



NAA Audience & Revenue Webinar Series: Session 3

Proven Strategies to Build Reader Engagement

Today's Session:

Debbie Tolman Sr Manager of Audience Engagement, CMG Newspapers

Renee Clark VP Membership Experience, Gannett Co., Inc.

Moderator:

John Murray, NAA VP, Audience Development

Sept 1, 2016
2:00 PM - 3:00 PM EST

Today's Session:

Media Audience Trend Snapshot

Based on Nielsen Scarborough Research USA+ Data Release 1, 2016



Today's Session:

Media Audience Trend Snapshot

Based on Nielsen Scarborough Research USA+ Data Release 1, 2016

- The past week newspaper media audience, print & digital combined, is 63% of total adults, down from 69% in Release 1, 2013.
- Past week print readership is 49% is down ten points from 2013. Decline sharpest in 35-49 age group.
- Millennial audience print/digital in the past week increased slightly (58% from 57%) from Release 2 2015, driven by increased mobile usage.
- Just over half (52%) of the newspaper audience in the past week reads newspaper digital content.
- More than three-fourths (77%) of the newspaper during the week reads a printed copy.
- Nearly three in ten (29%) read both print and digital newspaper content.

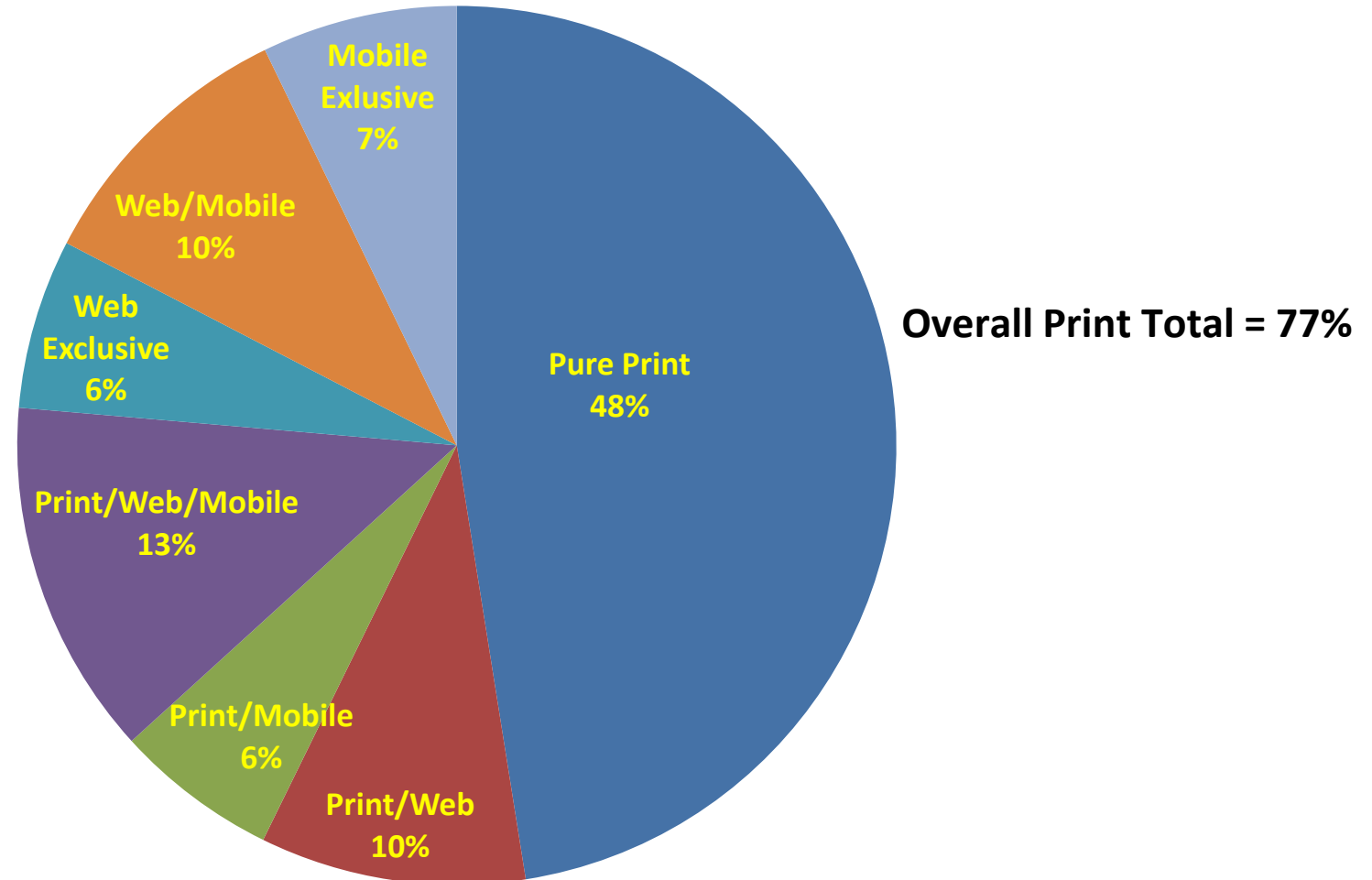


Today's Session:

Newspaper Media Audience – Past 7 Days

Overall Digital Total = 52%

Print/Digital Overlap = 29%



Today's Session:

Proven Strategies to Build Reader Engagement

Marketing Digital is really three related objectives and sales strategies:

1. Sell complete print/digital bundled subscriptions
2. Drive current print subscribers to activate:
 - I. The Value Statement
 - II. Engagement = Retention
 - III. Measurable and reportable
(Building Audience and Reach)
3. Sell digital subscriptions for profit and reach.

Get Digital Access





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10 Proven Ways to Drive Engagement from Email

Debbie Tolman

Sr Manager of Audience Engagement

CMG Newspapers

Email is Powerful

- A multi-market team of 5 email professionals strategize, implement, evaluate and optimize emails on a daily basis
- Results
 - 271,899 (57%) of our subscribers are registered for digital access
 - 208,987 (77%) of those registered have consumed digital content at least 1 time in the last 30 days
 - 79,933 (38%) of digital engaged subscribers have been actively engaged for 150 days or more



Assess your email readiness

Subscribers

- # of subscribers with a valid email address
- Scrub your list
- Is registration a part of your requirements



Technology

- Select an EMS
- Select a deliverability partner
- Establish KPI's



What if you don't have an email?

