## **media** xchange

### **AUDIENCE DEVELOPMENT**

## PROVEN STRATEGIES FOR STRENGTHENING RELATIONSHIPS AND RETENTION

Moderator: Heather Williams, Group VP Fan Development, McClatchy Melody Nelson, Group Director, Brand & Buzz, McClatchy Rich Handloff, Director of Consumer Marketing, The Washington Post

> April 30 - May 3, 2017 New Orleans, LA

- Moderator: Heather Williams, Group VP Fan Development, McClatchy
- Melody Nelson, Group Director, Brand & Buzz, McClatchy
- Rich Handloff, Director of Consumer Marketing, The Washington

**Proven Strategies for Strengthening Relationships and Retention** 



## Let's Take a 3-D Approach

# Digital



# Delivery



## **3-D Relationship**

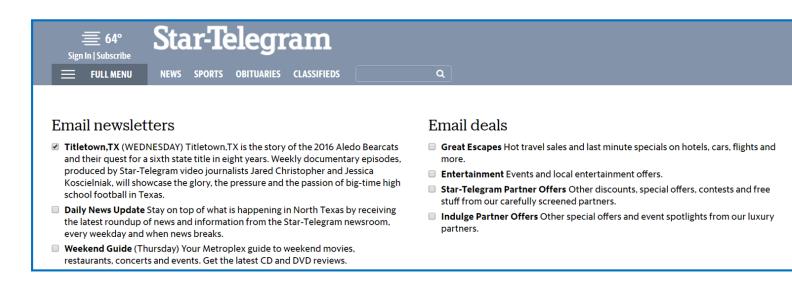


**Rich Handloff Director of Consumer Marketing The Washington Post** 



### **Keep the in-box full with relevant content**

- Ask for preferences
- Use browsing data to determine interest



### **Provide subscribers with useful and valuable information by e-mail.**







As a Sunday subscriber, you get a first look at what's coming up in The Washington Post this Sunday, April 9, 2017.



Special Section Meet the All-Mets The spotlight shines on the local high school athletes who were at the top of their game this writer.

The Magazine Truth or consequences: As fake news stories spread, there's been a reawakening of interest in teaching media literacy at colleges.

Business Birth and back to work: For workers living paycheck to paycheck and without paid maternity leave, often the only choice is to return to work days after childbirth, whether they're ready or not. Follow one new mom's struggle.

## Email subscribers and let them know what's coming up.

- Make an appointment with your audience
- Tell them what to expect; when to expect it

The Washington Post Afternoon Buzz

Updates since this morning's paper

## Afternoon Buzz: Relevant Email

- Your print subscribers are valuable!
- Keep them up to date
- **Recognize that they are** using digital products
- Add value

#### By Fenit Nirappil . Read more .

#### EPA plans to offer buyouts as part of Trump push to shrink workforce

The agency's memo was in response to President Trump's executive order aimed at streamlining agencies throughout the federal government.



#### D.C. man becomes first to be convicted under District's new revenge porn law

Lamont Roberts, 46, stalked his ex-girlfriend with nude photos of her taken during their relationship, prosecutors say

By Keith L. Alexander . Read more »

WilliamMoree.com / Courtesy Smith campaign

victory in obscure local race signals end of Trump

Analysts say that's a stretch, but defeat of powerful Republican in Prince William clerk of court race reveals grass roots energy among Democrats.

Forget Georgia, Va. Democrats say





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- Make it easy
- Promote the value
- Message

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The Washington Post

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## Email

## It doesn't hurt to remind them how!

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#### The Washington Post



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- 7. For Delivery Feedback, select a reason from the Reason drop down menu and then click "Continue"
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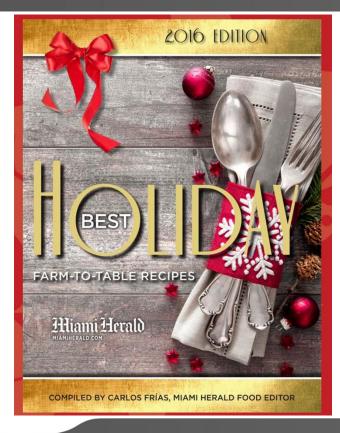
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## Reward Customers





withers) to the Mashington Nationals vo. Barlinois



## Use contests to engage and retain.



Like Page

Are you the biggest college basketball fan around? Well now's your chance to prove it! Submit a photo showing off your college hoops pride for your chance to win a \$100 Hooters gift card from the Bradenton Herald!



