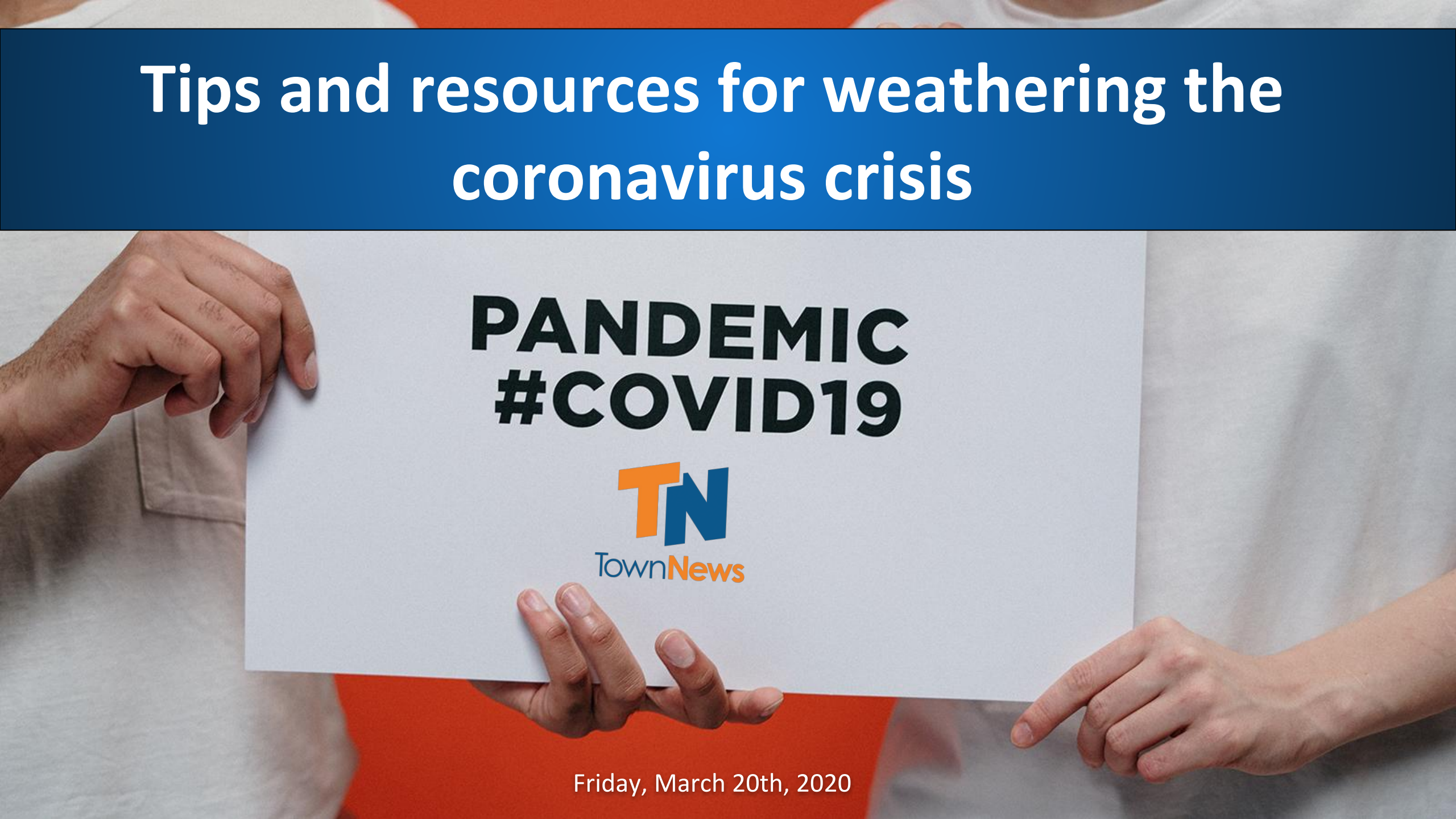
# Tips and resources for weathering the coronavirus crisis