Internal Email Acquisition

- Direct Mail
- FIT Call
- Point of Sale
- Customer Care



Vendor Email Acquisition

- 3rd Party Email Matching to our subscriber lists
- 3rd Party targeting to find your customers in other places on the web



Making every email count
Value for the customer is the end game

Become part of your customer's routine

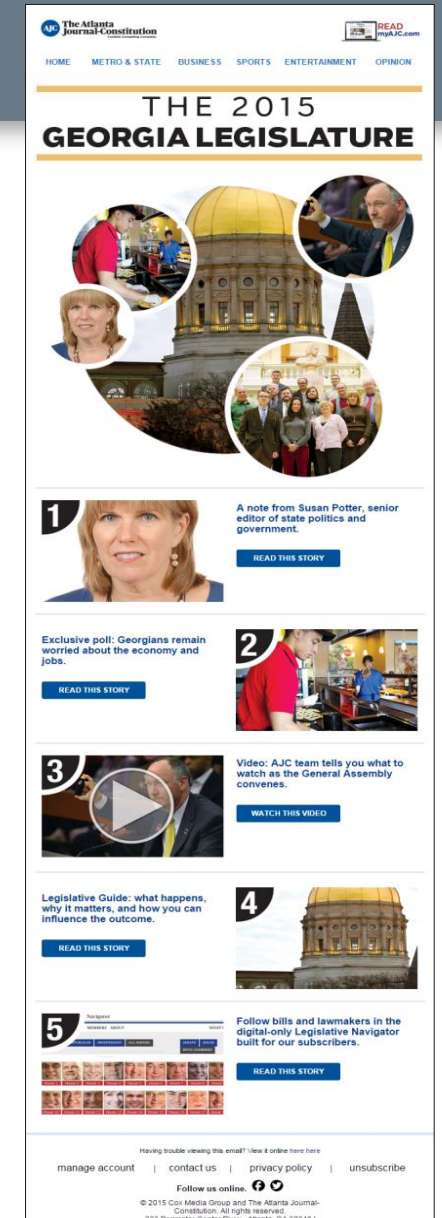


- Identify a habit that already exists for your customer
- Use your email to compliment the actions your customer is already taking

70,304 Subscriber Engagements per day

Mobile First

- 60% of our subscribers are reading their emails on a mobile device
- Challenge designers to focus on the image frame not the whole email
- Use images to keep the reader scrolling and interested



Letter format produced 479 unique clicks
Stackable images with headlines produced 817 unique clicks

Serve a purpose

BREAKING NEWS EXTRA


Austin American-Statesman
statesman.com

YOUR NEWS. YOUR WAY.


BREAKING NEWS COVERAGE

Trying to understand ZIKA

EXPLORE THIS EXTRA EXCLUSIVELY IN THE ePAPER »



It emerged from the remote forests of Uganda, a virus that caused a dengue-like illness with milder symptoms. For more than 60 years it went largely unnoticed, except for outbreaks in isolated places. Then, last year, a nightmarish scenario began to play out in Brazil then the search for a likely culprit led to the virus, Zika. In this section you'll find information about what it is, where it came from, how it spread, how to recognize it and how to keep yourself safe.



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305 S. Congress Ave. Austin, TX 78704 512.445.4040

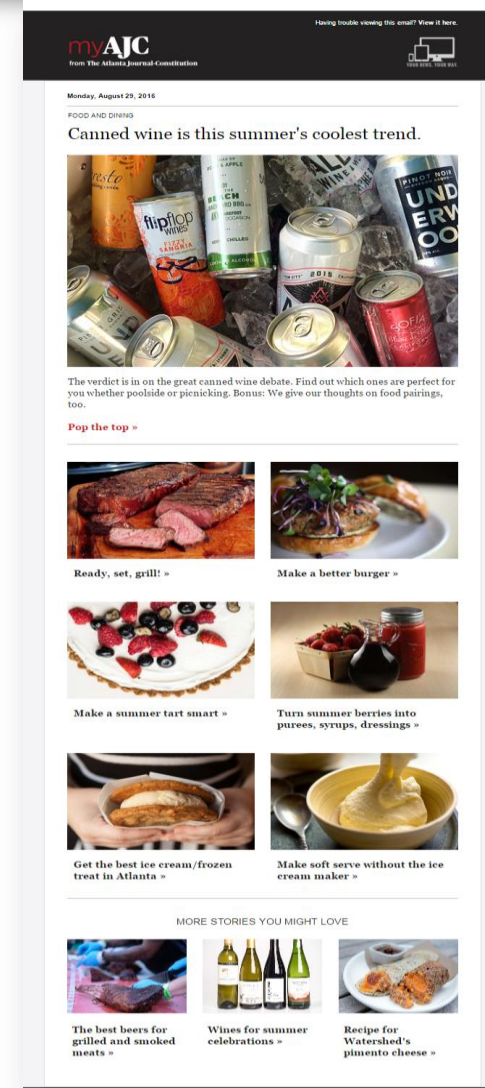
- Zika started hitting news feeds and the air waves
- Need for deeper information that fit perfectly into our brand

5,315 unique clicks

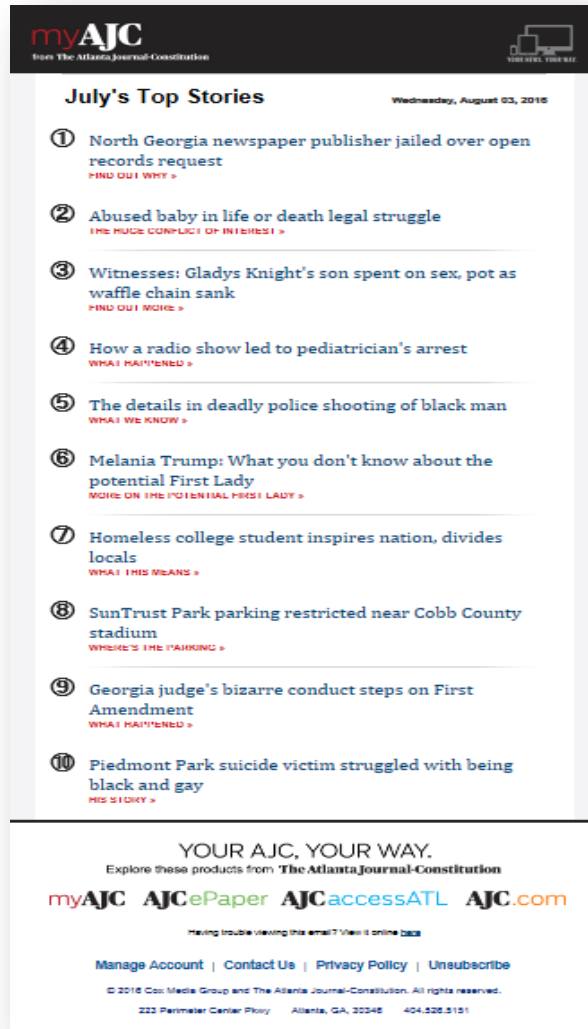
Curate your way to site navigation

- Help your reader consume your content
- Old is new
- Email can be a table of contents

