

Media Marketing, Inc. Helps Newspapers Sell Advertising Space Using MapPoint Technology

Microsoft MapPoint Alliance Solution Study

December 2001

Newspaper companies nationwide need advertising revenue to deliver the in-depth news their reader's expect. The Media Marketing, Inc. product—imMEDIate—customized for each newspaper company's needs, helps newspaper sales, advertising, marketing, and research departments increase that revenue by making it easy to create professional Microsoft® PowerPoint® presentations, including proposals, schedules, charts, and maps, specifically targeted at each potential advertiser. The Microsoft MapPoint® technology integrated into the product enables you to create maps using data that changes daily and report on that data in a variety of formats. Potential advertisers can quickly and visually assess accurate, up-to-date geographic data, ultimately helping them understand how and where the newspaper can sell their product.

Partner Profile

Media Marketing, Inc., founded by James Theall in 1987, develops and sells the automated sales presentation software product, imMEDIate, to newspaper sales, advertising, marketing, and research departments in the United States and Canada. Thousands of newspaper sales representatives in hundreds of newspaper companies in these countries use their product, making them a leading supplier of automated sales presentation software.

Media Marketing used to write proprietary code for all the mapping capabilities in the imMEDIate product. However, code and technology limitations prevented them from delivering key features their customers needed, such as zooming and address level store plotting. And, creating map templates with polygons, roads, and landmarks was a cumbersome process. James began looking for an easier way to create the accurate, up-to-date templates and maps his customers and their advertisers needed. That way presented itself in 1999 when James won a Microsoft MapPoint and Microsoft Windows® CE promotion contest for his Microsoft MapPoint usage idea, placing him first among thousands of entries and launching him into coding on the Microsoft MapPoint platform.

Media Marketing, Inc.

Contact Information

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Profile

Media Marketing is a leading supplier of automated sales presentation systems to newspaper companies in the United States and Canada.

Target Audience

Newspaper sales, advertising, marketing, and research departments that need customized, automated sales presentation software to help sales representatives sell advertising space

Software and Services

- imMEDIate
- Customization and on-going support services
- On-site training services

Microsoft Technologies

- Microsoft® MapPoint® 2002
- Microsoft Visual Basic® 6.0
- Microsoft PowerPoint®
- Microsoft Excel

Challenge

Sales presentations and proposals for potential newspaper advertisers are often times cumbersome, time-consuming, and complicated to create. You need to compile marketing data, such as, geographic distribution and readership data. You need to research potential advertisers, create charts, maps, and so on—all with different software products and potentially inaccurate data. Given the amount of work involved, it's no wonder newspaper companies give few effective, advertiser-focused presentations. The few that give them usually rely on boilerplate presentations that tell the potential advertiser all about the newspaper, but very little about what the newspaper can do for the advertiser. Add changing market conditions and selling methods to this already burgeoning amount of data analysis and presentation preparation work, and you have people in newspaper sales, marketing, advertising, and research departments who are ready for a tool that will make their job easier, and ultimately increase newspaper profits.

Solution

The Media Marketing tool—imMEDIAtE—was designed specifically for people in newspaper sales, marketing, advertising, and research departments who need to quickly and easily create unique, advertiser-focused presentations for each potential advertiser, and thereby increase the volume of presentations they give and maximize newspaper profits. It uses wizards, such as the Media Schedule, Media Budget, Media Map, and Benefit Engine wizards, to guide you through entering specific information for each advertising media and advertiser. Then, it builds a unique Microsoft PowerPoint presentation, including media plans, budgets, schedules, maps, and proposals for each advertiser.