Friday, March 20th, 2020

# Today's agenda

- Quickly build a high-traffic special section
- Leverage the TownNews Content Exchange
- Use subscription rules to disable your paywall/meter for specific sections of your site
- Host virtual business and career fairs
- Use programmatic advertising—and the expertise of the iQ Ad Ops team

Ideas for the newsroom
TownNews

# Content strategy

Local (You)

- What is happening in local communities is driving the most traffic

Regional (Content Exchange)

National (Content Exchange)

# Maximize local coverage

## Headlines

- City or state name in all local stories
- “Coronavirus” or COVID-19

## Keywords

- “Coronavirus” as a keyword tag to help users find content

## Related Content

- Add hyperlinks within the story body
- In-line related child and sibling assets below the 4th paragraph

Francis to test positive, according to several sources. The facilities could not comment due to HIPAA regulations limiting what information can be released on patients.

One of Roper St. Francis’ other patients who tested positive for the virus has left the state, and another patient is in isolation at the hospital in stable condition.

COVID-19

**No one knows how many coronavirus tests are being run in SC, even as efforts ramp up**

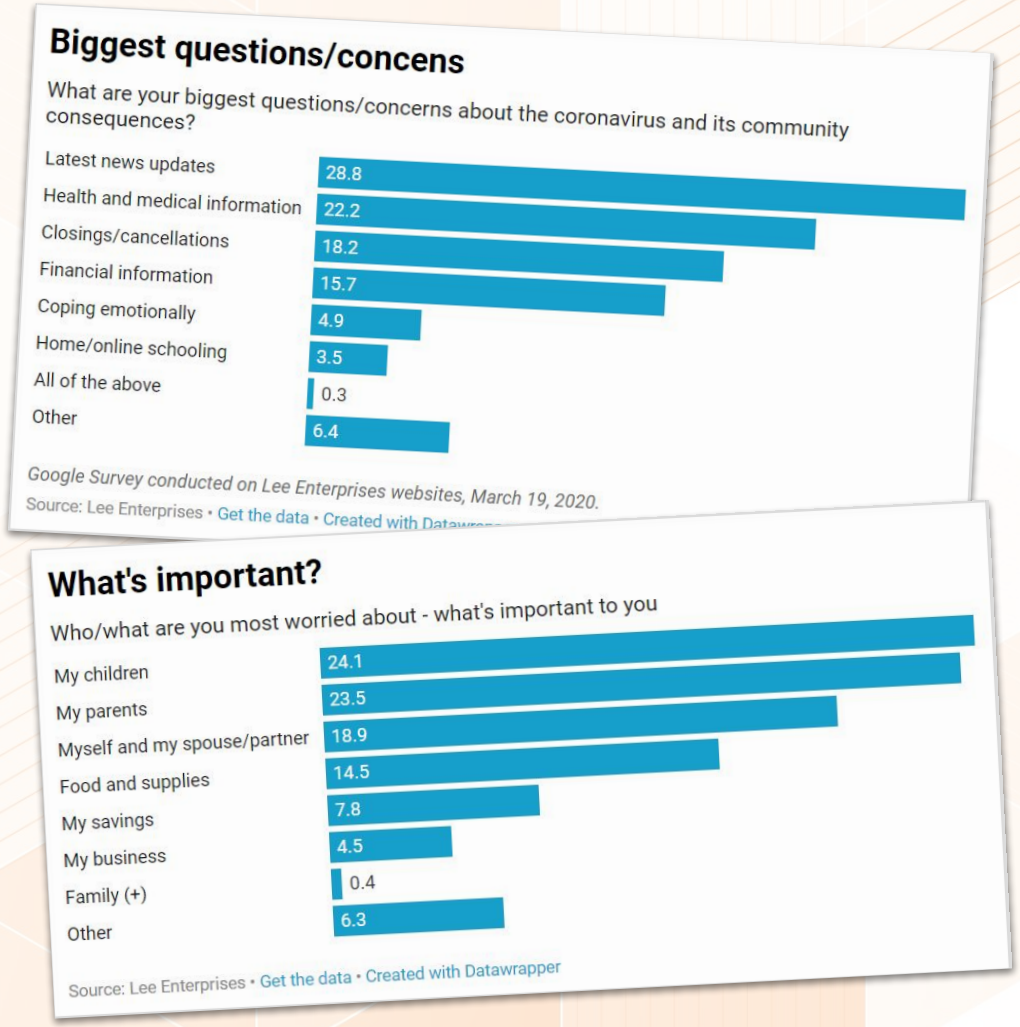
BY GLENN SMITH AND THAD MOORE GSMITH@POSTANDCOURIER.COM TMOORE@POSTANDCOURIER.COM

