

Definitions and steps for DADCOP- Radio Sellers Digital Referral Worksheet

D-Dollar Potential- Does this client have dollar potential to qualify as a key for digital (\$2,100 a month or more)?

A-Already Doing Digital- Are they already doing either SEM or Audience Targeting specifically? There are 2 ways to Identify this. First use the Ghostery app and identify if they are already doing digital (Do you see tags for Double Click, Appnexus or Google Dynamic Remarketing? These are tags for display ads or as we say, C.A.T. If you see Google AdWords Conversion, this is for SEM. These are the 2 main forms of digital we are looking for. If they are only doing Facebook Targeting, this would not get an "X".

Second way to verify this is thru a good old-fashioned Google Search to see if they are doing paid ads for their products.

D-Decision Maker Known- If you know exactly who the decision maker is and can get the appointment for this meeting, this gets an "X".

C-Conversion- is there conversion capabilities on their website if they are doing a paid campaign? Specifically, for each product is there good information and does it NOT ever leave the website to go to any other website to describe the product? If so, they get an "X".

O-Opportunity for Radio- Does this client already currently run radio with you? Do you think they should be on radio? "X" if either of these applies.

P-Pain Points for Good VBR-Based on some of your searches and research on this client, are you identifying a good Pain Point or something that can be considered a VBR (Valid Business Reason) to start a digital conversation. Keep in mind a pain point sometimes is the best way to grab their attention for a meeting to discuss how we can help them. Examples could be:

- Competitor is buying their name
- The SEM they are currently doing is very general
- You see they are doing SEM, but they don't show up for a main product when doing a search
- They don't show up on PAGE ONE AT ALL when conducting a search for their products and services

