



COMPETING WITH BIG TECH:

4 STRATEGIES TO WIN MORE SALES

The relationship between Google and news media publishers has historically been symbiotic: publishers allow Google to aggregate their content for free and in exchange, Google makes that content accessible to the billions of people using the search engine every day, also for free. In return, Google gets usage and clicks on paid ads adjacent to its search results, and news publishers get traffic and, by proxy, clicks to their advertisers' websites.

But over the past decade, this relationship between publishers and the search platform has evolved into a vicious cycle. Prime screen real estate on Google search

results is now increasingly taken up by links to Google-owned platforms like YouTube, and paid ads take up most of the space "above the fold," pushing organic results further down the screen. Additionally, Google has started to publish snippets from news stories directly at the top of search results, diverting traffic and ad revenue from the news publishers.

All this adds up to the potential for Big Tech to manipulate ad buyers who base their strategies and budgets on certain expectations, only to have the platforms change the rules of the game to extract more ad spend.

ABOUT LINEUP SYSTEMS

Lineup Systems caters to many of the biggest, most iconic and innovative media organizations in the world. Our first-of-its-kind media sales solution, Adpoint, is credited with transforming media companies by helping to increase revenue, improve productivity and reduce costs.

Adpoint combines order management with a media-focused CRM, finance and analytics suite. No more "swivel chair syndrome" – instead, manage your ad sales from lead to billing from one easy-to-use, customizable solution.

PUBLISHERS TAKING AIM AT BIG TECH

Now publishers are taking Google to court — or, at least, trying to in the United States. As of last week, [50 states attorneys opened an investigation](#) into Google's advertising policies, such as requiring companies wanting to advertise on one of its platforms to use its own services and

forcing companies to out-bid competitors for the use of their own brand names. According to anti-trust laws, the publishers can't band together as an industry to demand fairer policies from Big Tech companies. So they're finding ways to change the law.

Organizations like the News Media Alliance have worked with legislators in the House and Senate to introduce the Journalism Conservation & Protection act, which will "[provide a safe harbor for news publishers to collectively negotiate with tech platforms.](#)"

AN OPPORTUNITY TO SELL BETTER?

While anti-trust investigations may signal fairer policies for publishers in the future, for now, they are still in an odd "frenemies" [relationship with Google](#).

But the media attention surrounding Big Tech presents an opportunity for ad sales teams to point out the biggest differentiators between their publication and Big Tech: trust and audience data.

We've long advocated for a consultative selling approach toward ad sales, and this recent news is a fantastic opportunity to discuss the following points with prospects:

1 / THE IMPACT OF TRUST ON CONSUMER ENGAGEMENT

Share with advertisers who are considering putting all their ad spend into digital.

Research shows consumers respond to certain ad formats over others. Relying solely on Big Tech PPC ads can be a missed opportunity for advertisers.

- According to Neilsen's Trust in Advertising report, local media receives [three times](#) higher consumer trust and [2.5 times higher positive sentiment](#) to ads compared to platforms like Facebook.
- As Big Tech platforms cover people's screens with ads and deliver the same ads repeatedly through retargeting, [they undermine trust through over-targeting and ad saturation.](#)
- Traditional media ads continue to cut through the clutter of intrusive advertising. In fact, [according to a 2018 study](#), magazine, outdoor, TV and newspaper ads still rank at the top of the list of places people are open to looking at ads, with online search ads getting low ratings globally.

2 / THE EASE OF DOING BUSINESS WITH FORWARD-THINKING PUBLISHERS

Share with small business prospects that desire easy-to-understand campaigns and clear ROI.

Many small business owners prefer social media advertising because of the ease of set up and clear analytics and reporting. Publishers must communicate to these advertisers that they are easy to do business with and more effective than social media alone.