A patient at the Abbeville Area Medical Center also tested positive for COVID-19, spokeswoman Meg Davis said.

As of Thursday morning, the facility has tested 26 patients for the coronavirus. Three tests have been reported negative by the S.C. Department of Health and Environmental Control, Davis said, in addition to the one positive test. The hospital sends tests to DHEC twice daily.

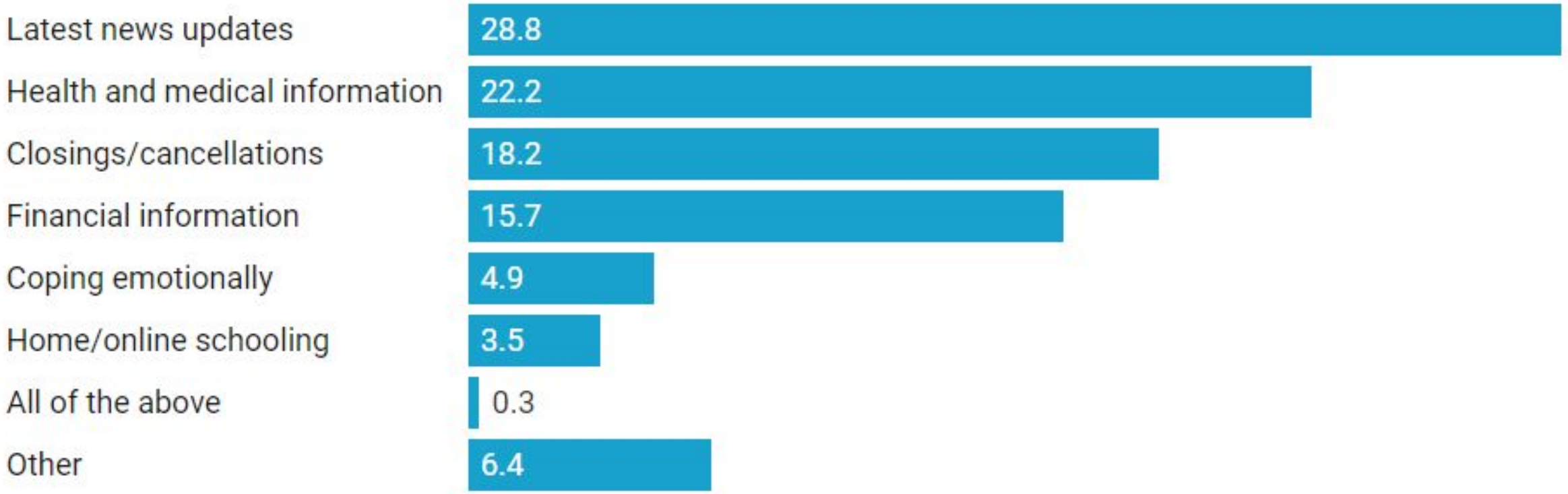
# Survey of users

- Conducted March 19, 2020 by Lee Enterprises across its member sites
- Preview of the first 1,118 responses from Tucson, Arizona



# Biggest questions/concens

What are your biggest questions/concerns about the coronavirus and its community consequences?

