

THAT GUY

B R A N D S

Questions:

Youth World, Select World and RHV World all have the same number of exposures (63,955). How is this possible?

Comments:

I do not see newsletters being an asset valued at \$10/subscriber. I recommend reducing the ask on this category to \$5/Subscriber in order to get more active sponsors for this vehicle.

Social media:

<https://www.marketplace.org/2014/07/10/tech/how-much-are-social-media-followers-worth>

FaceBook:

I value a CLIENT FB fan at \$25/fan. Industry standards can be from \$100-\$174 but these are rarely correct, rather inflated. Active and engaged fans are the true value. I set my value based on a quarter of the fans being engaged so that the base of \$25/fan is a base value because it is a quarter of the lowest industry standard. <https://www.adweek.com/digital/how-should-you-value-your-facebook-fans/>

Twitter:

I value a twitter follower generously at the industry standard of \$0.01/unit. It is difficult, almost impossible to activate twitter followers to become paying customers that purchase a good or service. It is a platform for exchange of opinion rather than commerce.

<https://www.adweek.com/digital/twitter-follower-worth/>

Instagram:

The CLIENT Instagram presence would be justified at a rate of \$12/follower – almost ½ of the current FaceBook value. More could be done with this account to grow the amounts of likes, posts and comments. This platform could be used to drive followers back to the CLIENT website to the corporate partner section. It would also be a good place to showcase human interest pieces that are soft sales for business for the corporate sponsors and CLIENT.

<https://sproutsocial.com/insights/buy-instagram-likes/>

YouTube:

The industry standard is around \$2.00 per 1000 views. The CLIENT YouTube Chanel is underutilized and has exponential room for growth that can be linked to the other social media platforms through strategic posting. I currently value the YouTube Chanel at \$1.00/ view, ½ the industry standard.

<https://devumi.com/2016/12/1-million-youtube-views-much-youtube-pays-milestone/>

LinkedIn:

\$0

I do not see value in paid advertising on a platform intended to recruit and hire candidates for positions within industry.

Pintrest:

\$10 per 1000 followers

Pinterest can be used in combination with Facebook and Instagram to drive content directly to a point of purchase for corporate partners.

<https://www.shopify.com/blog/14866757-make-your-pins-count-7-ways-to-drive-sales-and-traffic-with-pinterest>

Google Plus:

\$0

I do not see value in this platform to convert viewers to customers for corporate partners.

Print Publications:

CLIENT PUB1 – 8 Print at current 10X rate – 4 Online at \$5000 additional value

Specialty Placements – 6 Print at current 5X rate – 2 Online at \$2500 additional value

Online Publication – CLIENTPUB2

75% of the member base is an optimistic goal for online readership. Value for this publication could be initially assessed at a flat rate of \$3000 for black and white ads and \$6000 for color.

Membership:

EMAIL

Total member + Optin Subscriber value is \$1/email address

All other eblasts are valued at \$0.25/email address

With actual data I can determine the value with the following formula:

Open Rate: annotated as 'O'

Click Rate: annotated as 'C'

Purchase Rate: annotated as 'P'

Total Revenue Generated: annotated as 'TR'

Profit Margin from Revenue: 'PM'

Unsubscribe Rate: annotated as 'U'

$O \times C \times P \times TR \times PM = Pc$ (Profit contribution per email)

$P/U = Pe$ (Purchases expected)

$Pe \times Pc = PE$ (Profit per email)

DIRECT MAIL

Valued same as email