

# **BUILDING YOUR DIGITAL BRAND**

The future of digital  
publishing—and what it  
means for you

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# CHANGING MEDIA LANDSCAPE: HOW MEDIA IS CONSUMED



**// IT'S A RARE PUBLICATION THAT DOESN'T DELIVER CONTENT TO ITS READERS ON AND THROUGH MULTIPLE PLATFORMS AND THROUGH AN INCREASINGLY WIDE-RANGE OF FORMATS—WRITTEN WORDS, PICTURES, VIDEO. //**

**Mary Berner, president/CEO, Cumulus Media, former president/CEO, MPA**

# Wise Words

# THE GROWTH OF DIGITAL PUBLISHING

Publishing is transitioning to an **omnichannel approach**, where both print and digital publications play a role.





# WELCOME TO THE WORLD OF OMNICHANNEL

Consumers are in charge

- They want what *they* want
- Up to us to **craft & deliver** that experience
- Consumers want it 1 way, some ways or *all ways*



**“ COMPANIES THAT MAKE MONEY SELLING WORDS & THOUGHTS TO THE PUBLIC WILL BE AROUND FOREVER.**

**QUALITY WILL BE INCREASINGLY IMPORTANT WITH THE QUANTITY OF MEDIA NOW AVAILABLE.**

**”**

**Bob “Bo” Sachs, partner, medialDEAS & owner, Precision Media Group**

# Wise Words

// LEARN AS MUCH AS POSSIBLE. ADOPT WHAT WILL BE USEFUL. CREATE WHAT YOU NEED.

IN OTHER WORDS, GO WITH THE FLOW. DELIVER THE BEST PRODUCT YOU ARE CAPABLE OF & KNOW ONLY THE BEST CAN & WILL SURVIVE. //

Bob “Bo” Sachs, partner, medialDEAS & owner, Precision Media Group

# Wise Words



# WHAT'S THE OMNICHANNEL WORLD LOOK LIKE?

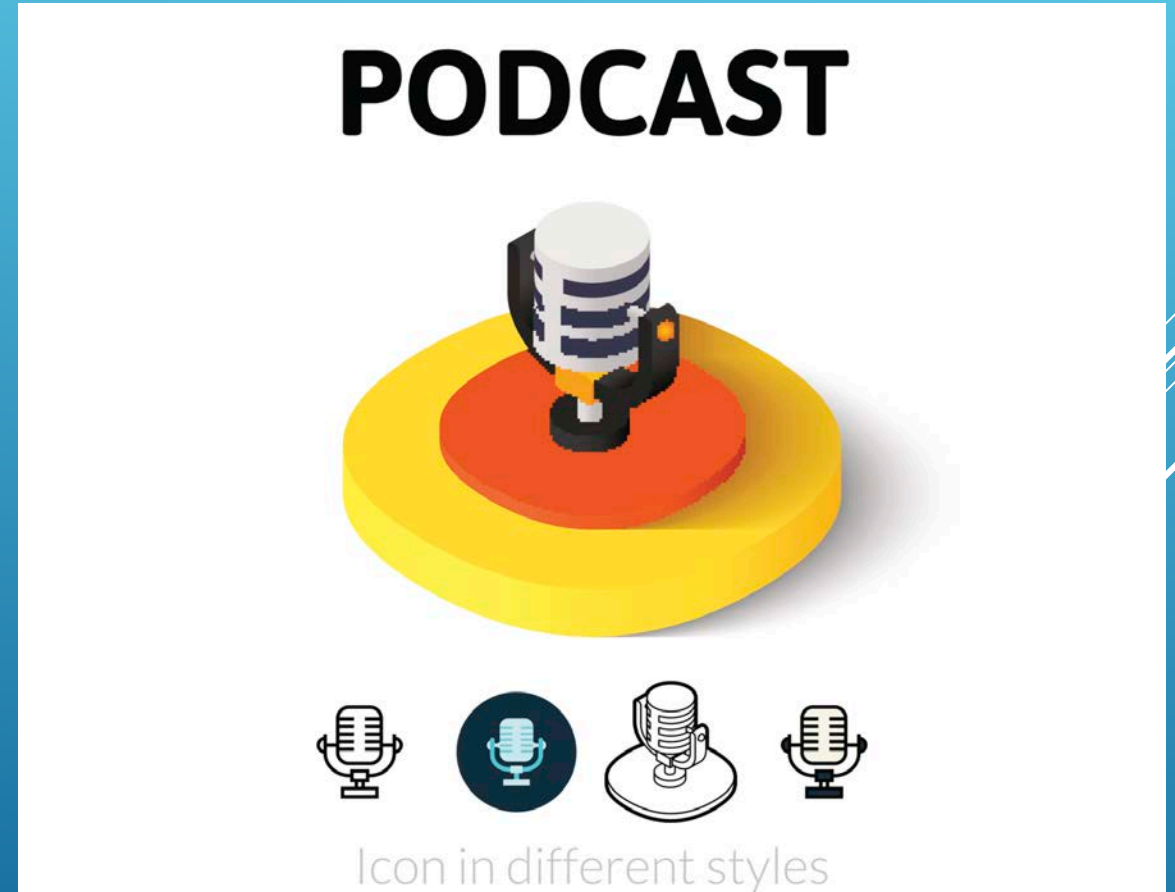
- ▶ Start: print &/or digital pub
- ▶ End: content & revenue
  - Mobile web
  - Custom Content
  - Video
  - Blogs
  - Social media
  - ebooks
  - Infographics
  - Podcasts/audio
  - e-learning
  - Webinars
  - Whitepapers
  - e-newsletters