Show Us Your College Hoops Pride- Enter Now Submit your photo before March 5th for your chance to win!

HTTP://BITLY/BRADENTONHOOPS

Learn More



### $\bowtie$

ENTER TO WIN



Celebrate Our Past President's: Test your knowledge of US Presidents for chance to win a \$25 Amazon Gift Card Enter »

Ledger-Enquirer

Winter Contests

Have you had some fun with the "Which President Was It" Quiz? See your cutest couple photo contest winner below! Prizes provided by the Ledger-Enquirer. If you are not a subscriber and

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The cutest couple photo contest winner is...

Judy and Del M., Midland,

Restaurant.com Gift Card.

Heather Williams Group VP|Fan Development McClatchy



## Capture

Upfront Contests Appending Social Scoring



## **Contests and Gaming**

### Activity

- Use contests to gather data
- Use data to drive engagement
- 300+ contests executed since August 2016

### Results

- Captured 83K email addresses and other data
- 37K emails and data from non-subscribers





### Thanks for Entering! Get Digital-SunHerald

#### Brandie,

We've received your entry to Get Digital-SunHerald brought to you by Sun Herald. If you are a print subscriber, and haven't done so already, don't forget you can receive an additional entry by activating your digital access. Click <u>HERE</u> to activate your digital access now! As a print subscriber to the Sun Herald, you get unlimited access to our digital products including: <u>sunherald.com</u>, the e-Edition (our digital replica of the daily newspaper), iPad apps, Smartphone apps as well as unlimited access to our mobile website.

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# Append

Cost Benefits Improve Revenue Delivery Rate Managing Lists Targeting

## Social



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Keywords AdWords Leads Targets Messaging

7,419 people reached

## Scoring

▲ Complete top portion and mail in the postage-paid envelope provided. Allow minimum 10 days for processing. ▲

### NEW YEAR. NEW SAVINGS IT ALL BEGINS NOW!

Dear <Salutation>,

Just because the holidays are over, doesn't mean your savings should be.

That's why we've approved you to receive one of the best money-saving subscription offers of the year. And why you'll want to subscribe to The Sacramento Bee today to take full advantage of this limited-time offer, including:

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**OR** MAIL Complete the reply card above and return in the envelope provided.

## **Response Rate Target Offers Dynamic Pricing**

Melody Nelson Group Director|Brand & Buzz McClatchy



### The Quickest Way to Lose a Customer (Old or New) Is Poor Delivery Service



### Home Delivery Relationships Do Not Start or Stop at The Doorstep....









### They Start at the Moment of Purchase and are Nurtured Through Effective Communication

## The Importance of Effective Communication

- Sets Delivery Expectations
- Decreases Call Volume
- Builds Trust and Loyalty



### WELCOME

### Should serve a multiple

### purposes

- Welcome/Thank You
- Communicate Value
- Customer Service
- Ensure Delivery Has



Delivering a good first impressions is the beginning of a lasting relationship...

- Addresses and corrects delivery issues before it becomes a bigger problem.
- Positive customer service experience and builds trust

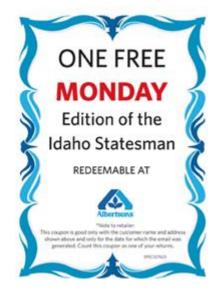
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Comments/Questions:			
*Be sure you have completed	all required fields.		

### **Complaint Follow-Up**

- Continue Complaint Follow-Up
- Email
- Multiple Missed Escalation Home Delivery Follow-up Call
- Social Media
- Compensating a Missed Delivery : Credits, Gift Cards, Store Pick-Up

You may use this coupon to pick up a copy of today's newspaper at any Albertsons

Thank you.



## **Temp/Vacation Stops**

- No Restart Date /Restart Confirmation
- Vacation Confirmation Policy Communication

## **Communicating to Manage Expectations**

- **Down/Late Routes**
- **Production Issues/Delays** 
  - Inclement Weather Opportunity promote and drive traffic online and to your digital replica/e-Edition



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TORNADO

SHOWERS

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Give customers a voice and reward them for it. Surveys are your friend. Keep them short enough to not be a nuisance yet still provide useful data.

## Questions

**Proven Strategies for Strengthening Relationships & Retention** 

## **media** xchange

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## Thank you!