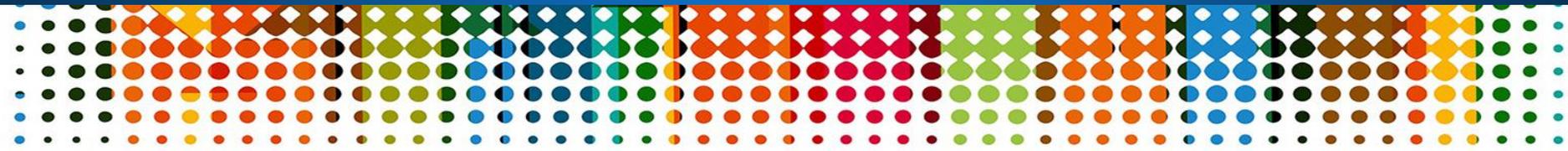




April 2019 | Jump-start digital subscriptions and keep 'em growing with iQ Engage



Today's agenda

- Growing your digital subscriptions with our quick-start guide
- Expanding your email newsletter lists with iQ Engage audience targeting
- Using iQ Engage to breathe new life into your audience development strategy
- and much more!



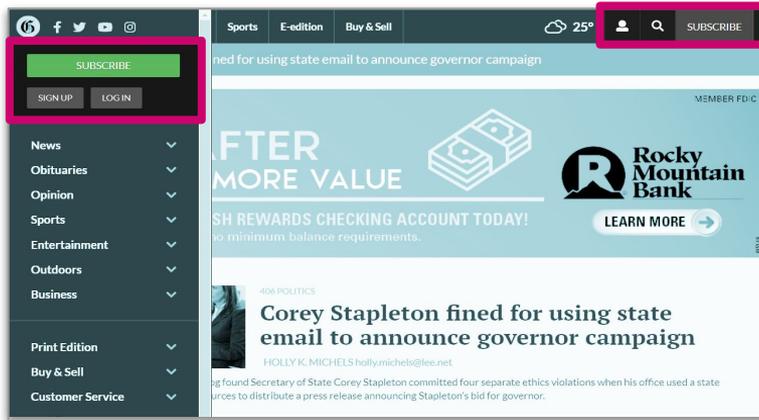
Bridget Sibthorp-Moeker

Corporate Director of Digital Subscriptions



10 WAYS TO **JUMPSTART** YOUR DIGITAL SUBSCRIPTION STRATEGY

1. START ASKING.



Don't wait until
your website is
perfect.

✓ Start now. Growth
takes time.

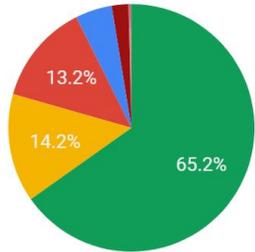


Lee's Subscribe
page visits
increased

1300%

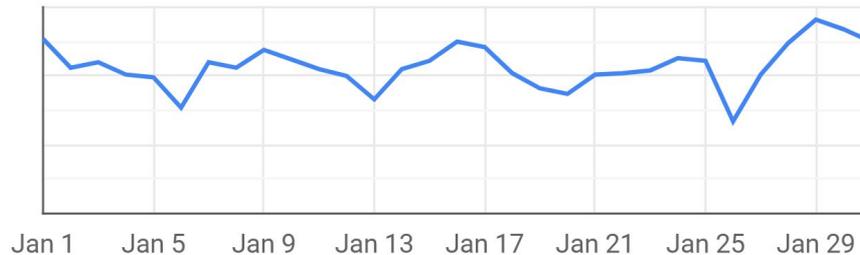
Jan 2018 -
Jan 2019,
Google
Analytics

2. KNOW YOUR DATA.



Set up Google Analytics E-Commerce to track subscription purchases.

✓ Use UTM codes to examine and optimize digital campaigns.



Lee grew digital-only subscriptions

78%
in 1 year

Lee Rollup Audience Dashboard FY18

3. WHY SUBSCRIBE?



5 minutes makes a difference.

What happens outside your door is more relevant than what happens anywhere else in the world.

NEW OFFER:
Special discount when you sign up for a year.

LEARN MORE 

Think you know your value proposition?
Think again.

✓ Ask your readers what they think with surveys

✓ Use the data to optimize the text on your digital marketing promotions and meter messages

Using Google Surveys, Lee asked

7,000 readers

why local news is important.