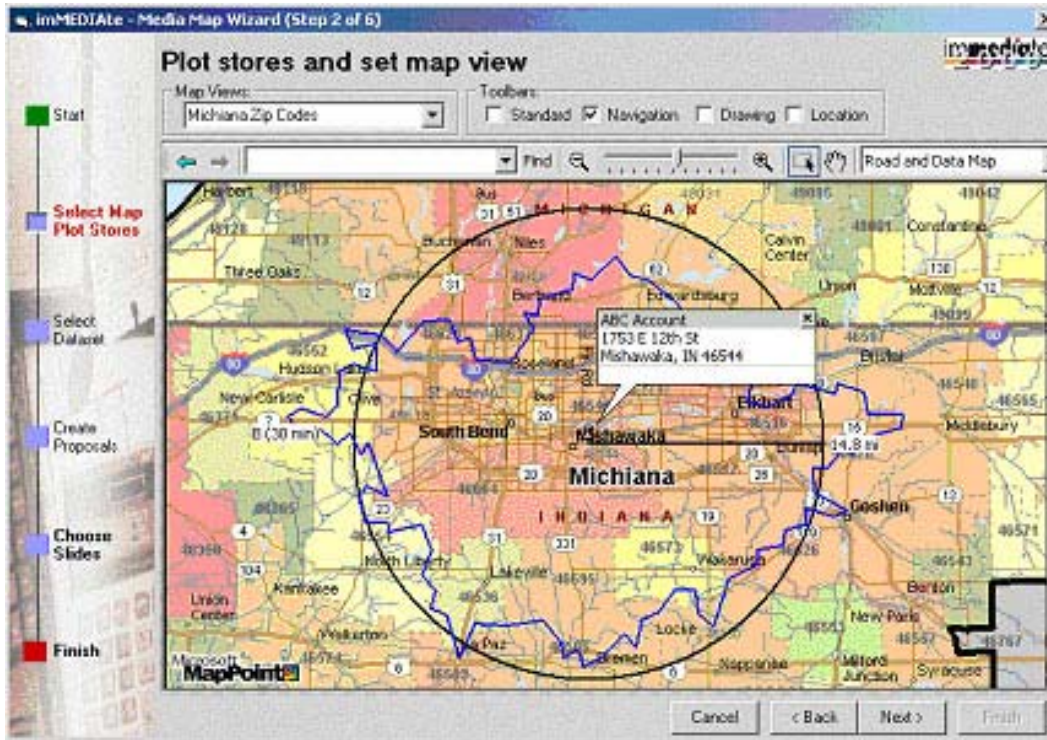
Almost 50% of the Media Marketing company is dedicated to customizing imMEDIAtE for each newspaper company's individual needs, from gathering distribution data and creating area and postal code maps, to providing on-site installation, usage, and support training for the customized version of the product. Once Media Marketing started developing with the Microsoft MapPoint ActiveX® control and its open object model, all proprietary code and technology limitations disappeared. They could finally deliver key features their customers requested. The Customization Service department could now create custom distribution map templates, which included roads and landmarks, for newspaper sales departments in a fraction of the time it took to create them before. They could also ensure sale representatives had the most current marketing information by linking imMEDIAtE to a Microsoft Excel spreadsheet on the newspaper company's server that contained the newspaper's marketing data. When someone from the Marketing department updated the spreadsheet, imMEDIAtE also updated its distribution map templates.

The Media Map wizard, which incorporates the Microsoft MapPoint ActiveX control, plots store addresses, sets radius or drive time criteria, gathers readership data for a particular area, proposes media and distribution options, and so on. imMEDIAtE then automatically creates and inserts these advertiser-focused maps into your Microsoft PowerPoint presentation in seconds. It also uses the Microsoft MapPoint open object model to create reports on geographic data in Microsoft Excel spreadsheets and automatically incorporate the reports into your presentation.

Partner Satisfaction

"The rapid development of working in Visual Basic with the MapPoint object model has been the biggest benefit. I would estimate this cut our overall development time by 40%. Another benefit is the time it takes to develop map templates has dramatically decreased, and the skill level it takes to develop the templates is a fraction of what it was without MapPoint. This allows us to deliver one of our customer wish list items: the ability to modify the templates themselves."

--James Theall
Founder and CEO
Media Marketing, Inc.



With the Media Map wizard, built on Microsoft MapPoint technology, you can select the type of map you want to use, plot locations, and then pinpoint data such as store locations in specific areas.

Media Marketing makes all of this possible with the imMEDIATE product at a fraction of the time and cost it took to develop the product before using Microsoft MapPoint technology. The end result for Media Marketing customers is a professional presentation, complete with distribution and readership maps and reports that help advertisers understand and visualize geographic data. Most importantly, the boilerplate presentation is a thing of the past, and each unique, advertiser-focused presentation tells potential advertisers what your newspaper can do for them.

Additional Information

For information on Microsoft MapPoint, visit www.microsoft.com/office/mappoint/. For information on working with the MapPoint ActiveX control and object model, visit msdn.microsoft.com/mappoint/.

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