LinkedIn is not a site for an advertiser to spam large numbers of its members with unprofessional or unsavory advertising. The tone and quality of advertisements purchased through LinkedIn Ads is expected to be more professional than other online advertising products. Affiliate ads and related programs are not allowed to advertise using LinkedIn Ads. LinkedIn now has its own Pay-Per-Click advertising called DirectAds.LinkedIn has 3 types of ads: Banner Ads, Media Box ads and DirectAds. You can access the DirectAds feature by going to the More menu at the top of the LinkedIn screen. The Banner ads and Media Box ads are for larger budgets ($25,000+).

Twitter

Created in 2006, Twitter is a free micro-blogging and social networking service that focuses on providing real-time updates.

This service is built upon users creating text-based posts of 140-characters or less known as "tweets". Users can subscribe to a specific users updates by choosing to "follow" them. Many smartphones now have the capability through applications to provide quick, easy access to this service, encouraging interaction.

USM would create one or more (recommended) Twitter accounts to provide students with quick updates throughout the day. These could include news stories, discounts, sports scores, fun facts (surrounding alcohol awareness week, etc.) or

even interesting events happening on campus. Promotions would have to be coordinated to gain followers and prove the service valuable to students.

Revenue opportunities on Twitter center around the number of followers and how engaged they are. A number of opportunities exist, but should only be executed one the services has enough influence to be deemed effective. It is also important to include (Ad) after each promotional tweet.

1. Tweets such as "I'm listening to [insert band] down at Doc's Music Hall and they are rockin! Find me there to receive a pizza coupon for the evening (Ad)"

2. Tweets such as 10% off at Bailey's Cleaners when you show your BSU ID during Family Weekend. (Ad)

3. A Twitter scavenger hunt could be organized on campus to coordinate new students with the University and local businesses who have donated products. The hunt could even extend into the Muncie community to promote business.

Affiliate Programs

How it works

Affiliate programs are pay for performance relationships in which the advertiser pays a webmaster for qualified leads generated from his or her website. Payments are generally made on a commission basis.

The revenue from this type of advertising will come from knowing the audience well enough to know what it is they want to buy. If targeted properly, this is something that can be a strong source of revenue for the USM website. The following are recommended merchants with product offerings that may be appropriate for the USM audience. We recommend placing ads for appropriate merchants in conjunction with correlating USM content.

Eversave

Eversave features local and online deals in 57 markets in the United States, with a strong emphasis on targeting females 25-54 years of age. Members sign up for Daily Save e-mails nationally as well as for businesses in their own neighborhood.

Eversave Affiliate Partners gain access to premier content and customized links for sharing. Eversave's daily deals offer consumers 50% to 90% off local restaurants, spas, events, online retailers and more.

Eversave's Affiliate Partner Program brings this audience to consumer savings blogger sites, while offering the following benefits:

- Earn an aggressive revenue share from every purchase made using customized links
- Choose from deals in 57 cities, including national e-commerce deals
- Receive daily e-mails with Save-specific details partners can quickly post to their sites
- Gain access to valuable promo codes, free Saves to give away, and run contests
- Track earnings and campaign results with Eversave's online reporting feature
- Have custom access link
- Earn 8% on gross sales of every purchase from customized link
- Online reporting lets you track your campaign and see earnings

In addition to great deals, Eversave also offers rewards and contests, encouraging purchases and viral sharing. Eversave encourages members to 'Share the Save' with friends and family via e-mail, Facebook, Twitter and other social media outlets. For every new buyer that is referred, Eversave credits an additional $20 to the referee's account. Affiliate Partners can promote these rewards and run Eversave contests that provide fun and engaging blog content while also driving sales.

ClickBank

ClickBank is an online retail outlet that sells digital products. Their affiliate program allows up to a 75% commission.

Affiliates create HopLinks from the products promoted on the site. They can post the HopLinks on their search engine ads, related blogs, e-book reviews and other spots. It is important to promote products that are related to student work.

Whenever someone clicks on the HopLink and buys the product, the affiliate can receive up to 75% of the sale.

YIPIT

Yipit collects a majority of deals from Groupon, Eversave, Tippr, Yelp, and others, and finds the

best deal of all the sites and aggregates them to this one site. It offers the businesses more traffic and sums up all the sites.

Yippit collects other site deals, and organizes them to the best deal of the day.

