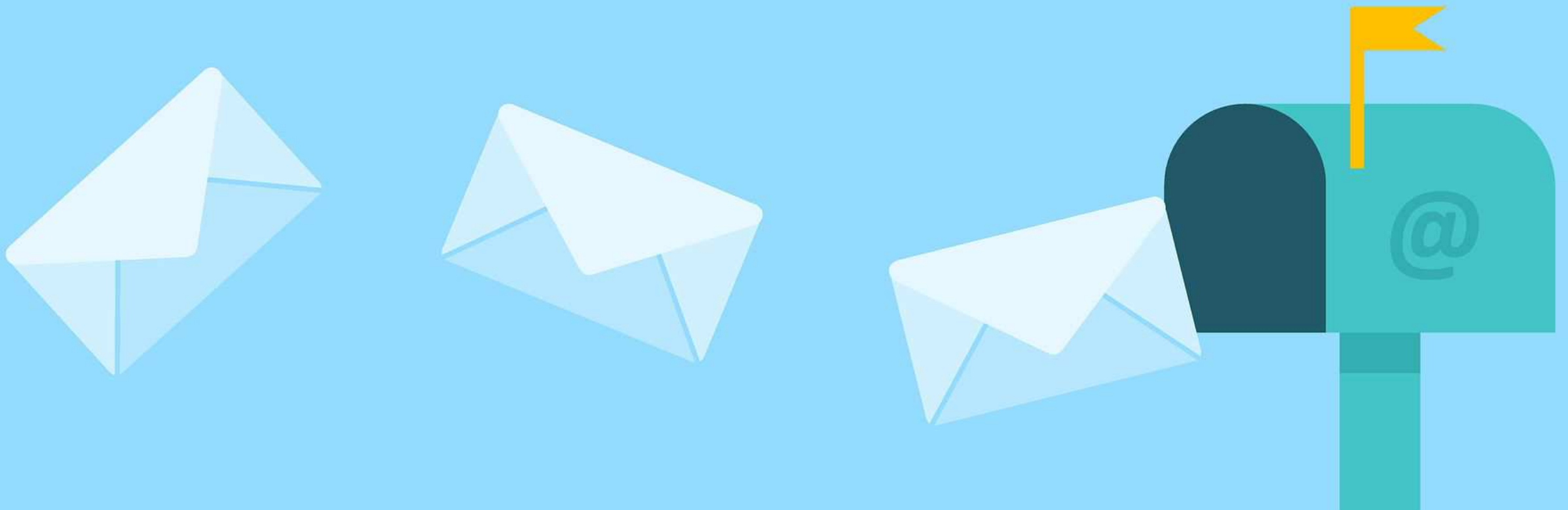


# Get more from your email campaigns



# Today's agenda

- The market today
- Specialty newsletters
- Revenue possibilities
- User acquisition



# BLOX Email Reach

- Block Design
- Scheduling Emails
- Auto-trigger Emails
- e-Edition notifications
- Social Media links
- Testing

## Sign Up For Newsletters

- ☐ **Daily Headlines**  
Daily news headlines directly to your inbox!
- ☐ **Software Releases**  
Software Release notes from TownNews.com.



Enter email address

**Sign up**

[Manage your lists](#)

# Today's Market

- Nearly half of email opens occur in mobile (47%)\*
- Avg Open rate: 24.79%\*\*
- 75% of people say they check email on a smartphone\*\*\*
- Desktop remains steady at 17%\*\*



*Do your newsletters look good on mobile?*

\*[Litmus](#), 15 billion email opens in 2017

\*\*[Smart Insights](#), Statistic Sources for Email Marketing

\*\*\*FulCrumTech, Mobile Email-Marketing Best Practices

# Today's Market

- Most news outlets offer 2-10 newsletters
- Half are about news, other half are about Entertainment
- 33% offer Breaking News newsletters
- Rising concern over social media





# Today's Market

## Benefits for Media Sites

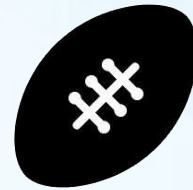
- Brand awareness
- Ad revenue
- Traffic driver
- Direct reader relationship
- Personal

## Benefits for Readers

- Ease of use
- No new platforms to learn
- Direct relationship
- Part of their day
- Social media fears

# Specialty Newsletters

- Prep Sports scores
- Today's Obituaries
- Weekly Deals
- Daily Headlines
- Afternoon Updates
- Breaking News
- Local Entertainment
- Local Crime
- Weather Outlook & Alerts
- eEdition Notification
- Home & Garden



# Specialty Newsletters

**Daily Herald**36°  
Cloudy  
Forecast

**50% OFF ANY VACUUM REPAIR**  
Hoover, Dyson, Shark, Bissell, Kirby  
\*Excludes replacement parts. Cannot be combined with other offers. Expires 7/31/18.

