

CUSTOMER WEBINAR:

BEST PRACTICES FOR GROWING READER REVENUE: PART 2

Thursday, May 20th
at 10:30 AM CT

TN TownNews



BRIDGET SIBTHORP-MOECKER
DIRECTOR OF AUDIENCE
TOWNNEWS



ALLIE PETERS
PRODUCT MANAGER
TOWNNEWS

Today's agenda

Newsletter
Overview

Grow leads
with
newsletters

Connect
early in the
funnel

Engage users
with
registrations

Grow ad
revenue

Future
Improvements



Email newsletter best practices

Newsletter offerings:

Must haves

- Daily Headlines
- Weekly Recap
- Breaking News

Good to haves

- Top performing categories
- Popular topics in your community

Ad placements

Promotion

Email Structure

Breaking News:



Virginia lifts mask mandate, will end COVID-19 restrictions on May 28

Virginia is ending its universal mask mandate and will lift all COVID-19 mitigation restrictions on May 28, two weeks earlier than planned, Gov. Ralph Northam announced late Friday afternoon. [Read more](#)

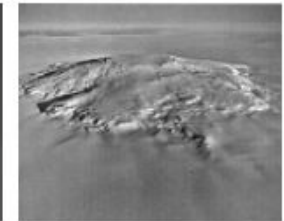
You Might Like



Achelousaurus was a dinosaur that lived about 74.2...
[Wikipedia](#)



The British farthing was a continuation of the English...
[Wikipedia](#)



Mount Takahe is a 11,350 ft high snow-covered...
[Wikipedia](#)

Recommended by powerinbox

Email newsletter structure

Daily Herald 62° Rain Shower Forecast

JUST LOOK HOW FAR WE'VE COME... Weekly featured photos of Utah County's history



Support for victims of violence expanding with Spanish services

Support, help, education and connection are all important when a victim is dealing with a sexual assault or domestic violence. [Read more](#)



Food exchange launched during pandemic goes nationwide

NORTH OGDEN — Along the shoulder of Washington Boulevard on Friday, more cars than could be counted lined up as volunteers tore open boxes, packaged groceries and loaded them into trunks. [Read more](#)



Monday Close-Up: Windsor Elementary teacher gets creative, directs movie instead of play

The COVID-19 pandemic had a huge impact on schools across the state of Utah in March of 2020, but for Michelle Reid and some students at Wi... [Read more](#)



UVU students can check out resort management, earn new degree

Anna Schiffmann grew up in Germany and moved to the U.S. to attend Utah Valley University. She is a hospitality management major and is amo... [Read more](#)

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SPORTS

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'It's like nature concentrated': A cast-and-blast return to old stomping grounds [column]

PARIS, Illinois — Nearly 80 years ago, my passion for nature, hunting and fishing took hold here on... [Read more](#)



Donegal alum Becca Yunginger off to promising start in her first year competing in triathlons

Competing in her second triathlon and first half-Ironman earlier this month, Donegal alum Becca Yun... [Read more](#)



Previewing Monday's L-L League volleyball semifinal showdowns

It is nitty-gritty time in Lancaster-Lebanon League boys volleyball action, with four teams still s... [Read more](#)



COUGARBLUE 62° Rain Shower Forecast

Monday, May 17th, 2021

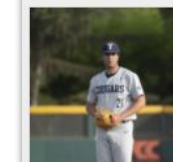
Home Sports Highlights Scoreboard Schedules Submit

SUNPRO EQUIPMENT RENTALS SCHEDULE ONLINE AT RENTALS.SUNPRO.BUILD



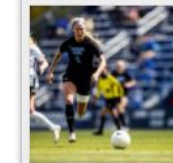
BYU Roundup: Softball earns automatic NCAA bid to Tempe Regional

BYU (36-15) will compete in the Tempe Regional of the NCAA Women's College World Series from Thursday to Saturday in Tempe, Arizona. The Co... [Read more](#)



Sterners shuts down Pacific in 5-0 BYU win

STOCKTON, Calif. — Seven innings of shutout baseball by starting pitcher Jack Sterners, combined with a leadoff home run in the second innin... [Read more](#)



BYU's Colohan named first team All-American by United Soccer

BYU women's soccer senior Mikayla Colohan received All-America honors from United Soccer Coaches for the third year in a row, the associati... [Read more](#)



BYU/UVU Roundup: BYU's Mateo, UVU's Estrada struggle on final day at NCAA regionals

Just to make it to the NCAA Regionals is an accomplishment for any college golfer but BYU junior Alysha Mae Mateo and UVU freshman Victori... [Read more](#)

Grow leads with email newsletters


"Readers are 5 to 10x more more likely to become subscribers after they subscribe to E-newsletters." - Boston Globe / NCI Playbook

1. Use Exit Intent overlays with [Utility: Promo Designer \(flex\)](#).
2. Add email opt ins within articles or right rails using [Utility: Email signup \(flex\)](#).
 - Place the blocks in Utility regions such as Article only: In-Story Middle or In-Story Bottom.
3. Make sure email opt in checkboxes are on your signup/registration page.

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pandemic

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you need to help keep your family safe.

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anticipation," said Sabrina Swain, the co-owner and general manager of narrow way Cafe & Shop in
Detroit, where O'Rourke campaigned Monday.

 Try home delivery for only 99 cents a week!

"It did not bother us at all," Swain said, "and we even lended a hand in helping him onto the counter."



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Connect earlier in the funnel

*"On average, less than 1% of news publishers' traffic visit
subscription pages. Marketing messages are crucial to
improve subscription packages awareness."
- NCI Playbook*

- Build awareness of your subscription options with [Utility: Promo Designer \(flex\)](#).
- Create short subscription promotions inside articles or index pages with [Utility: Promo Button](#).
- HTML blocks work too!

Engage light readers with registrations

*"Register, engage casual readers to rebuild the engagement loop broken by the paywall."
- Shauna Plesmid, Washington Post*

- Get more emails by reducing friction on your signup form:
 - Turn OFF email confirmation
 - Minimum form fields!
- Don't forget to add newsletters opt ins to the page in Email Reach.
- iQ Audience+ sites registration wall: Offer more free articles if users create an account.

Username
This is the name that will be displayed next to your photo for comments, b


*** Email**
Your e-mail address will be used to confirm your account. We won't share

*** Password**
Create a password that only you will remember. If you forget it, you'll be a

*** Confirm Password**
Confirm your password.

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Create Account

Grow ad revenue with Email Reach ads

| Contacts | Potential annual revenue |
|-------------------------|--------------------------|
| 1-500 contacts | \$3,969 |
| 501-2,500 contacts | \$23,814 |
| 2,501 - 5,000 contacts | \$59,535 |
| 5,000 - 10,000 contacts | \$119,070 |

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On the roadmap



Questions?

We've got answers.



Stay connected



Documentation

help.TownNews.com



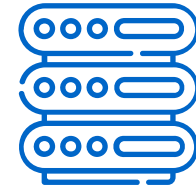
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