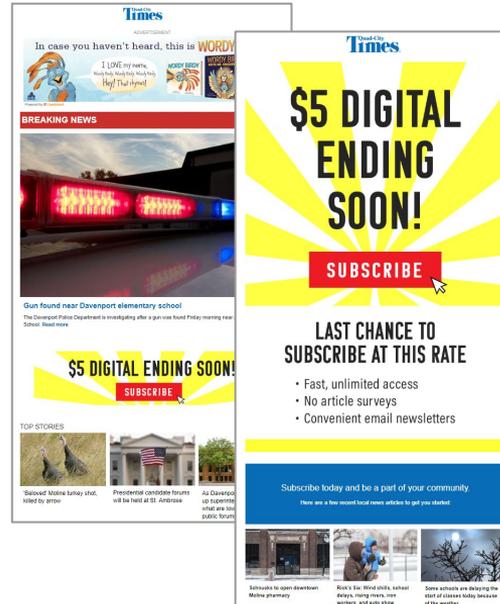
4. SEND EMAIL OFFERS.

Email is the most important thing you can do.

- ✓ Send email offers
- ✓ Place subscription ads in email newsletters

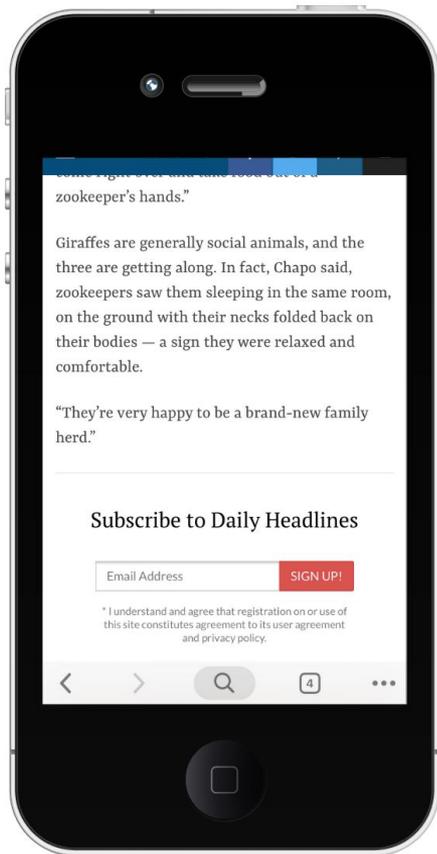
“Nothing is more important to the brave new world of building subscriptions than the relatively old world of email.”

- Gwen Vargo, [American Press Institute](#)



Email is the **#1 tactic** to growing subscriptions.

American Press Institute



5. GROW EMAIL LISTS.

Growing email lists is a priority for long-term success.

- ✓ Signup widgets on your website
- ✓ Develop email newsletters
- ✓ Run contests & giveaways
- ✓ Ask for website registrations

Newsletter subscribers are

10x
more likely
to pay.

[INMA](#)

6. RUN SALES.

Fear Of Missing Out (FOMO) drives subscriptions.

- ✓ Start the sale early
- ✓ Run the sale
- ✓ Extend the sale



Lee's 2018 Black Friday Sale generated

2.5x
MORE
STARTS
than reg.
volume

Google
Analytics

7. RUN TARGETED ADS.

A Facebook sponsored post from La Crosse Tribune. The post features a blue header with the La Crosse Tribune logo and the text "Sponsored". Below the header, there is a promotional message: "!! Try us for only 99¢ !! Our users can flip through the pages of the La Crosse Tribune, no matter where they are." The main content area shows a laptop displaying a news article with a photo of a person in a hard hat. At the bottom of the post, there is a "Subscribe" button and the URL "LACROSSETRIBUNE.COM/SUBSCRIBENOW". The post also shows engagement metrics: "1 Share 812 Views" and options to "Like", "Comment", and "Share".

A subscription advertisement for the Quad-City Times. The top section has a blue background with the text "FINISH SUBSCRIBING AND GET YOUR FIRST MONTH FOR 99¢!". Below this, there are three bullet points: "Fast, unlimited digital access", "No surveys when you log in", and "Exclusive members-only content". A red button with the text "LET'S GO" is positioned to the right. The middle section features the Quad-City Times logo and a search icon. The bottom section has a red banner with the text "BREAKING Most area" and a photo of a building with the text "THE RITZ-CARLTON". Below this, there is a headline: "Should muni face a retent senators not".