23% unique open rate
4,546 unique clicks



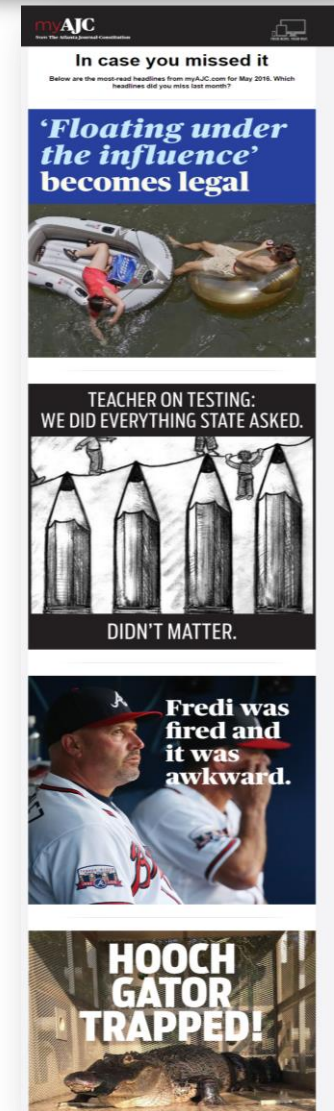
Simple is Best



- Balance between resource hours and results
- Time on site is more important than time on email

4077 vs 2707
unique clicks

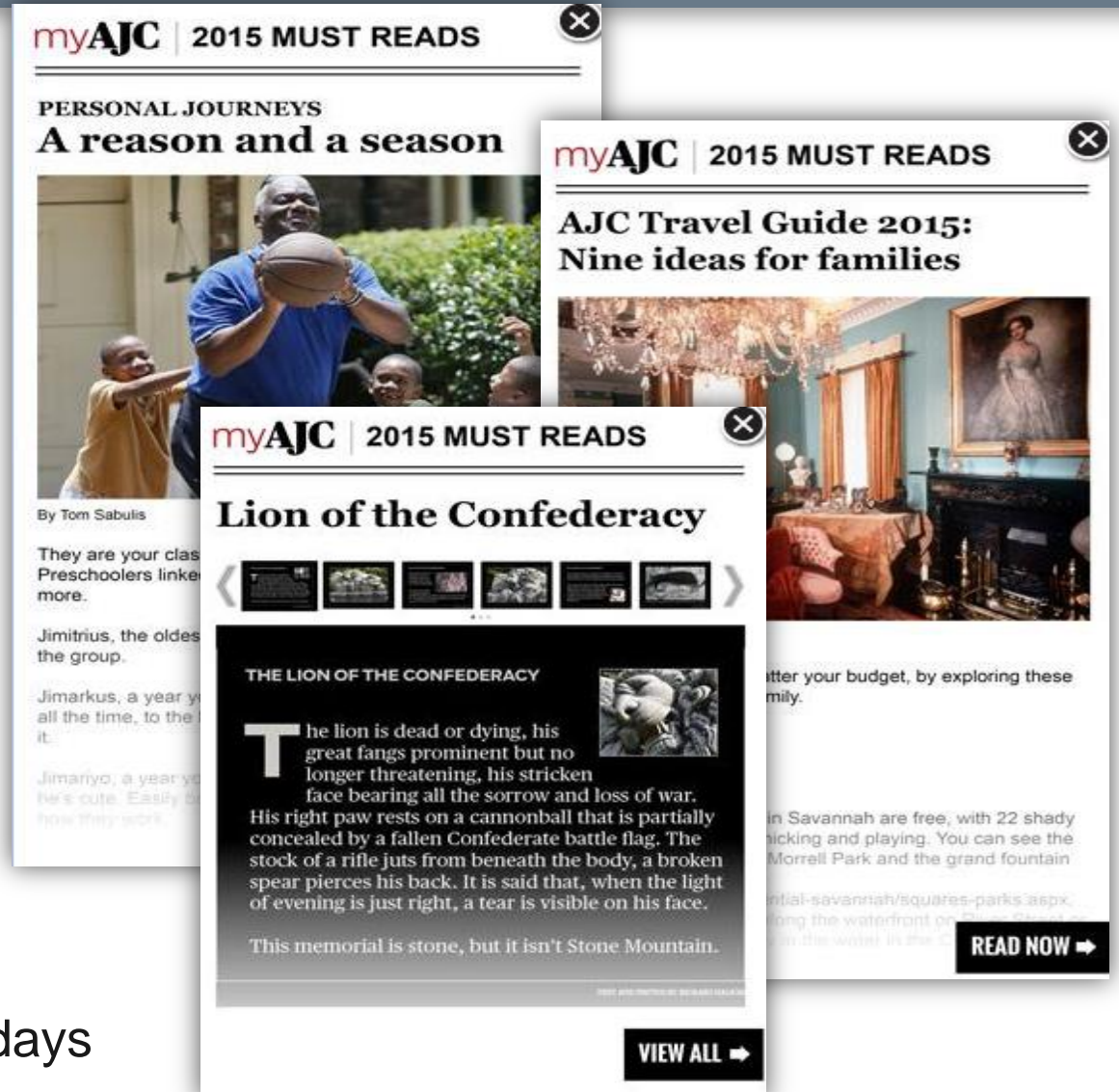
<1 hour design time or >1 hours design time



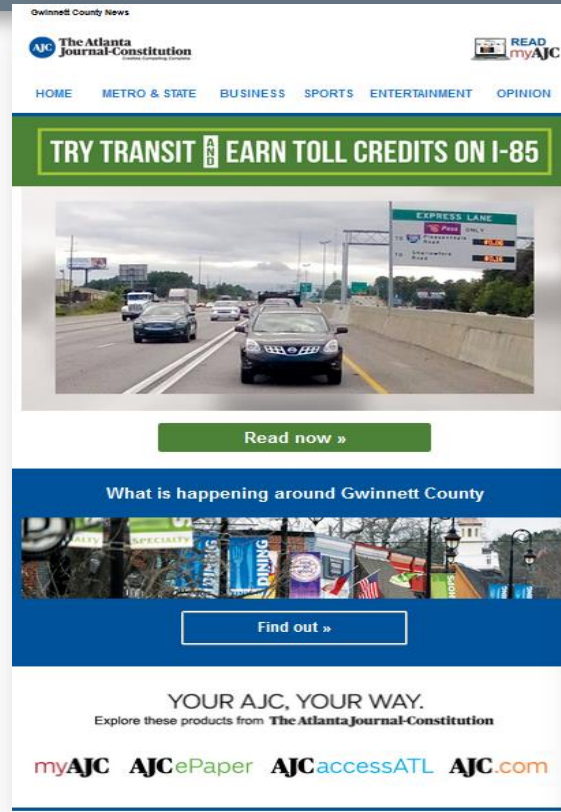
Old is New

- Fill the valleys between big news stories
- Re-use content that resonated with your readers
- Reaffirm complete and in-depth coverage