**VACUUMS360**  
Helping you enjoy a cleaner, healthier home!  
**ORECK**



**Minneapolis bound: Cougars sweep Texas to earn trip to Final Four**  
The popular song "Check Yes, Juliet" by We the Kings blared through the loudspeakers of the Smith Fieldhouse at the conclusion of BYU's swe... [Read more](#)

**More News**

**LDS church announces closure of Dominican Republic MTC**  
The Church of Jesus Christ of Latter-day Saints announced Wednesday that it will soon close its missionary training center in the Dominican... [Read more](#)

**Have a holly, jolly movie night: 15 movies to get you in the holiday spirit**  
If the Christmas music now invading your radio hasn't tipped you off yet, Thanksgiving has come and gone and the holiday season is well upo... [Read more](#)

**THE MERCURY**51°  
Sunny  
Forecast


**Today's Edition**  
**The Manhattan Mercury**  
59 min ago  
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f t a g  
**Upcoming Open Houses**

  
1020 E Phoenix  
Grand Island, NE 68801  
**\$184,900**

  
2311 W Koenig  
Grand Island, NE 68803  
**\$159,900**

  
104 E Paradise Lake  
Phillips, NE 68865  
**\$257,900**

  
110 S Greenwich  
Street  
Grand Island, NE 68801  
**\$155,000**



**SPONSORED CONTENT**  
**Gift Ideas**  
Inspired gifts for everyone on your holiday shopping list

Thursday, December 13th, 2018

**Don't let holiday shopping stress you out. The Richmond Times-Dispatch and local merchants have assembled an inspiring list of gift ideas available at local shops and, in some cases, online. Delight your friends and family and put some of these unique and thoughtful gifts under the tree.**



**Shopping at local retailers benefits the whole community**  
When you do your holiday shopping with local merchants, the economic benefits reach beyond their bottom line. Local businesses provide jobs, pay taxes, spend money with other local businesses (rent, inventory and services) and often even sponsor events or teams in the surrounding community. Accordi...

**This week's featured gifts**

**FASHION & ACCESSORY GIFTS**

  
Unite hair-care system

  
Great seal of the Commonwealth of

  
Amazonite 'Why Knot' necklace



# Specialty Newsletters



Thursday, December 13th, 2018

## Top Events at InsideNoVa



### Manassas Ballet Theatre presents the 'The Nutcracker'

Manassas Ballet Theatre presents its version of a holiday favorite, "The Nutcracker," Dec. 13-23 at the Hylton Performing Arts Center in Ma...  
[Read more](#)

## More Events



'It's A Wonderful Life' takes to the airwaves



Canadian Brass at Hylton PAC on Dec.

An Exclusive Pass to Green Hills and Belle Meade's Best



Thursday, December 13th, 2018

[f](#) [t](#) [in](#) [v](#) [@](#) rovertoday.com

## TOP STORY



[COMING SOON](#)

### Clean Juice will open its second Nashville location in Green Hills

Dylan Aycock

Organic juice bar Clean Juice plans to open its second Nashville location at 3904 Hillsboro Pike. Once the shop opens, you'll be able to find juices, smoothies and more inside the space formerly home to Nashville Fine Rugs, now located at 4105 Hills...



[GREEN HILLS](#)



[GREEN HILLS](#)



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## In the news



**Pat Peterson, known for his involvement in veterans groups, dies at 70**

Peterson died Monday at the Nebraska Medical Center after suffering a cerebral hemorrhage.  
[Read more](#)

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### Benke, Clarence H.

Benke, Clarence H. Age 94 Clarence was called Home to Heaven on December 5, 2018 surrounded by his loyal companion and caregiver of more th... [Read more](#)



### Beran, Russell E., M.D.

Beran, Russell E., M.D. Oct 21, 1933 - Dec 11, 2018



[CLICK HERE](#) To See All These Great Deals



50% Off Annual Membership



# Revenue Possibilities

- Sponsorships
- Cross product promotion
  - Classifieds
  - Business Directory
  - Press Releases
- Email Programmatic

## Important next steps!

- Identify KPIs
- Establish Goals

school, middle school and Herbert Hoover, Paul Norton and Neil Armstrong elementary schools.

### Subscribe to Breaking News

**SIGN UP!**

\* I understand and agree that registration on or use of this site constitutes agreement to its user agreement and privacy policy.

