Bionic for Ad Sales Best Practices

A Step-by-step Guide to Increase Ad Sales using Bionic

BIONIC

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Overview

The purpose of this guide is to help you to get the most value from Bionic for Ad Sales. In this guide, we'll over the following topics:

Why Bother with Bionic?

Bionic has become known as "the 5th holding company" because it aggregates the demand of hundreds of ad agencies through its media planning and buying platform.

As of September 2019, more than 633 advertising agencies have used Bionic for Agencies to buy $3.6 billion of advertising media through more than 27,509 media plans.

On a typical day, there will be more than $100 million of media budgets being decided through hundreds of media plans on Bionic.

Bionic serves all media channels, including TV, radio, print, OOH, digital, and all others. Bionic serves global, national, and local media in every region of the world.

Bionic for Ad Sales will help you tap into this demand.

BIONIC by the Numbers

numbers as of 09/07/19

BIONIC FOR AGENCIES
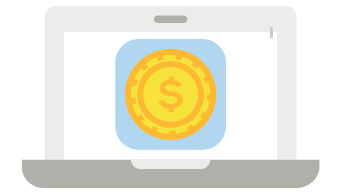
633 Agencies

on behalf of **9,283 advertisers**

MEDIA SPEND
Have spent more than **$3.6 billion**

SELL MORE ADS

through **27,509 media plans**

comprised of **831,009 placements**

sold by **12,002 ad sales organizations**

VALUE OF AVERAGE PLACEMENT $4,332

BIONIC FOR AD SALES

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What is Bionic for Ad Sales?

Bionic for Ad Sales is software built exclusively for ad salespeople. Its purpose is to help you sell more ads.

Bionic for Ad Sales includes tools that help you to attract the attention of media planners and media buyers when they are making their buying decisions, and to make it easy for them to buy from you, including:

- Promote your ad programs
- Publish your contact information
- Attract media planners' attention
- Receive RFPs online
- Streamline proposal generation
- Track your sales performance
- … and more!

Step 1: Get Your Bionic Account

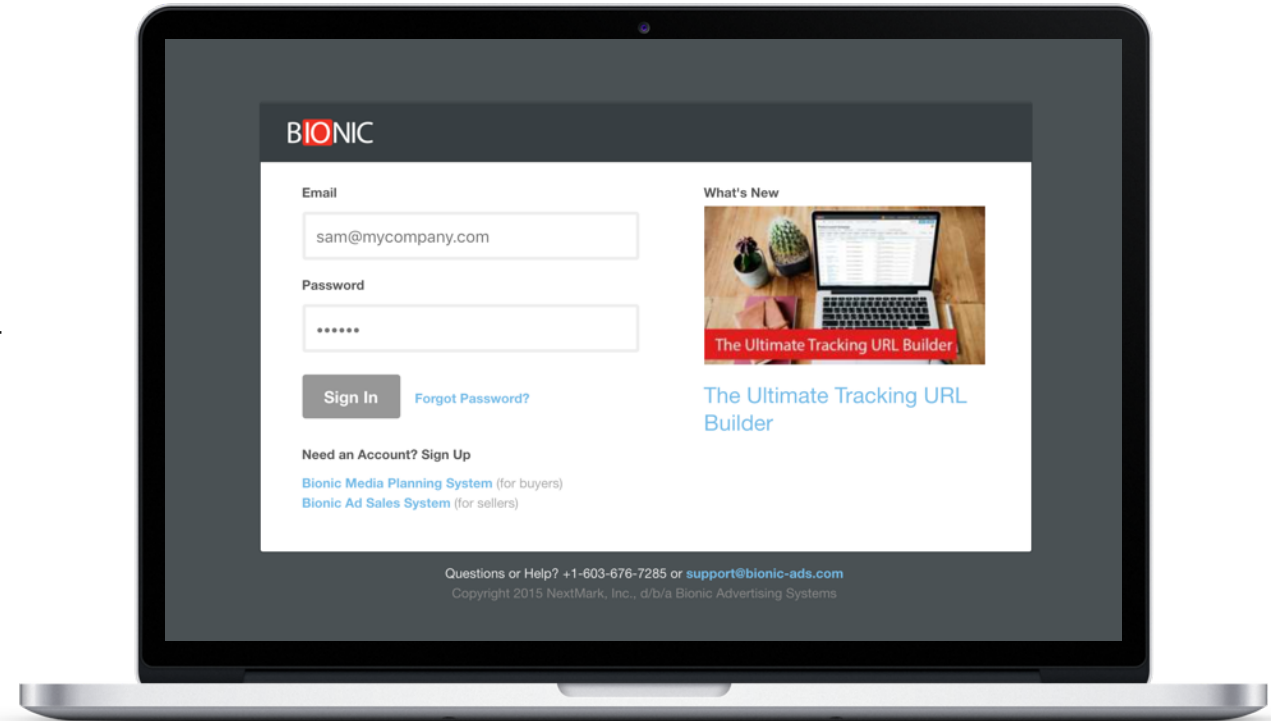Your first step on Bionic is to get your Bionic for Ad Sales account. It's easy and it's free.

