

METRO

Weekly Sales Tip
Your Moneymaking Source For Sales Tips & Ideas.

Small Promotions Reap
Big Rewards



Weekly Sales Tip

The word for this week is: *incremental*. By including small promotions into your sales schedule a couple of days a week throughout the next four weeks, you'll see positive, tangible results at the end of the month. Incremental revenue is real revenue, one step at a time.

The idea this week is to sell February weekly event themes to related advertisers, as mentioned in the online Metro calendar. Use these themes as your secondary sales tool a couple of days a week, either for gaining new advertisers or refreshing the ads of long-standing clients with a new timely approach. Once you submit just a few advertisers each week to your publish and run list, you'll see what you can gain from incremental revenue. You can also take the monthly MNS events calendar from the Spec Ads & Covers Library of MCC (February calendar is N1402A21001C), list these events in each of the weeks, and make a PDF to send to prospects prior to a visit, or print it for in-person presentation.

Here are some suggestions:

Week 1: Solo Diners Eat Out Week (Feb. 1-7)

This weekly event is designed to make people feel comfortable dining out alone. There are many reasons people might dine alone. Certainly there are single people dining alone, but also seniors, business travelers and workers. Focus your ad message to appeal to these groups, for breakfast, lunch and dinner. The event theme gives restaurants, cafes and diners the chance to emphasize that they are solo-diner friendly, whether they supply counter service or table service. It also gives them the chance to offer an alternative to take-out and drive-through options many solo diners may find attractive. For you, it's a chance to up-sell regular restaurant advertisers with a second solo-diner themed ad -- in print and online, too.

Week 2: National Pancake Week (Feb. 9-15)

Breakfast is a profitable venture for many restaurants, so give them the chance to link their products with National Pancake Week to grow your own stack. Back in 2004, Metro Plus Business ran a story about how one ad manager sold the idea of National Pancake Week

e-Connect Program



Find out more about this multimedia solution developed for publishers looking to expand and coordinate their print and digital ad sales with an easy-to-implement solution advertisers will love!

[Click here.](#)

Templated Special Sections



Save time and increase ad sales with Metro's fully-templated, ready-to-present targeted sections. For a print and online combo sale, combine these with Metro's online e-Sections, part of the e-Connect program. Special rates are available for the print and online package. For more info on e-Connect, [click here](#). For more info and TSS samples, [click here](#).

Online e-Sections

ad sales to her staff by offering to cook breakfast for the crew if someone sold an ad with the concept. Read this story for inspiration (a copy is in your weekly Project, or go to the Plus Business Library and type the filename PB04821 into the search box) and sell some ads.

Week 3: National Engineers Week (Feb. 16-22)

There are many unsung heroes that keep the world humming on a daily basis, but perhaps none more important than engineers. Without their expertise, our modern world would quite literally collapse. Virtually everything we touch has required the work of an engineer, from the house we live in to our electric toothbrush; the car we drive in to the bridge we drive over; the computer software and cellphone apps we use to the baby carriage we transport our children in, and everything in between. Use this weekly event to seek out businesses that supply engineering expertise. Compose a page saluting engineers with a National Engineers Week heading and get directory-style listings from area businesses. Or, sell engineering businesses the chance to brag a little about their employees. A series of ads could show the picture of an engineer in the workplace in recognition of National Engineers Week. This can also be an online-only promotion, if you wish.

Week 4: Secondhand Wardrobe Week (Feb. 23-Mar. 1)

Whether it's an economic necessity, the desire to reduce and reuse, or the love of vintage materials, secondhand stores have come into their own in recent years. Use this theme to shine the spotlight on consignment shops, thrift stores and secondhand stores in your community. Compose a campaign for a secondhand shop, with each ad presenting a specific specialty (dresses, designer shoes, Hawaiian shirts, whatever the case may be).

After selling a few of these weekly event themes, you may find you'd like to continue on this incremental path. Metro's online calendar can provide you with a steady stream of sellable weekly events for each month of the year. Access the calendar from the pull-down menu of the home page.

There is a wide variety of images, photos, spec ads, headings, frames and editorial material available in the Libraries of MetroCreativeConnection for your weekly event promotions. See this week's Project (0113weekly_Incremental) for a head start. Once you log in, select the Project from the list. Once the Project is displayed, you can download one or more items, add to the Project, delete items, delete the entire Project, rename the Project or click the Reset button to extend the 30-day clock.

Incremental revenue is the slow and steady way to add to your coffers, and weekly event themes are the perfect method for creating and keeping an incremental sales program.



Improve your online presence, grow revenue, and coordinate your print and Web efforts with Metro's monthly e-Sections package -- three online sections (two of which coordinate directly with the print Templated Special Sections for the month). When combined with the print counterpart, you have the ultimate special sections offering! Metro's online e-Sections are a key component of our new e-Connect program. Special rates are available for the print and online package. For more info, [click here](#).

ADS On Demand



With a fast turnaround, no long-term contracts, and no ad-quantity commitments, AOD is your most cost-effective back-up team for generating custom Web, print and mobile ads (from simple to complex). With AOD, you will have an edge over the competition and the extra help you need, when you need it, to hold and grow business. [Click here](#) to get more info, then call 800-223-1600 to set up your free trial.

Metro interactive Ad Designer (MiAD)



This Web-based ad makeup system revolutionizes the sales process by enabling sales reps to prepare customer-centric spec ads in minutes, so they can close more sales. [Click here](#) to see for yourself how this powerful online ad tool can help in your day-to-day efforts, then call 800-223-1600 to set up your free trial.

Metro Customer Service



For technical support, billing inquiries, questions about your Metro Services, free trials of other services like MiAD, AOD, Templated Print Sections and Online e-Sections, or password information to MetroCreativeConnection, call toll-free: 800-223-1600.