Yippit drives traffic, builds customer loyalty. Brings recognition from all other discount/coupon sites

Groupon

A Groupon widget can be designed to advertise on your website. The purpose is to redirect site traffic to coupons that can be used around your local area. The widget can give you detailed reports for traffic, sales, and commission rate.

Every time someone views the BallPoints page and clicks the Groupon widget, they will be redirected to the Groupon deal of the day. If they purchase the coupon you earn a sales commission up to 15%. For the purpose of a growing website, the widget is a great opportunity because each new Groupon user that is directed through the widget, gives a minimum of 10% commission to the site. Customer service is easy and you can talk to actual people instead of going through an e-mail system. There is no risk for the site upon using this widget, it is strictly commission based.

Groupon would be a smart choice for a revenue opportunity. Because this advertisement runs only on commission, the website doesn't lose anything. One of the goals of the website is to increase traffic among Ball State students, and this widget could be effective for our target.

A strictly commission based widget, any sale on Groupon that is directed from the Ball State web page gives relates to a commission in our pocket.

LivingSocial

LivingSocial is a social couponing site similar to Groupon, made famous by a half off Amazon gift card deal. Emphasis is placed on national coupons but local coupons are available as well.

The commission structure rewards advertising hosts with 30% net revenue share on purchases by new or existing users directed to LivingSocial from your webpage. Sites can also earn $2.50 per e-mail subscribe in any major metropolitan area in US, Canada, Australia or the UK.

LivingSocial offers one of the most attractive affiliate programs of the social couponing market. The main concern here is if offers will be relevant to the users of USM's site. If they continue with the fire sale type deals on national services, it is a sure thing.

These strictly commission based ads provide one of the most attractive affiliate programs of the social couponing affiliate programs.

Yahoo! Publishers Network

Affiliate marketing is a tool used by both "affiliates" and "merchants," such as yahoo!. It is a way for businesses looking for affordable advertising to grow revenue, and a way for websites to help those businesses while receiving a commission from any direct profits made from their site.

Each sale made as a result of an ad placed on the BallPoints site earns the affiliate commission. These amounts range over a wide spectrum along with the products that are offered up by the merchants.

This is something USM would sign up for and actively participate in. It will take some diligence on the part of the people in charge of the website to have a solid impact.

Mobile

How it works

Mobile advertisements can be delivered to feature and smart-phones alike. Using methods such as SMS, News Alerts and near field communication in conjunction with each other ensures the message reaches the target regardless of the type of phone the individual uses. It is important to meet the consumer where they are, mobile ads are a great way to do just that.

Providing a widget or application is a great way to keep BallPoints always at the student's fingertips. Additional features beyond news updates can engage the audience in an interactive way. Any heightened involvement with the media lends credence to ads placed there.

Mobile Ads

Banner Ads
The same graphical ads run on the website can be sent via smartphones.

Text-based ads
Advertising in the site's Electronic Newsletter is done via text or links.

News alerts
News alerts or breaking news can be sent via sponsored text messaging.

Mobile Ad Networks
Mobile advertising can be handled by many different networks: AdMob, Hipcricket, Adzookie, etc. The mobile ads on BallPoints.com can be served from national advertisers via a mobile ad network via a revenue sharing arrangement with the ad network.

The ads come in three formats:
- Mobile web banner- top of web page banner
- Mobile web poster- bottom of page banner
- SMS ads- comes as text message

Mobile coupons and QR codes
Mobile coupons are a fast growing area of promotions. They can be sent from a mobile website to consumers who request them.

The coupons can be printed or shown on the phone to a retailers to redeem. Smartphones and regular cell phones with cameras can also interact with a bar codes printed on a newspaper, website page, advertisement, etc. When the phone "scans" the printed code a message is delivered to the screen. The message, designed by the advertiser, can be a link, website, photo, video, etc. The QR, or quick response, code allow consumers to get information about advertisers without having to input web addresses or long URLs.

Update Widget / App

An update and breaking news application can provide another touchpoint for the BallPoints audience. Ads can be incorporated into the app through update sponsorships, banner ads, and text-based ads.

An application or widget also provides a platform for disseminating special deals to app users. Mobile applications can also provide a platform to conduct market research into the effectiveness of advertising strategies and overall media quality and service.

Electronic Newsletter

E-mail marketing

Students sign-up to receive e-mails and newsletters by submitting their e-mail to the BallPoints website. Businesses pay to sponsor and/or have their ad in the e-mail blasts.