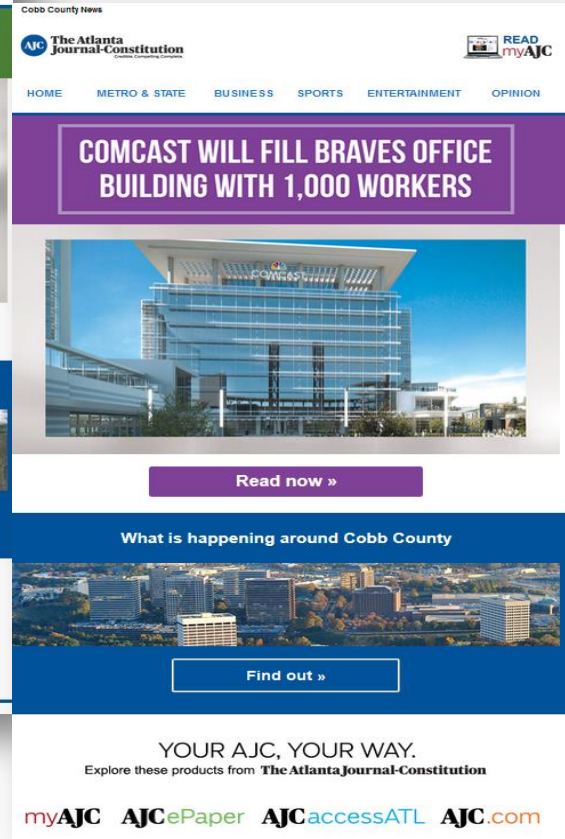
12,048 site visits over 30 days



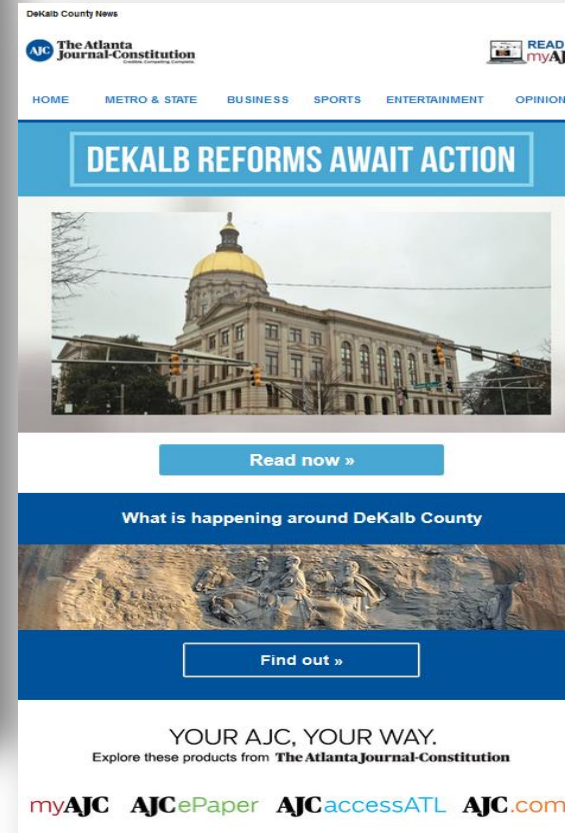
Local, local, local



41.9% Open/24.1% CTO



42.8% Open/18.3% CTO



42.9% Open/12.5% CTO

- Segmentation builds relevance
- One highly relevant story is more powerful than a list of trending stories

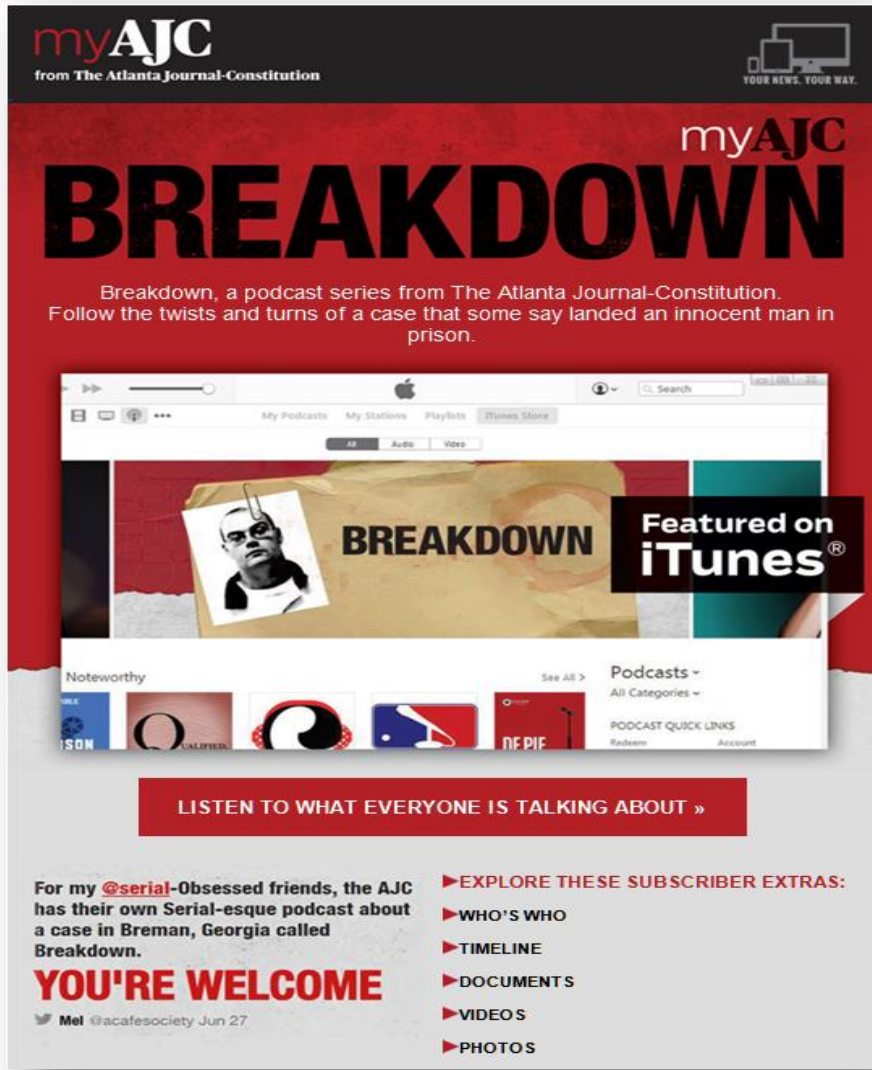
Listen

- Data will tell you what your readers want
- High interest in travel content
- Leverage the travel content from 1 section into a year long engagement initiative
- Food and Sports are also high interest areas