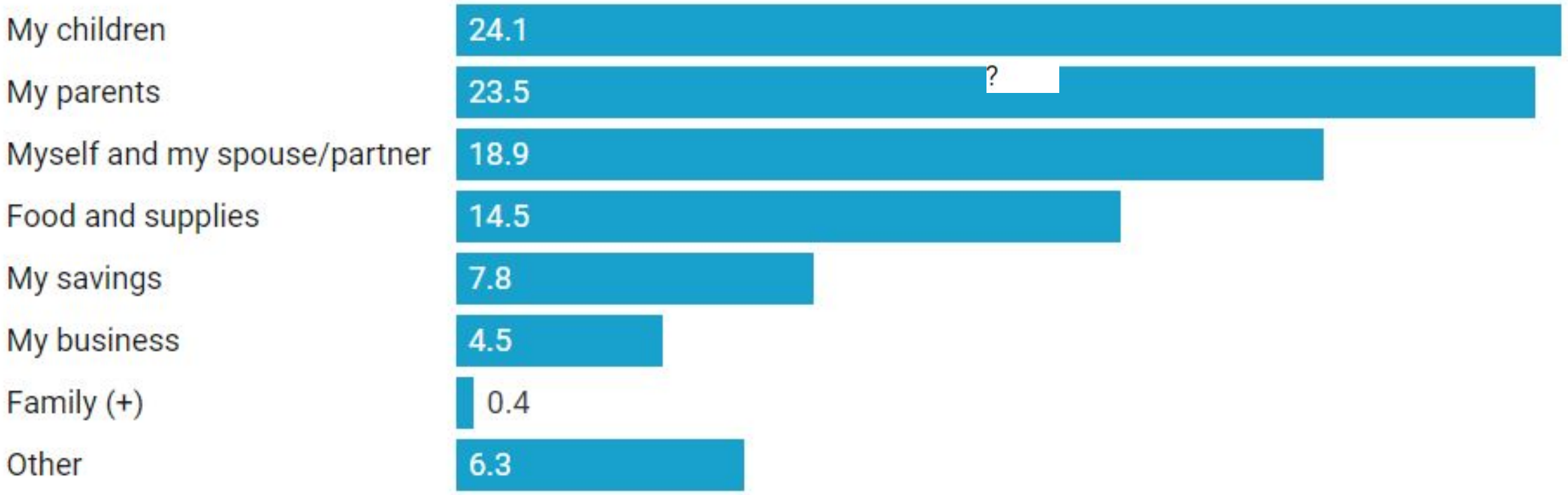



*Google Survey conducted on Lee Enterprises websites, March 19, 2020.*

Source: Lee Enterprises • Get the data • Created with Datawrapper

# What's important?