According to one enthusiastic reviewer, "Bionic is one of the most elegant and well-built systems I've ever seen." Bionic is modern, cloud-based software. All you need is an internet connection and you are good to go.

Action Item

Get your account here:
https://www.bionic-ads.com/seller/

BIONIC

Email

sam@mycompany.com

Password

••••••

Sign In   Forgot Password?

Need an Account? Sign Up
Bionic Media Planning System (for buyers)
Bionic Ad Sales System (for sellers)

What's New

The Ultimate Tracking URL Builder

The Ultimate Tracking URL Builder

Questions or Help? +1-603-676-7285 or support@bionic-ads.com
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Step 2: Catalog Your Ad Programs

Your foundation on Bionic is your catalog of advertising programs in Bionic's directory. If your ad inventory is not properly cataloged, you will be missing ad sales opportunities.

When creating media plans, media planners use this catalog search for media programs and to understand your ad programs. Your listings also enable media planners to contact you with questions, to send you RFPs, and to place orders with you.

Your listings, which are known as "data cards," a better version of a media kit. Your data cards present all the key information a media planner needs to know about your advertising programs.

Action Item

Click the "Programs" tab in Bionic to see the status of your listings. Follow instructions on the screen to **add** or **update** your listings.
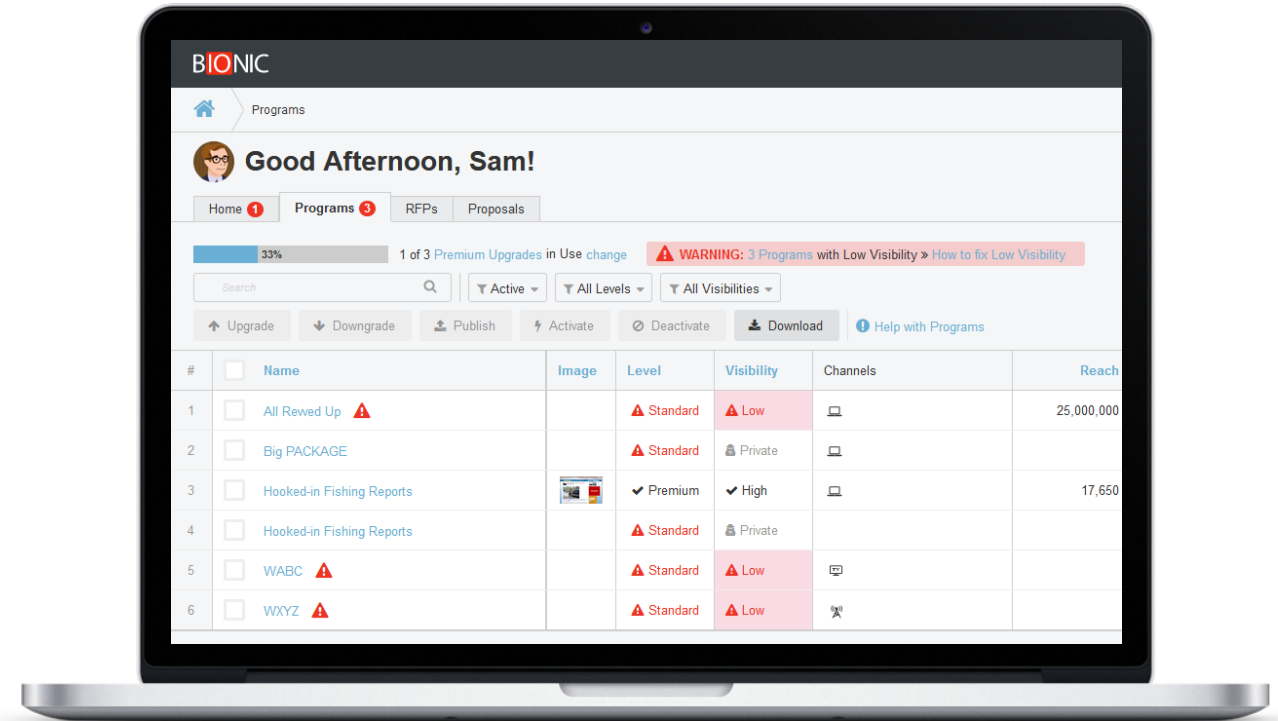
You get an unlimited number of catalog listings for free. So, take advantage of this!

Step 3: Boost Your Visibility

Are media planners thinking about you when they create a new media plan? If you're not listed as Bionic Premium, which is an optional add-on service, your advertising programs won't have high visibility.
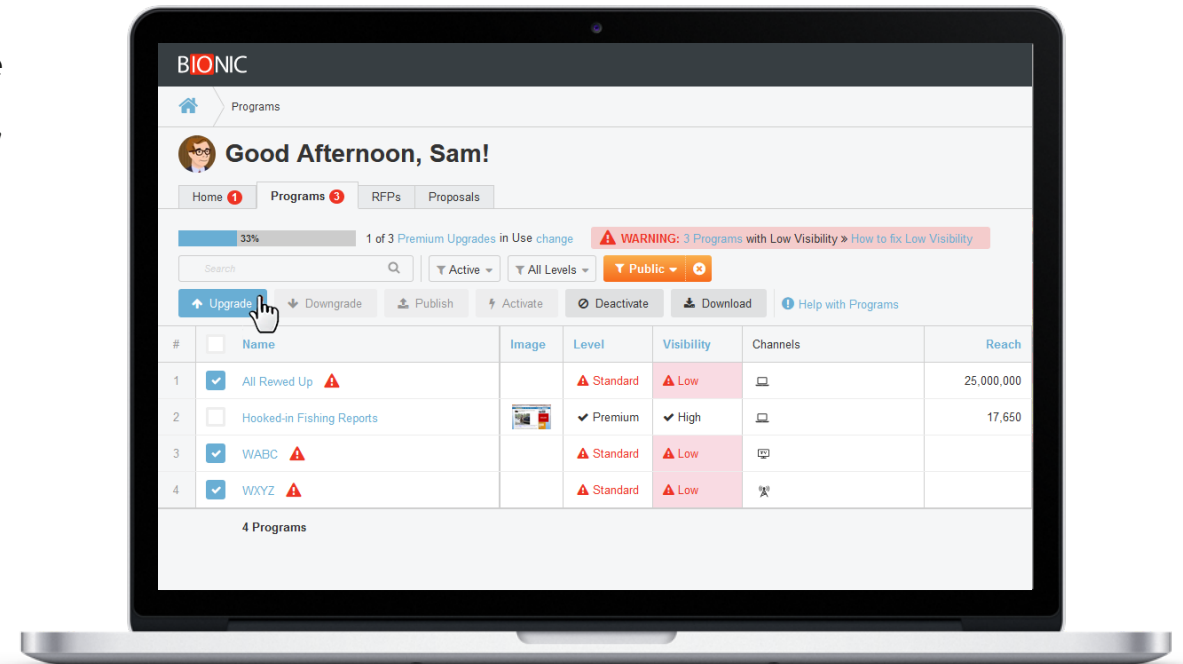
When a media planner creates a new campaign on Bionic, Premium listings are recommended exclusively by default. Premium listings are highlighted in all search results. Upgrading your listings to Premium gives you a powerful advantage in winning the media plan.