# OMNICHANNEL SPOTLIGHT: **PODCASTS**

## Edison Research annual report on podcasts:

- 89 million have listened to a podcast
- 46 million listen to at least 1 podcast/month
- 27 million listen to at least 1 podcast/week
- 64% of podcasts are frequently consumed on mobile devices



**// THERE'S THIS GREAT MEDIUM IN PODCASTING THAT NOT A LOT OF PEOPLE ARE TAKING FULL ADVANTAGE OF... PODCAST MONETIZATION ISN'T JUST ABOUT REVENUE GENERATED DIRECTLY FROM THE PODCAST, BUT ALSO FROM "ANCILLARY REVENUE.**

**Brendan Monaghan, General Manager, Slate.com**

**Wise Words**

# OMNICHANNEL SPOTLIGHT: **PODCASTS**

## **Advantages**

- New oppty. to market your brand & content
- Potential to reach a broader audience
- Personalizes your brand by putting a name & voice to it
- Low cost of entry. Use in-house talent (you?) to host
- Involve writers, editors, experts & interview subjects for content
- Need: quality microphone & audio editing software

# OMNICHANNEL SPOTLIGHT: SOCIAL MEDIA

Social is about building relationships. You should:

1. **Learn:** Interact with industry colleagues & organizations.
2. **Promote:** Run contests, offer deals, promote events.
3. **Interact:** Talk to readers, answer Q's, look for people to feature.

**Follow your advertisers & potential advertisers.**



# OMNICHANNEL SPOTLIGHT: SOCIAL MEDIA

## Monitor social platforms

- You're going to get complaints
- Use social listening tools like TweetDeck, Hootsuite, SproutSocial
- Always respond politely in public & try to take any disputes offline
- Set a company policy

**Get Google Alerts**

# OMNICHANNEL SPOTLIGHT: SOCIAL MEDIA

## Can't cover all social networks

- Go where your readers hang out
- Reserve your publication's name on all platforms

## Demographics of social platforms (*Adweek*)

- Avg. social user earns between \$50k-\$74,999



# facebook

- Used by 58% of US adults (Pew).
- **Most active: Millennial & Baby Boomer women.**
- Drives 25% of all internet traffic. (via Shareaholic)
- **Posts earn 340% more shares** than other 4 major social nets. (except food)



- Used by 19% of US adults (Pew)
- **Most active: Young, employed non-white men** (higher than avg. income)



- Used by 23% of US adults (Pew)
- 63% B2B marketers rate it **most effective social media** platform.  
(CMI)



- Used by 22% US adults (Pew)
- **More likely to have graduate degree**
- Drive 5% of all traffic on the web. (Shareaholic)
- Food posts drive social shares



(Instagram)

- Used by 21% of US adults
- **Fastest-growing social network**
- Prime users: Millennial women



- **Prime users: Baby Boomer men**
- Lower income than avg.



“ WE KNOW HOW TO ATTRACT AN AUDIENCE FOR BRANDS. PUBLISHING IS CONTENT MARKETING. WE KNOW HOW TO ENGAGE AUDIENCES & BUILD CIRCULATION IN DIGITAL OR PRINT. WE KNOW HOW TO RETAIN THAT AUDIENCE. WE KNOW HOW TO CONVERT THAT AUDIENCE INTO REVENUE. ”

Eric Shanfelt, president and founder of eMedia Strategist

# Wise Words

# OMNICHANNEL SPOTLIGHT: CONTENT MARKETING

Content marketing is an extension of what you already do.  
Publishers already have:

- ▶ Audience
- ▶ Content
- ▶ Production capabilities
- ▶ Technology (email platforms, webinar platforms, CMS)
- ▶ Research capabilities
- ▶ Credibility & Experience

# OMNICHANNEL SPOTLIGHT: **CONTENT MARKETING** BEST PRACTICE

## *The Atlantic* Re:think

Creative marketing group/created in 2014

- **Focus:** “Creates **native advertising & branded content** campaigns in the spirit of *The Atlantic*.”
- **Success:** Produced more than 130 custom experiences for brands. More than 60% of digital advertising revenue attributed to Re:think team.