52,824 entries across 5 promotions

Get out of the way



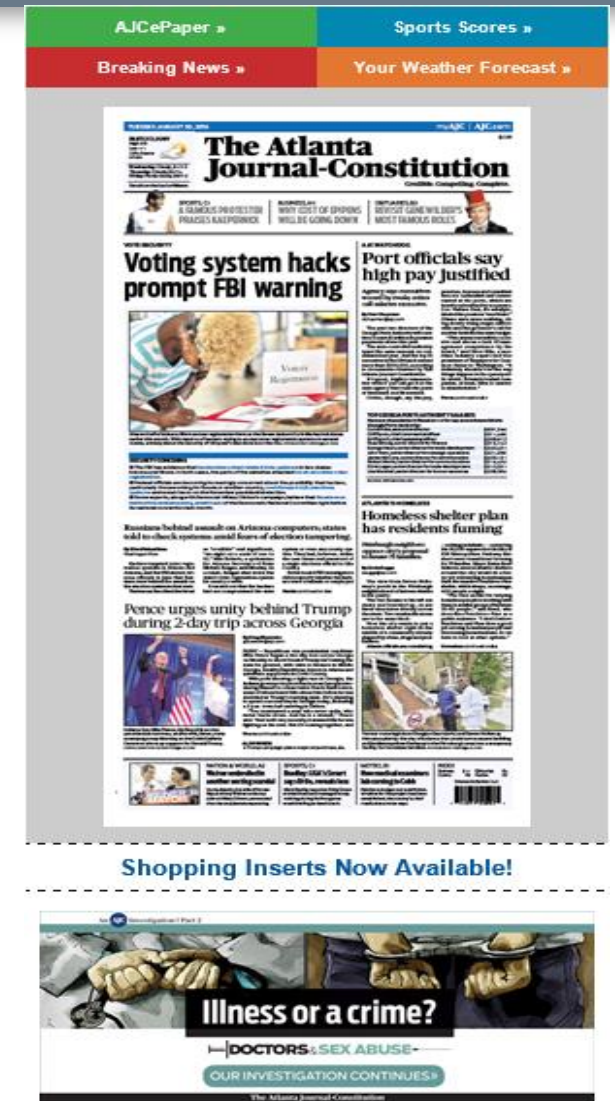
- Don't make your customer search for the action they should take
- Email is just a point of entry

28,942 unique opens
549 unique clicks

Testing Never Stops

- Leave nothing on the table
- Even your best email can produce more

+1,200 engagements per day



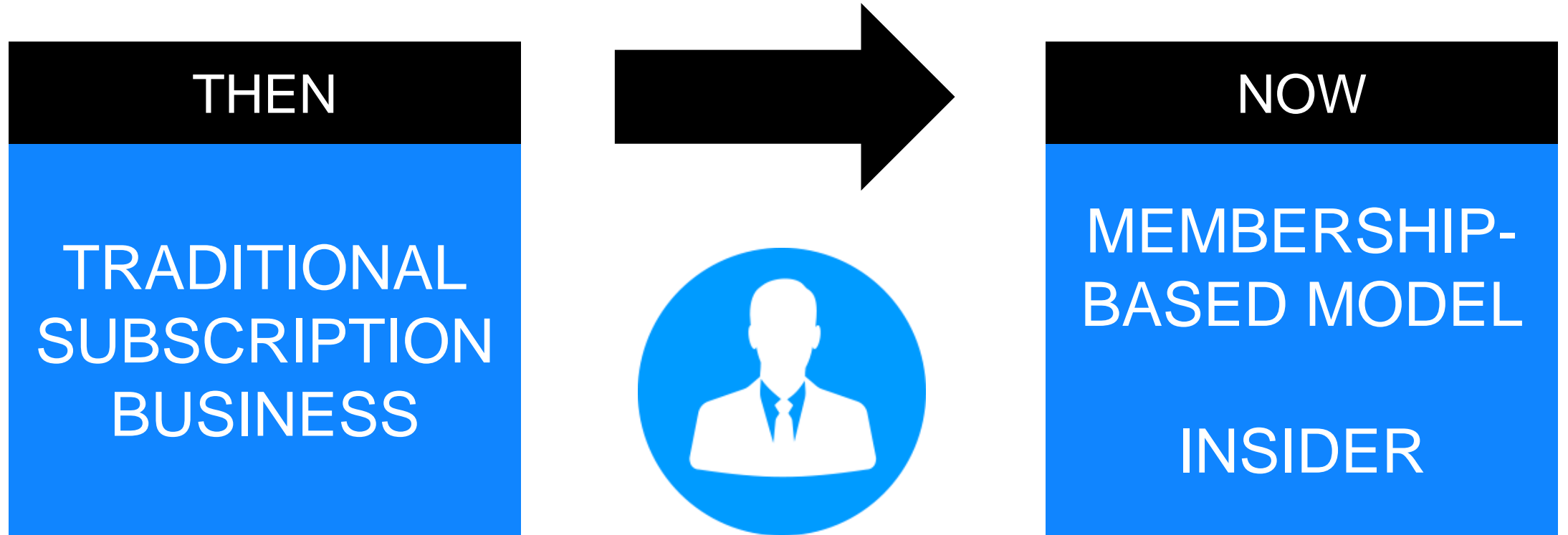
Questions?

INSIDER PROGRAMS

August 2016



OBJECTIVES



KEY GOALS

Enhance our product value proposition to:

1

IMPROVE RETENTION OF EXISTING SUBSCRIBERS

2

DEEPEN ENGAGEMENT

Increase digital activation, logins and repeat visits

3

ATTRACT NEW CUSTOMERS

INSIDER WEBSITE – LOCAL PROGRAM

- Members only program for local subscribers, giving them access to deals, events, and extra content
- Standardized CMS-driven platform, populated with both local and national content

The screenshot shows the 'insider' section of the GreenvilleOnline website. At the top, a navigation bar includes links for HOME, NEWS, SPORTS, DOWNTOWN, ENTERTAINMENT, BUSINESS, LIFE, HEALTH, OPINION, USA TODAY, and MORE. The 'insider' logo is prominently displayed, along with buttons for 'Events', 'Deals', and 'Extras'. A personalized greeting 'Hi, Renee!' is followed by a brief explanation of the Insider program and a 'Quick Links' box with options like 'Manage my subscription', 'Member Guide', 'Newsletters', 'Frequently asked Questions', and 'Member ID Card'.

The main content area is organized into a grid of featured offers, each with a category label, an image, a title, a description, and a 'Get it' button:

- DEALS:** 'Advanced Hearing Solutions' with an image of a hearing aid fitting. Description: 'Get a free hearing examination and free batteries for life with purchase of hearing aid!'.
- EXTRAS:** '10 Dishes Unique to Greenville' with an image of a gourmet dish. Description: 'Greenville has many unique restaurants. Here are 10 foods you've got to try.'.
- EVENTS:** 'Q & AUTHOR with Graham Moore' with a portrait of the author. Description: 'Live video chat with the award-winning screenwriter of The Imitation Game & bestselling author.'.
- EXTRAS:** 'Summer Games Trivia: Starbucks Giveaway' with an image of the Olympic rings. Description: 'Try our Summer Games Quiz and enter to win a \$25 Starbucks gift card!'.
- EXTRAS:** 'August E-book: Low Cost Cooking' with an image of a cookbook cover. Description: 'Download a free e-book full of tasty recipes that are easy on your wallet!'.
- EXTRAS:** 'Download GoEscape Magazine' with an image of the magazine cover. Description: 'Find vacation ideas for the end of summer and early fall in this premium publication.'.

INSIDER CATEGORIES – LOCAL PROGRAM

app.com HOME NEWS SPORTS WATCHDOG OPINION LIFE DINING THINGS TO DO OBITUARIES USA TODAY MORE

insider

Events Deals Extras

Events

Where do you want to go today? You've got the hot ticket as a Asbury Park Press Insider! With access to sports, cultural and entertaining events, where you'll enjoy the "velvet rope" treatment you deserve.