Businesses will pay to be a sponsor of one or more of the e-mail blasts that go out to students who sign up for them. They can sponsor any type of newsletter, article, etc. they choose. Students will have the option of receiving these e-mails from USM by submitting their e-mail and clicking on boxes that will specify what material they want to receive. Businesses will want to give away some type of offer to students to be the most effective.

The e-mails and e-newsletters will have journalistic qualities and will be interesting to students. Businesses will pay to be advertisers on these e-mails sent. Businesses will have their name in front of lots of students and have the opportunity to offer things like coupons to track effectiveness.

Sponsors and businesses will pay us to have their business advertised in the e-mails. Pricing will be based on what type of ad is shown. For example, a video ad will be more expensive than a banner ad.

Electronic Newsletter Options

The OneUp! system offers many electronic newsletter features worth using including:
Newsletter sponsorship
Article / section sponsorship
Text advertising

Promotions and Hyper-Local Social Couponing

How it works

Merging various student media outlets provides BallPoints with some unique chances to combine individual organization's skills for unique marketing opportunities.

An event promotions team could be developed to promote and / or organize concerts, conferences, and other events in Muncie pulling from the individual strengths of each mediums members.

Developing a hyper-local social couponing platform that can be licensed to other universities is a way BallPoints can secure continuing funding.

Promotional Services

Offer event sponsorship in a package deal with the purchase of ad space.

Event sponsorship packages that include tenting, catering, favors, advertisement, and hosts/emcees.

Companies can buy ad space to promote events happening in Muncie   and get event coverage and sponsorship. With the purchase of 3-5 placements, companies would be eligible to buy an event package. Ball Points would provided tenting, music, hosts and emcees, catering and favors to enhance the event.

Events:
    Muncie Gras
    Fan Jam
    Homecoming
    Tailgating
    LateNight Carnival
    Concerts at Docs
    Bars Downtown

Hyper-Local Social Couponing

Social couponing has become a powerful force in both online and in-store retailing. Currently, most social coupon offers are limited to large cities. Developing a system that allows universities and colleges in smaller towns to provide social coupons on a local level could be powerful.

Coupons would have to be solicited by a student sales force and imputed into a database of coupons. Local businesses can profit from exposure to a valuable demographic, student media receives advertising profits and the students reap the discounts.

Once the platform is stable and has been thoroughly tested it can be licensed out to other universities and colleges in small towns. Name the platform something generic and allow licensing partners to attach their respective institution name to the system.

Miscellaneous Opportunities

Coupon Gallery

The Coupon Gallery is a feature that allows you to upload graphical coupons, which the reader is then able to print off and use. The online Coupon Gallery appears much like a photo gallery does in the sense that a thumbnail is clicked on to view the full size coupon. This site software displays the thumbnails in a grid.

Merchant Gallery

The Merchant Gallery is a revenue feature that allows the site to offer an online presence to business via your site. Each merchant is able to feature certain products that they offer with the Merchant Gallery tool.

GoGedIt! Marketplace

Featured Business
When a business is added as a 'Featured Business,' they are given a special location on either the homepage or the interior pages. The Feature Business has the option of displaying a business logo or graphic as well as the business brief.
Business Photos
Business Coupons
Business Products
Business Videos

Advertising Networks

Advertising networks are an easy way to keep ad space occupied. There are a few major networks to consider.

Google AdSense

Google AdSense is a service offered by Google that offers contextual targeting matching likely customers with the ad. Ads are customizable and only paid for when clicked on by the target.

The CPC rates are dependent on the advertiser, as such a projection is difficult to make. Google also has an affiliate network that may be worth looking into, but again, payment varies by advertiser.

WCRD

Listen Live Stream, Display ads, and video or audio spots.

Listen Live Stream is created for the station at WCRD. Advertising options on WCRD's website include sponsorship of the "Listen LIVE" Feed on the site, traditional display advertisements on the website, short video or audio spots before the Listen Live feed loads.

These advertisements are sold through the media sales team that work with WCRD each semester.

Display ads are already sold in house and are created entirely by the staff of WCRD. So while the benefit is clear, the impact is minimal.

Video audio spots depend on online advertising being sold. Online is becoming increasingly popular amongst advertisers, so as long as it is presented the right way to clients, the revenue for this part of the website is secure.

Other USM Media Partners

**BallBearings magazine and BallBearings.com
NewsLink and NewsLink.com
SportsLink.com**