Action Item

Learn more here:

https://www.bionic-ads.com/premium

To upgrade your listings to Premium:

1. Click the "Programs" tab in Bionic to check the visibility of your listings.
2. Select the listings you want to upgrade to Premium.
3. Click the "Upgrade" button

Step 4: Respond to Your RFPs

Now that your programs are listed and getting noticed by agencies, you're going to start getting Requests for Proposals, or RFPs. Bionic for Ad Sales includes features to receive RFPs and to respond with proposals online.
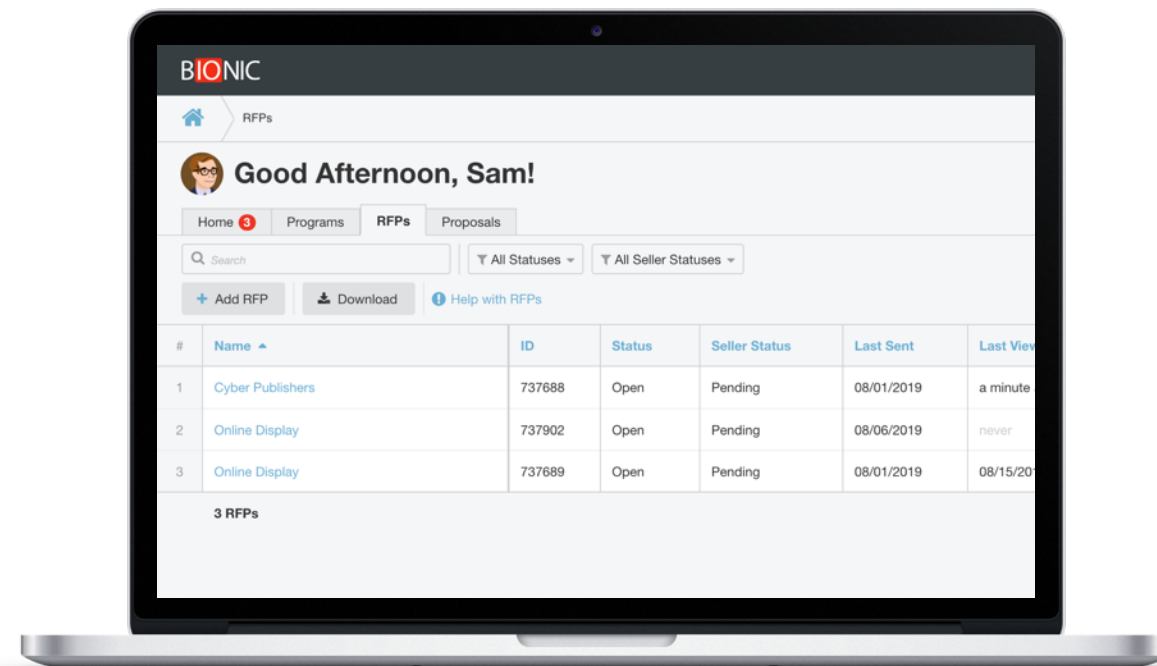
You'll get an email notification every time a media planner sends you an RFP. To respond, simply click the red button in the email.