A pop-up advertisement with a yellow sunburst background. The text reads "\$5 DIGITAL IS ENDING SOON!" in large, bold, black letters. Below this, there is a red button with the text "SUBSCRIBE" in white. A mouse cursor is pointing at the button. The pop-up has a close button (X) in the top right corner.

Lee's targeted display ads yielded a

1.86%
CTR
in 12/2018

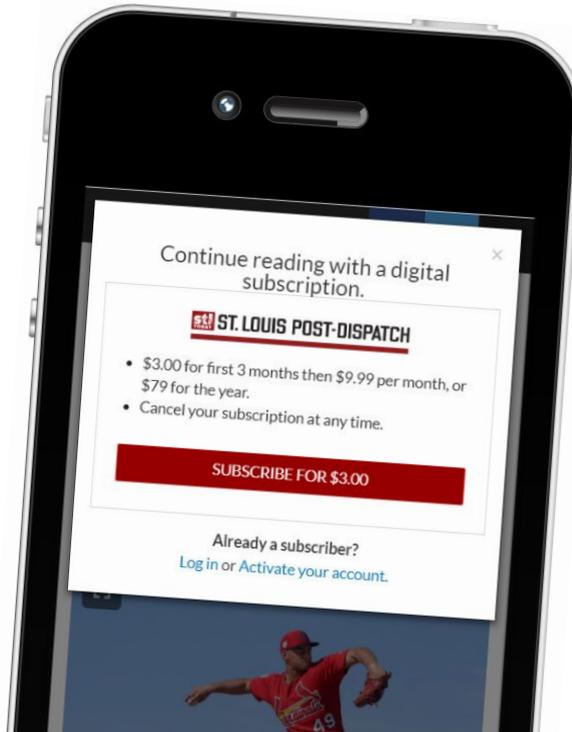
Google Ad Manager

8. MAKE IT **EASIER.**

Reduce friction.

Focus on optimization for all users before honing in on specific segments.

- ✓ What's the goal?
- ✓ What are we missing?



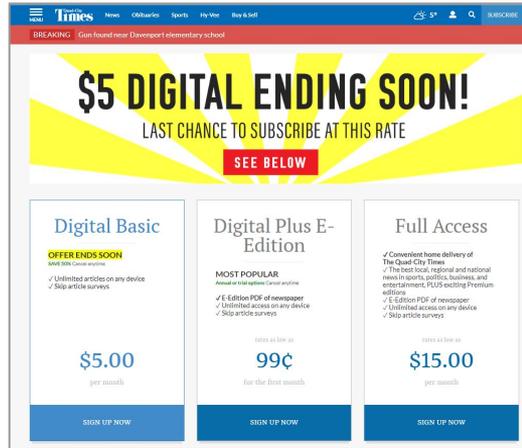
“Keep it simple for as long as you can, and **pick the low-hanging fruit.**”

[Peter Gray](#)
[The Wall Street Journal](#)

9. GIVE THEM OPTIONS.

Subscription landing pages should be clean and simple.

✓ Reinforce special pricing - and the best offer - with consistent promotional designs.



“The calls to action must be clear and convey a sense of urgency.”

[AMERICAN PRESS INSTITUTE](#)

10. CELEBRATE **WINS.**

Get everyone in the organization involved to create a culture **focused on data,** **performance** and asking the right questions.



HOW TO

JUMPSTART YOUR DIGITAL SUBSCRIPTION STRATEGY:

1. Start asking

2. Know your data
3. Why subscribe?
4. Send email offers
5. Grow email lists
6. Run sales
7. Run targeted ads
8. Make it easier
9. Give them options
10. Celebrate wins