EVENTS

WINE & MUSIC EXPERIENCE
THE HORSE PARK OF NEW JERSEY, ALLENTOWN
CONTINUOUS MUSIC PLAYING ON TWO STAGES
VISIT WWW.VINEVINEWINE.COM FOR MORE INFORMATION

Tickets to Wine and Music Experience
Enter to win 2 tickets to the Wine and Music Experience! Enter Now-8/29

Get it

EVENTS

Taste wines, autumn at Ama Ristorante!
Join food writer Sarah Griesemer & Luxury Living editor Jamila Robinson for a Tuscan dinner & wine tasting.

Get it

courier journal HOME NEWS SPORTS LIFE ENTERTAINMENT OPINION OBITUARIES XTRAS ARCHIVES USA TODAY MORE

xtras!

Events Deals Extras

Deals

As a member of Xtras!, you're entitled to special deals from shops, to restaurants, cultural venues, sports. Courier-Journal works with local and national merchants to bring you deals and discounts you'll enjoy.

DEALS

Dog Days of Summer Giveaway
Pamper your pet with this perfect gift card duo. Enter 8/1-8/28

Get it

DEALS

Win a Science Center Family Membership
Enjoy a year-long Science Center Membership for the whole family. Enter 7/18-8/21

Get it

DEALS

Hit the Road
Take a trip through the heart of the South. Enjoy a day in Le...

Get it

news-press.com 91° HOME NEWS SPORTS BUSINESS TRAVEL LIFE TASTE ARCHIVES USA TODAY MORE

insider

Events Deals Extras

Extras

Get an Insider's perspective and deepen your connection to Southwest Florida through exclusive features, stories, games, and more. As a News-Press Insider, you'll have members-only perks right at your fingertips.

EXTRAS

Chef's quick time dishes
Download a FREE e-Cookbook today that's perfect for helping you save time during a busy month.

Get it

EXTRAS

Travel Tips for Dining on a Dime
How to eat well, explore local cuisine, and still save money on your next vacation.

Get it

EXTRAS

Burning Man Turns 30
How a group of radical pranksters built a city in the desert.


Get it


BENEFITS FOR SUBSCRIBERS ONLY

Not Logged In

INSIDER DEALS

Save Up To 30% On Movie Tickets





Take the entire family to the movies without breaking the bank! Purchase discounted movie tickets from AMC, Regal, Cinemark and many more theatres, at a discount of up to 30%.

- Discounts and details vary by theatres
- Tickets do not expire
- Valid anytime at all locations of each theatre brand

DETAILS

Can't see the details? Log in below.

If you're already a subscriber, you're all set! Simply log in or register to access.

Returning Members:

LOG IN

Already have a subscription, but don't have a login?


CREATE AN ACCOUNT


Not a subscriber yet?
[Subscribe now](#)

Logged In

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DETAILS

Get your tickets!

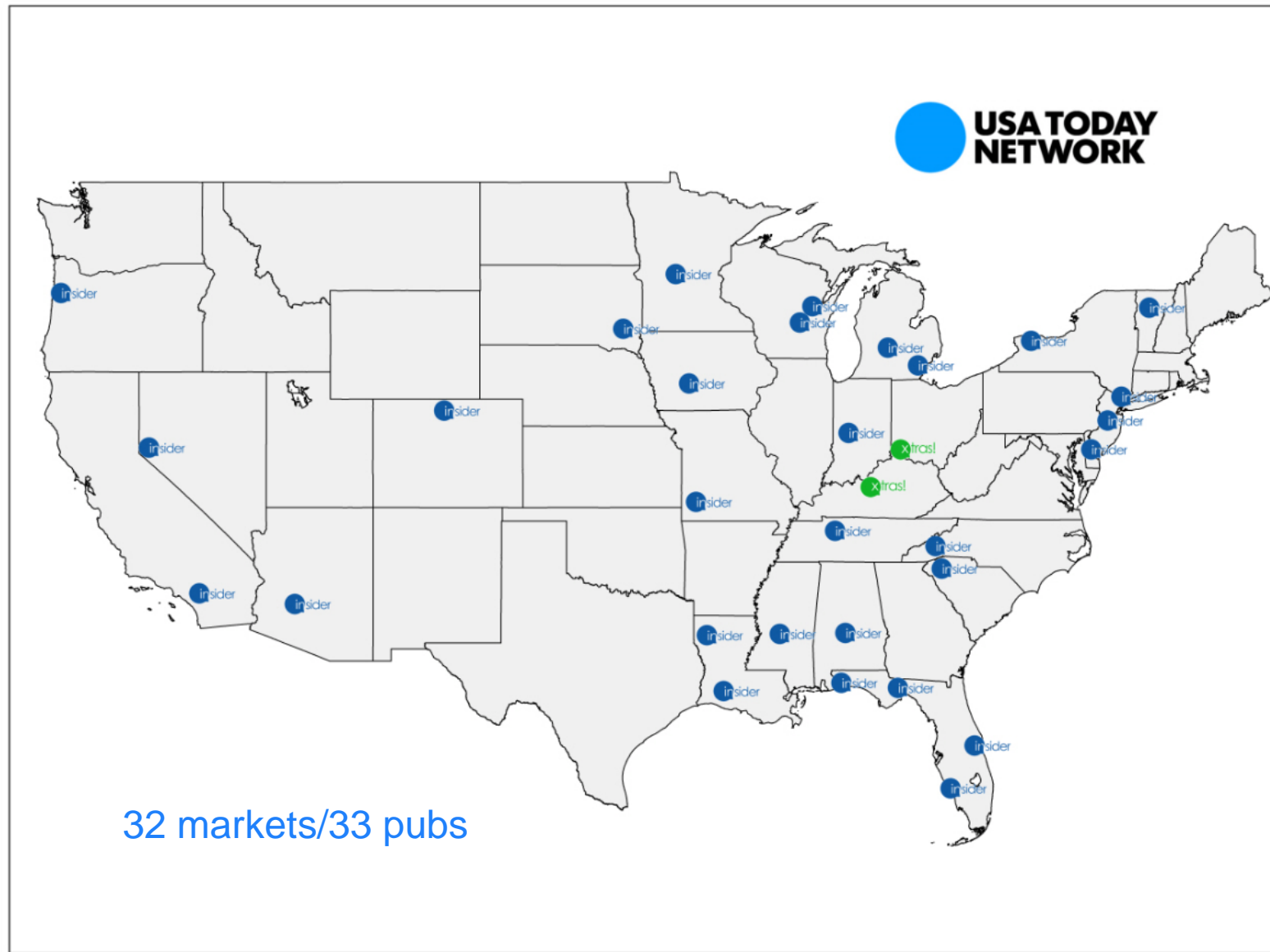
Note: On the redemption page, simply choose the theatre in your area. Do not use "Choose a City" menu.