# OMNICHANNEL SPOTLIGHT: **CONTENT MARKETING** BEST PRACTICE

## Time Inc. The Foundry

- ▶ **Focus:** “We produce insight-driven content that entertains, enlightens, and, most importantly, **engages on behalf of our advertising partners.**”

# OMNICHANNEL SPOTLIGHT: **CONTENT MARKETING**

**Think Mobile** when distributing content

- **60%** of Americans & Canadians (about 215 million people) will use a mobile phone to access the web this year.
- Within **3 years: 70%**.





# THE *CHALLENGES* OF DIGITAL PUBLISHING

- Appointment reading online doesn't exist.
- People forget they have digital subs.
- Concern about ad-blockers.
- Increased competition
- **Church vs. State.**



// **DIGITAL PUBLISHING NECESSITATES A  
CONSTANT STATE OF NEW-BUSINESS  
DEVELOPMENT THAT TOPPLES DEPARTMENTAL  
SILOS AND REQUIRES THAT CONTENT MAKING  
AND PROFIT MAKING BE PART OF THE SAME  
DISCUSSION.** //

**D. Eadward Tree, pseudonym for publishing insider**

# Wise Words

**// PEOPLE WHO USED TO SELL JUST ADS NOW FIND THEMSELVES BRAINSTORMING WITH THEIR CLIENTS ABOUT POSSIBLE CONTENT SPONSORSHIPS. JOURNALISTS NOW HAVE PRIMARY RESPONSIBILITY FOR AUDIENCE DEVELOPMENT.**

**D. Eadward Tree, pseudonym for publishing insider**

**Wise Words**

**//**

**// YOU MUST FIND NEW & VARIED STREAMS OF REVENUE. YOU MUST PRESERVE YOUR BRAND. YOU MUST PROVIDE VALUE TO YOUR AUDIENCE. YOU MUST PROVIDE VALUE TO YOUR ADVERTISERS AND BUSINESS PARTNERS. HOW DO YOU DO ONE WITHOUT COMPROMISING ANOTHER? //**

**American Society of Business Publication Editors (conf)**

**Wise Words**



**What's new!** Digital brands embracing print. Several digital brands (some existing media companies, some not) launched/will launch print pubs, including:

**DIGITAL GOES PRINT!**

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

- **Allrecipes:** Launched 2013 w 500,000 rate base. Increased 120% to 1.1 million
- **CNET:** Launched 2014 w quarterly circulation of 200,000. \$5.99 an issue
- **Food Network:** Launched 2009, has upped rate base 12 times in 6 years. Now circ = 1.7 million. #1 food mag in US.
- **Other new titles:** *Airbnb, Uber, Politico, WebMD & The Knot*

**DIGITAL GOES PRINT!**



# HOW PEOPLE READ

- Print/digital magazines - 60%
- Web (desktops & laptops) -16%
- Mobile - 22%, up 7% in 1 year
- Video - 2%

From Magazine Fact Book 2015



# WHAT PEOPLE READ

- **Print/digital magazines** - 1 billion/Growth: +.2%
  - **Web (desktops & laptops)** - 277 million/Growth: +.4%
  - **Mobile** - 385 million/Growth: **65%**
  - **Video** - 37 million/Growth: 14%
- 

# HOW PEOPLE READ: FOOD

- Print/digital: 46%
- Web: 21%
- Mobile: 32%
- Video: 1%



# HOW PEOPLE READ: HEALTH

- Print/digital: 61%
- Web: 14%
- Mobile: 25%
- Video: <1%



# HOW PEOPLE READ: MEN'S FASHION

- **Print/digital: 54%**
- **Web: 17%**
- **Mobile: 24%**
- **Video: 5%**



# HOW PEOPLE READ: SHELTER

- **Print/digital: 76%**
- **Web: 10%**
- **Mobile: 14%**
- **Video: <1%**





# HOW PEOPLE READ: TRAVEL

- Print/digital: 85%
- Web: 7%
- Mobile: 8%
- Video: <1%



# HOW PEOPLE READ: WOMEN'S FASHION

- **Print/digital: 67%**
- **Web: 12%**
- **Mobile: 19%**
- **Video: 2%**



GrowBiz Media is a content creation company focusing on small business and entrepreneurship. It runs the popular SmallBizDaily website, to keep entrepreneurs informed and inspired. Owned by small business advocates, influencers and thought leaders, GrowBiz reaches America's business owners and entrepreneurs by creating exclusive custom content, such as blogs, articles, webinars, whitepapers, ebooks and more.

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