- One major advantage that Big Tech ad platforms deliver is convenience. [The biggest market of ad buyers – SMB companies – value features like accessibility, analytics, reporting, and a results-driven and frictionless sales process.](#) (Are you prepared to deliver these to your advertisers?)
- The majority of local media publishers still have a top-heavy sales process using legacy technology that creates a barrier to entry for small business advertisers who would benefit from the traffic and trust of local publications.
- With a more streamlined infrastructure and [ad sales tools created for multichannel buyers](#), your publication has the opportunity to offer smaller companies Big Tech convenience with traditional local media results.

3 / THE DECREASING EFFECTIVENESS OF SEARCH ENGINE MARKETING

Share with advertisers who insist PPC is the only way to grow web traffic.

Search engine marketing alone cannot accomplish web traffic growth – organic results are still critical and require a multichannel strategy.

- Google and Facebook currently have a 90% share of pay-per-click advertising, but a recent study shows that [the top three organic results on Google still get 75% of clicks.](#)
- The majority of local media publishers still have a top-heavy sales process using legacy technology that creates a barrier to entry for small business advertisers who would benefit from the traffic and trust of local publications.
- If Google is [only delivering content from Google-owned search engine properties](#) like YouTube and Google News as the top three results, paying advertisers and content publishers alike are being gamed.
- Take this as a chance to talk with your advertisers on the [reliability of multichannel advertising](#) paired with publisher [marketing services](#).

4 /

THE IMPORTANCE OF BRAND SAFETY TO AD PLACEMENT

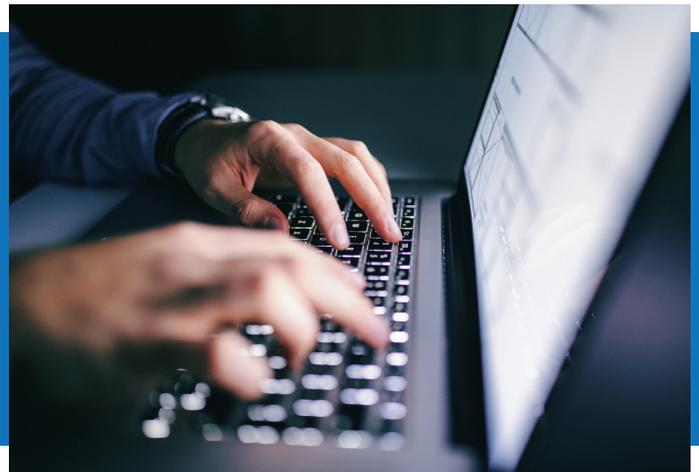
Share with large brands concerned with their long-term consumer reputation.

Campaigns via Big Tech platforms can show up in undesirable places. Choosing to work with reputable publishers mitigates this risk (see also point one).

- In 2017, Google lost millions of advertising dollars after high-profile advertisers like Walmart, AT&T, and Pepsi discovered their ads were running on YouTube videos featuring violent hate speech.
- Although some attempts have been made to give brands more control over where their ads appear, the scale at which new content is added to Big Tech platforms means programmatic ad delivery simply cannot shield advertisers from showing up in undesirable places.
- This poses a huge risk for advertisers: More than 80% of consumers in a 2018 survey said they would reduce/stop purchasing products that are advertised near extreme or dangerous content.
- As a publisher with control over your platform, you have the opportunity to seize on brand safety as a selling point. Take time to make your approach to ad delivery and content, both in digital and in print a part of the conversation with advertisers.

IN SUMMARY

There's a David and Goliath battle playing out on the public stage between news publishers and Big Tech. The good news is there's a reason people root for the underdog: because the underdog is trustworthy. The more you leverage your organization's commitment to holding up their end of the bargain, the longer and more fruitful your relationship with advertisers will be.



Find out how Lineup can transform your media business

Email: sales@lineup.com Visit: www.lineup.com

Lineup Systems is a leading provider of advertising sales technology with headquarters in Broomfield, Colorado. Our cloud-based solution Adpoint is the world's #1 media sales system. Adpoint optimizes business performance and enables media companies to grow ad revenue.