The \$1.34 per \$1,000 rate is the legal maximum for the voter-approved portion of the Davenport PPEL — the other portion, \$0.33 per \$1,000, is approved by the school

# User Acquisition

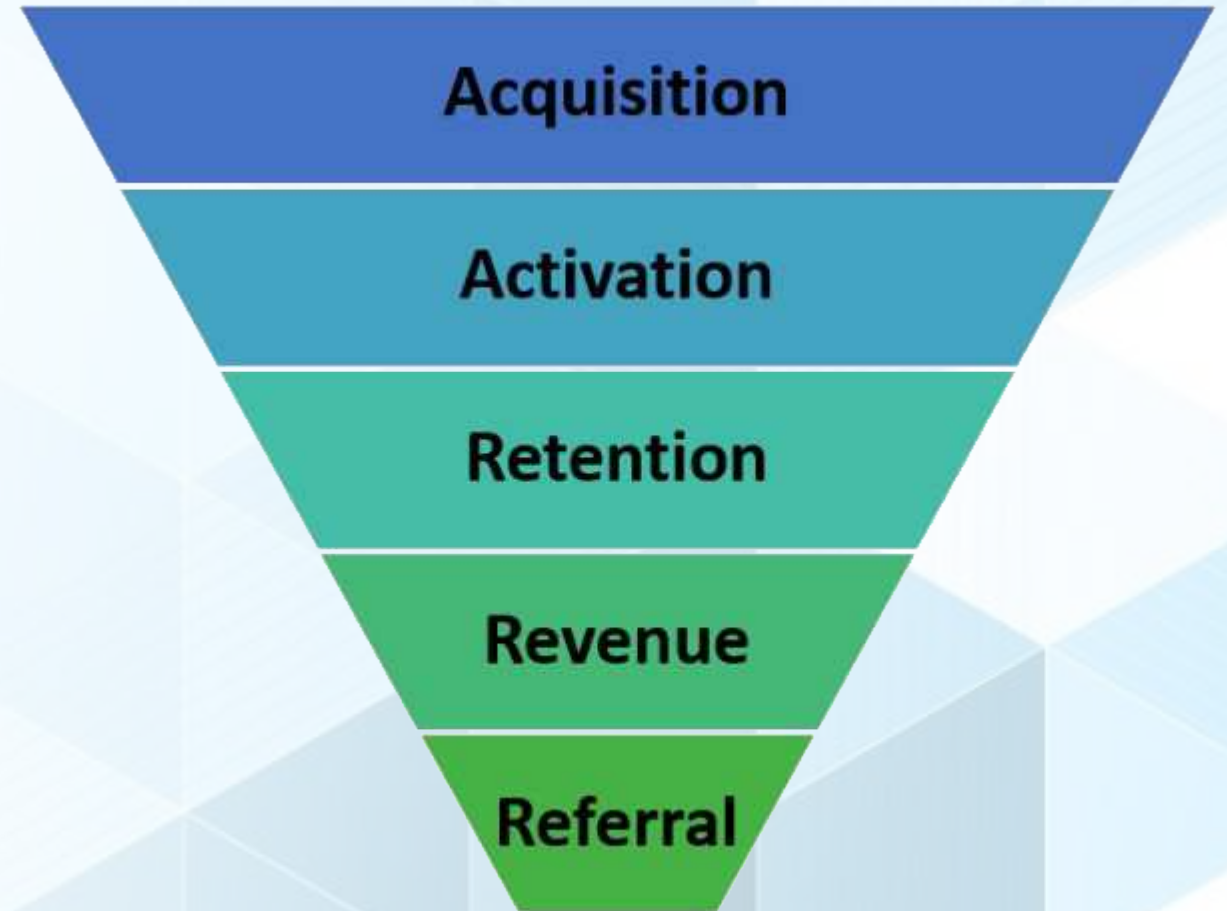
- Display on signup
- Require BLOX User account **or** allow Anonymous
- Tell users an expected frequency
- Create a contest!





# User Acquisition

- Important part of User Engagement funnel
- Target niche lists to relevant sections
- Promote specific newsletters on article pages
- iQ Engage to target lists to most relevant audiences





# Questions?



# Stay connected

- Documentation: [help.bloxcms.com](https://help.bloxcms.com)
- Support:
  - Call 800-293-9576
  - [support.townnews.com](https://support.townnews.com)
- Partner Community:  
[community.townnews.com](https://community.townnews.com)
- Service Status: [townnews.status.io](https://townnews.status.io)
- Follow us on Twitter, LinkedIn, Facebook, YouTube

Stay connected

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Tips, tricks, news and info from TownNews.com.

☐ **TownNews.com iQ Newsletter**  
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**  
Bi-monthly 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.

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Software announcements for BLOX CMS and related products.

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# Thank you!