Tim Turner

Program Manager, Content



Maximizing iQ Engage

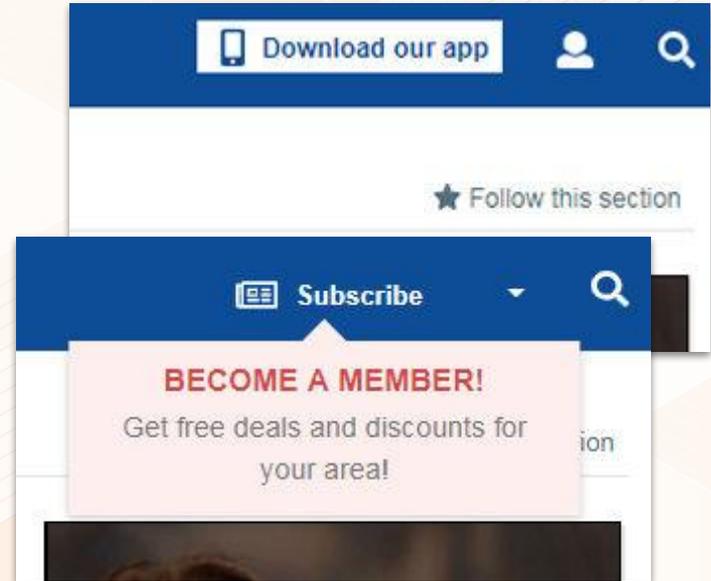
Serving the right content, to
the right user, at the right time

- Collect audience data on every user interaction on your site
- Use insights to build audience profiles
- Import profiles into BLOX CMS to make websites more dynamic



Start asking: Promo Button

- Easily add promo buttons throughout your site
- Ask users the right questions
- Target users right where they are at in the process
- Guide users and encourage completion of next steps



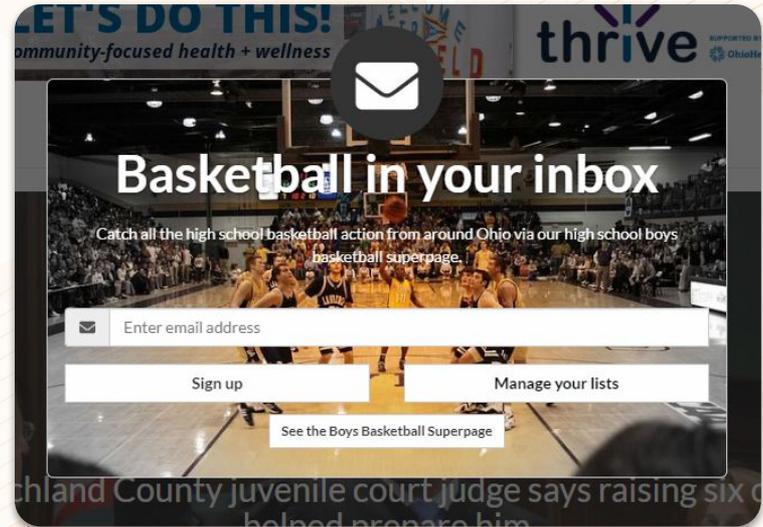
Re-target users with data & campaigns

- Track with UTM campaigns
- Re-target known users based on past interactions on your site
- Generate audience profile reports for a complete picture of users



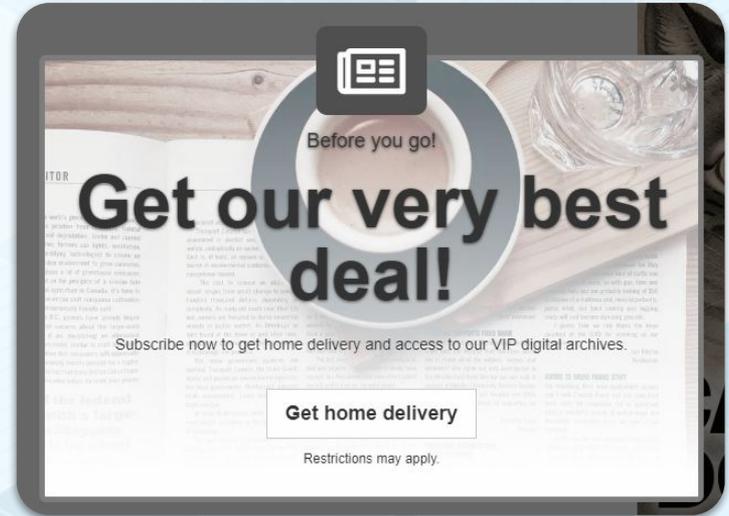
Grow email and newsletter lists

- Use promo designer to drive faster newsletter adoption
- Target specific newsletters to different audience segments
- Provide dynamic offers depending on a user's interests and existing newsletter subscriptions