Save Now

28

 **USA TODAY NETWORK**

MARKETS WITH “LOCAL” INSIDER PROGRAM



- Appleton
- Asbury Park
- Asheville
- Brevard
- Burlington
- Cincinnati
- Des Moines
- Detroit (both pubs)
- Ft. Collins
- Ft. Myers
- Green Bay
- Greenville
- Indianapolis
- Jackson, MS
- Lafayette, LA
- Lansing
- Louisville
- Montgomery
- Nashville
- Palm Springs
- Pensacola
- Phoenix
- Reno
- Rochester
- Salem
- Shreveport
- Sioux Falls
- Springfield
- St. Cloud
- Tallahassee
- Westchester
- Wilmington

TYPES OF ENGAGEMENT

DEALS



50% off Foodie Nash

Eat well, eat local. 54 of
Nashville's favorite res

DEALS



Discounted Tickets to Walt Disney World®

Save over \$30 plus two days free with these Insider discounts.

EVENTS

BRIDGET JONES'S BABY

Bridget Jones's Baby Advanced Screening

It's a ladies' night out! Enter for a chance to win tickets to the comedy! Enter 8/4-9/8.

EVENTS



Q & AUTHOR with Piper Kerman

Missed the live video chat with the best-selling author of Orange is the New Black: My Year in a Women's

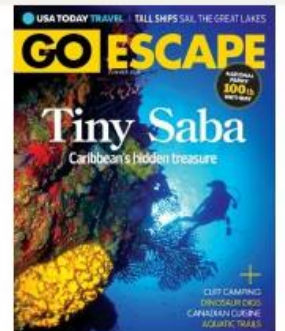
EXTRAS



Same Day Crossword Puzzle Answers

Get this week's crossword puzzle answers TODAY.

EXTRAS



Download GoEscape Magazine


Find vacation ideas for the end of summer and early fall in this premium publication.

EMAIL COMMUNICATION

Offer Email

Daily Record
PART OF THE USA TODAY NETWORK

Members-only perks from **insider**



20% Off Goldbely Food Subscription

Insiders can save on iconic American foods from top restaurants & artisan food-makers nationwide.


LEARN MORE

Newsletter

THE TENNESSEAN
PART OF THE USA TODAY NETWORK

insider **A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS**


There's so much happening in our area – catch it all with Insider. Let us help you make the most of your membership with this exclusive newsletter highlighting some of our great offers and experiences.



SUMMER FOOTBALL SWEEPSTAKES

Twelve winners over nine weeks! Enter for your chance at \$7,000 in prizes between 8/8-10/9.


GET IT



Member Exclusive Felix Vail Timeline

The following is a timeline of important events in the investigation and prosecution of Felix Vail.

GET IT



Win Titans Tickets on Aug. 20

We're giving away 50 tickets to Insiders! Enter to win between 8/3 and 8/15.

GET IT

NETWORK

32



SAMPLE PRINT AD & EDITORIAL



Be an Insider

Insider is a free members-only program that provides more value and fun for subscribers. As a subscriber to The Arizona Republic and azcentral, you'll enjoy special events, deals and extras through Insider. Claim your perks at azcentral.com/insider



Save up to 30% at the movies!

Take the entire family to the movies without breaking the bank! Purchase discounted movie tickets from AMC, Regal, Cinemark and many more theatres, at a discount of up to 30%. Details at insider.com



First Draft Book Club

Join us at First Draft Book Bar for drinks and a discussion of this month's pick: Lousia Hall's "Speak," which spans geography and time and considers what it means to be human, and what it means to be less than fully alive.

Insider



TAYLOR SWIFT VIP CONCERT TICKET GIVEAWAY

One winner will claim two VIP concert passes to see Taylor Swift at Bankers Life Fieldhouse on Sept. 16.



COLTS VS. PATRIOTS TICKET GIVEAWAY

One winner will score two club level seats, parking, \$50 food voucher and two Colts jerseys for the Oct. 18 game.




YOU'VE GOT WHAT IT TAKES TO BE AN INSIDER

IndyStar Insider is your access to more value and fun. As a subscriber to The Indianapolis Star, you'll enjoy special events, deals and extras through Insider. Claim your special perks by logging on to indystar.com/insider.



A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS



You're in!

With Insider, you'll enjoy exciting deals and discounts.

The Insider program provides members with special Deals, exclusive Events, and unique Extras. It's one more way The Arizona Republic and azcentral.com take you inside what's happening in the Valley.

If you have a subscription, then you're an Insider! Visit www.azcentral.com/insider to log-in and start taking advantage of your Insider perks today.

THE ARIZONA REPUBLIC azcentral.com

WHAT'S WORKING? WHAT RESONATES MOST?



DEALS

- Restaurant & retail offers
- Discounted tickets to movies, live shows
- Chances to win tickets to sporting events



EVENTS

- Dining experiences
- Speaker series
- Hikes, photo classes with staff
- Unique, VIP experiences (backstage, behind the scenes)

EXTRAS

- Nostalgic content (photo galleries, etc.)
- Free downloadables (eBooks, recipes)
- Entertainment (quizzes, etc.)