You can also see a list of your RFPs, both open and closed, by clicking the "RFPs" tab in your Bionic for Ad Sales Interface.

Action Item

Learn more about handling RFPs here:

www.bionic-ads.com/rfp-help

You will receive daily email reminders if you have any open RFPs.

To Review your RFPs:
Click the "RFPs" tab in Bionic to review your RFPs

Step 5: Monitor Your Performance

Bionic is built on the principles of transparency, accountability, and control. Bionic gives you full visibility into the status of your listings, your results on the platform, and how it compares with everyone else.

Action Item

Click the "Performance" tab in Bionic for Ad Sales to see how you're doing.
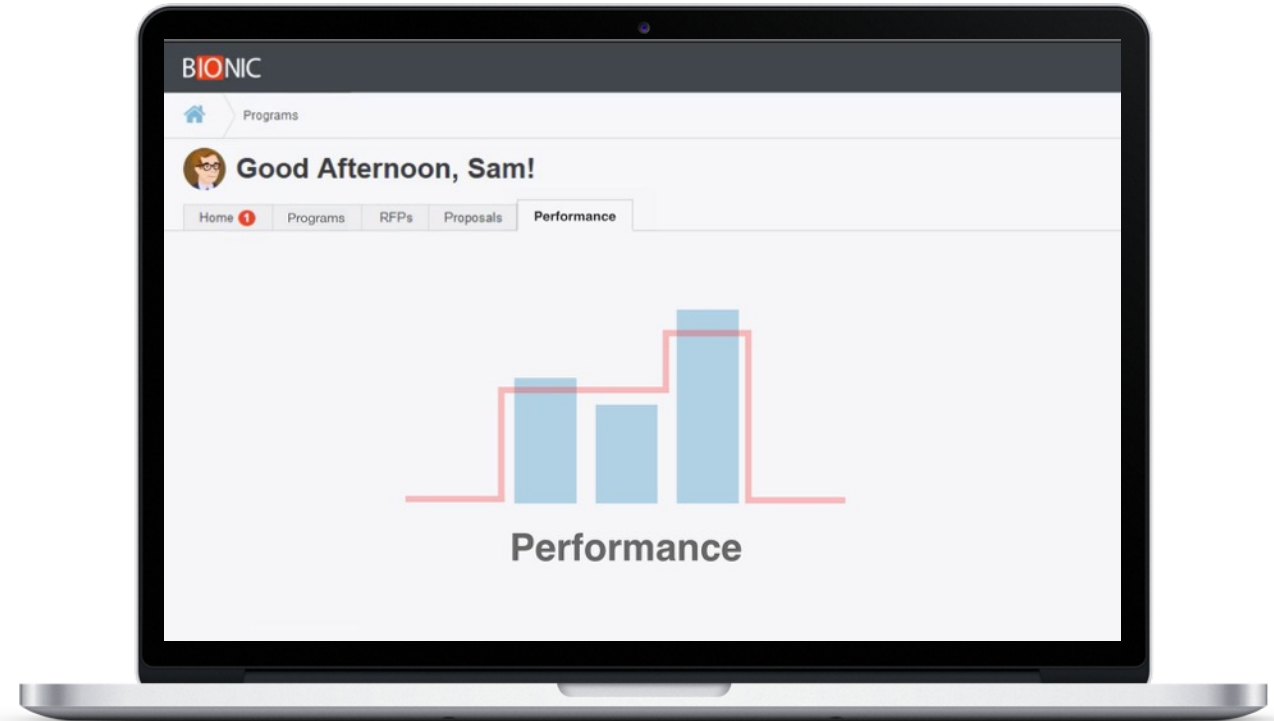
How to Get Help

You get unlimited training and support for free with Bionic. Don't hesitate to contact us if you have a question, need some advice, or want to review your account.

There are many ways to reach us:

- **Chat** online through website and inside the interface

- **Email** support@bionic-ads.com

- **Call** +1 603 676-7285 ext. 3