Target potential subscribers

- Create custom marketing offers depending on user's interests
- Focus on users that have a higher propensity to subscribe
- Exclude existing subscribers from seeing offers
- Easy to do with BLOX CMS Promo Designer and iQ Engage



Create nuanced member programs

- Ad-light or ad-free models for existing users
- Subscriber-only newsletters
- Subscriber-only sections
- Subscriber tiers that include access to e-editions
- Only give subscribers permission to read/write comments

The screenshot shows a website interface for a 'Subscriber Plus' program. At the top, a blue banner reads 'Introducing Omaha.com's new SUBSCRIBER PLUS PROGRAM'. Below this, a section titled 'Recent Subscriber Plus stories' features three article cards. The first card is about Katerian Legrone, a football player, with a photo of him in a red jersey. The second card is a nightlife review of Grata Bar & Lounge, with a photo of the bar's interior. The third card is about NCAA recruiting changes for basketball coaches, with a photo of basketballs. To the right of these stories is a promotional image for the Amazon Original series 'HANNA', featuring a woman's face and the text 'NEW SERIES WATCH NOW | prime video'. Below the stories, a section titled 'What do I get for being part of Subscriber Plus?' lists several benefits: faster page loads, access to all content, limited advertising, and discounts at local businesses. At the bottom, there is a list of 'Local business partners' including 'Grata Bar & Lounge', 'The Grate', and 'The Grate & Lounge'.

Introducing Omaha.com's new
SUBSCRIBER PLUS
PROGRAM

Recent Subscriber Plus stories

 **Ⓜ Athletic, versatile Katerian Legrone gives Huskers a glimpse of future at tight end**
1 hr ago
Katerian Legrone was one of those big, fast athletes in high school who played just about everywhere and dared the opponent to stop him.

 **Ⓜ Nightlife review: Get out of your comfort zone at Lincoln's Grata Bar & Lounge**
2 hrs ago
Grata Bar & Lounge, for example, offers a comfortable place to grab a drink and a meal — far from the crowds you'll find in other parts of town. The bar is nestled in a strip mall in the Clocktower Shopping Center off 70th and A Streets.

 **Ⓜ Sautter: NCAA recruiting changes put local basketball coaches at odds with NSAA**
12 hrs ago
The Nebraska Schools Activities Association is now in the summer basketball business, something it never had any intention of doing.

 **AMAZON ORIGINAL**
HANNA
NEW SERIES WATCH NOW | prime video

What do I get for being part of Subscriber Plus?

- Web pages that load faster on your computer or mobile device and that limit distractions from the content you've come to see
- Immediate access to all content on the Omaha.com website and app, including certain stories and photo galleries reserved for subscribers
- Limited advertising
- Ability to comment on stories along with other digital subscribers
- Discounts at local businesses and restaurants as well as other special offers through The World-Herald's Subscriber Plus program.

Local business partners

- Grata Bar & Lounge
- The Grate
- The Grate & Lounge

Questions and takeaways



Bridget Sibthorp-Moeker
*Corporate Director
of Digital Subscriptions*
Lee Enterprises



Tim Turner
*Program Manager,
Content*
TownNews

Stay connected

- Documentation: help.bloxcms.com
- Support: Call 800-293-9576 or visit support.townnews.com
- Partner Community: community.townnews.com
- Service Status: townnews.status.io
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- Come see us at



Stay connected

- TownNews Bulletin**
Tips, tricks, news, and info from TownNews.
- TownNews iQ Newsletter**
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.
- Broadcast & Video Newsletter**
News, tips and info focused on video management and OTT.
- Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.
- Software release notes**
Software announcements for BLOX CMS and related products.
- BLOX Total CMS release notes**
Software notes and service alerts for BLOX Total CMS.
- Webinar announcements**
Receive invitations to TownNews webinars.

Enter email address

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A circular seal with a jagged, starburst-like border. The text 'LOCAL MEDIA ASSOCIATION' is written along the top inner edge. In the center, there are three stars. Below the stars, the text 'BEST R&D PARTNER' is written in a bold, white font. At the bottom, the year '2018' is written in a large, bold, white font, and 'DIGITAL INNOVATION AWARD' is written along the bottom inner edge.