ATTRACTING OUR MOST VALUED SUBSCRIBERS



***Higher % of 45-54
year olds***



***More affluent &
educated***



***More subscribed online and
use EZPay***



Spend more time on site



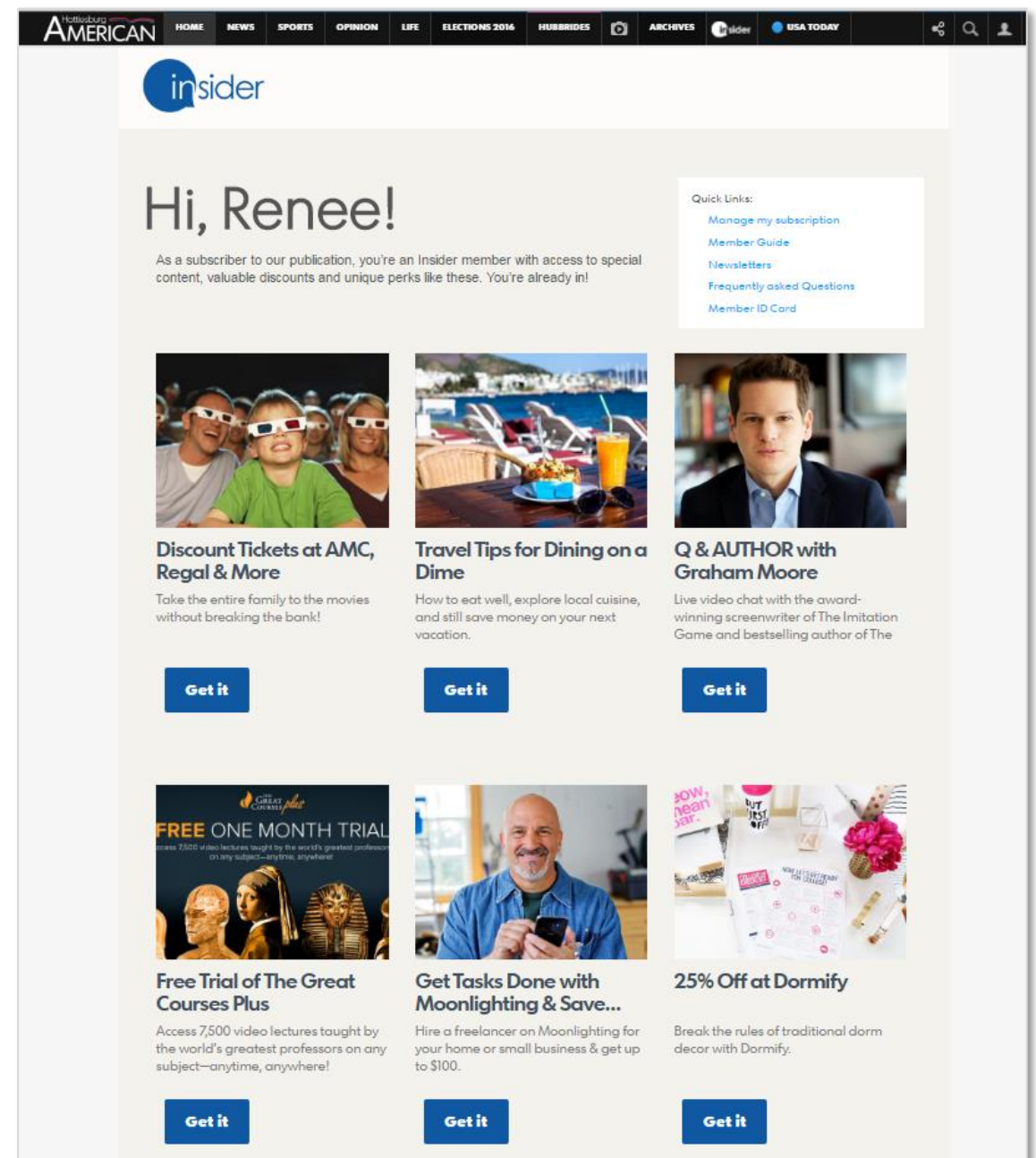
Return more frequently to site



Stay a subscriber

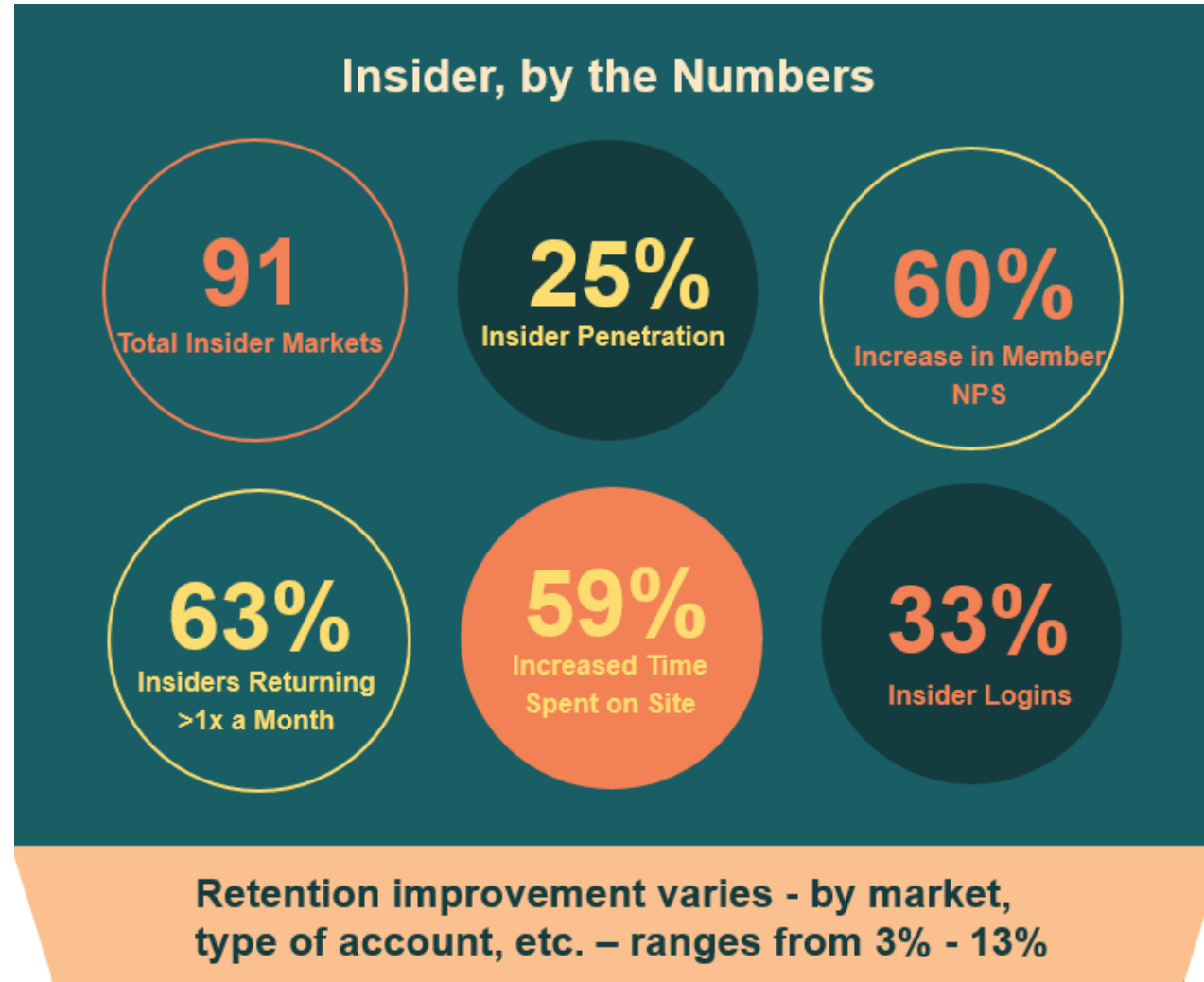
NEW! INSIDER NATIONAL

- Website is now live on 58 additional sites
 - All offers are national
 - National deals (eg. Movies, Disney, Costco, etc.)
 - National sweepstakes
 - Digital events (eg. live video chats)
 - Content from around the USA TODAY Network
 - Completely managed on one front by central team; no local resources required
 - Login required
- Launched on 8/17



RESULTS TO DATE

Since launching in early 2015, the Insider program has driven deepened engagement and retention across markets



THANK YOU





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Questions?



NAA Audience & Revenue Webinar Series: Session 4
Thursday September 22nd

Leveraging Audience Data to Drive Engagement and Monetization

Presenters:

Kerry Turner Audience Development Director, Hearst Media

Todd Petersen Vice President Circulation at Times Union

Introduction:

Dan Williams, CEO/CTO LEAP Media Solutions

Moderator:

John Murray, NAA VP, Audience Development

Mark Your Calendars: Thursday Sept 22nd



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Thank you!



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The entire Webinar will be available Monday on naa.org