Who/what are you most worried about - what's important to you



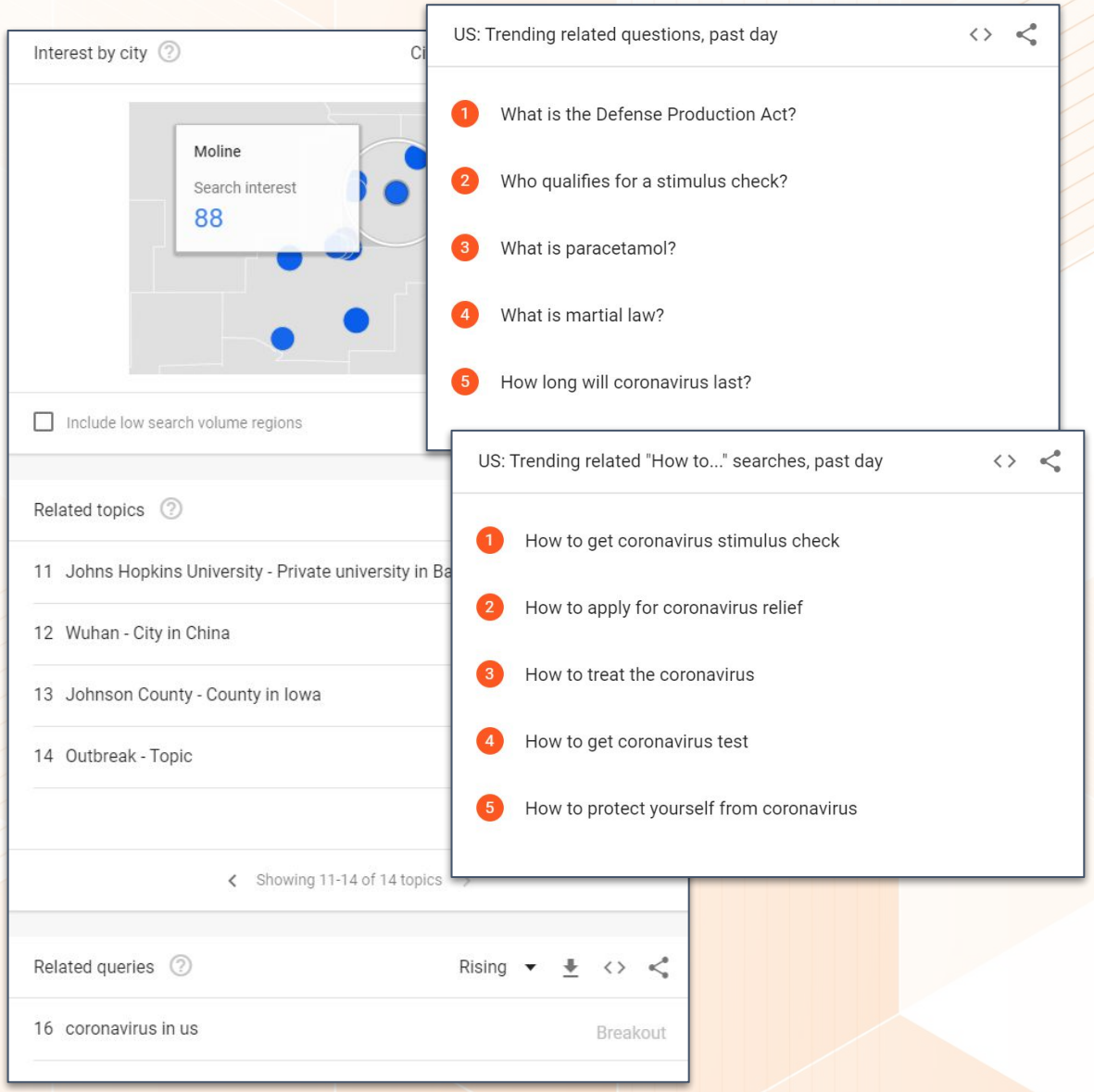

Source: Lee Enterprises • Get the data • Created with Datawrapper

# Using Google Trends

Answer the questions
your community is asking:

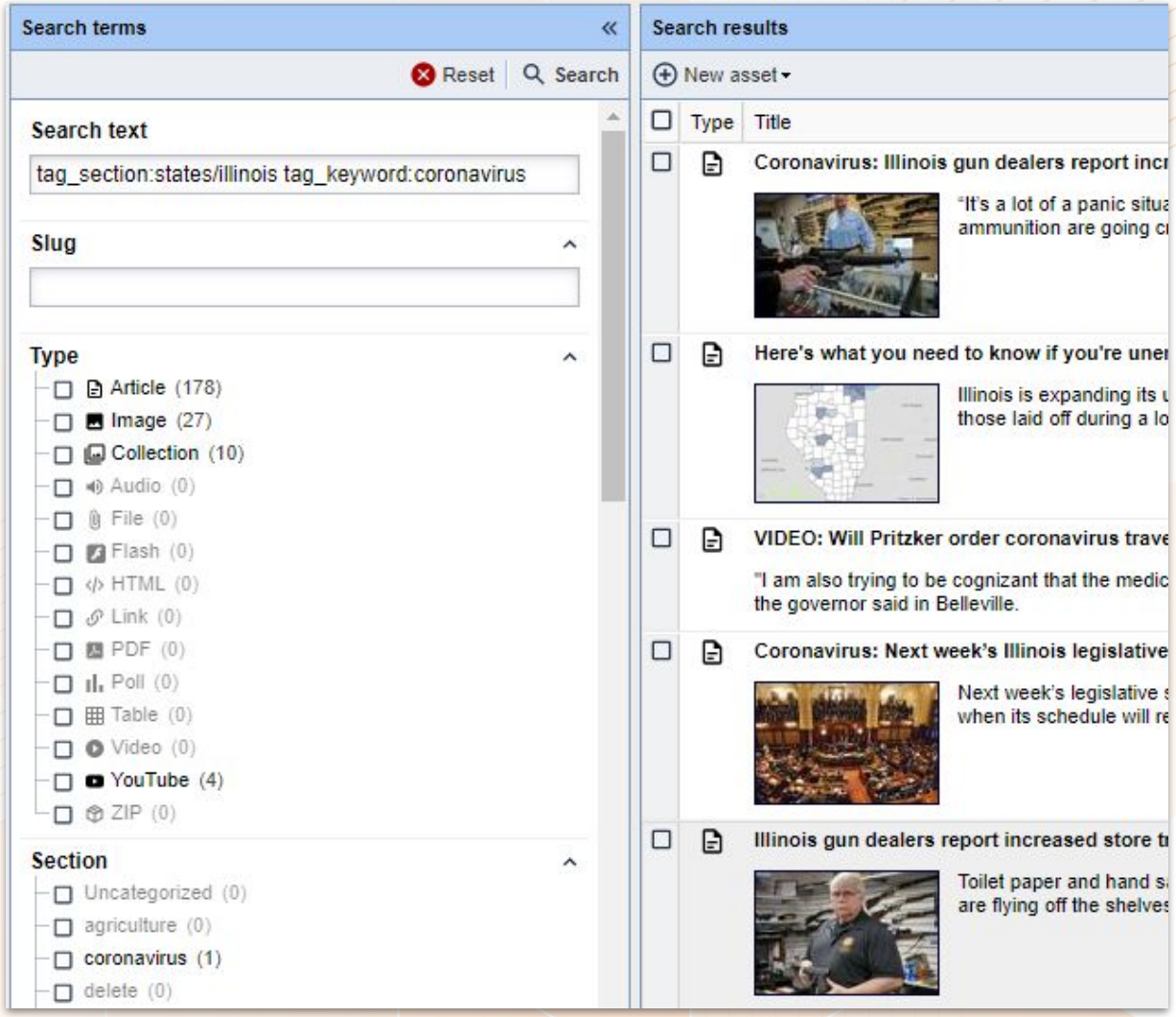
- trends.google.com
- Search for “coronavirus”
- Scroll to “interest by subregion”
- Click on state; then metro
- Look at related topics & queries

Also look at Google Top Trends



# Regional coverage

- Content Exchange is already filtering content down to states
- Semantic analysis technology tagging with “coronavirus” or “covid”
- Some of this content might already be on your site
- Easy to create a new importer with search like: tag_section:states/illinois tag_keyword:coronavirus



# National coverage

- TownNews team curating most important/interesting stories from Content Exchange into a national Coronavirus Channel
- Content will be added to section tag /coronavirus
- Content will also have keyword tag tncen-covid19-featured
- TownNews team will also have a daily collection with top news items of the day

Coronavirus Recap: Senate passes relief package; Dow below 20,000; Coronavirus cases increase 40%

By TN News Service 1 hr ago

Coronavirus Update Briefing



President Donald J. Trump joins Vice President Mike Pence as he addresses his remarks at a coronavirus (COVID-19) update briefing Wednesday, March 18, 2020, in the James S. Brady Press Briefing Room of the White House. (Official White House Photo by Shealah Craighead)

shealah_craighead

Senators approve pandemic bill, sending it to president

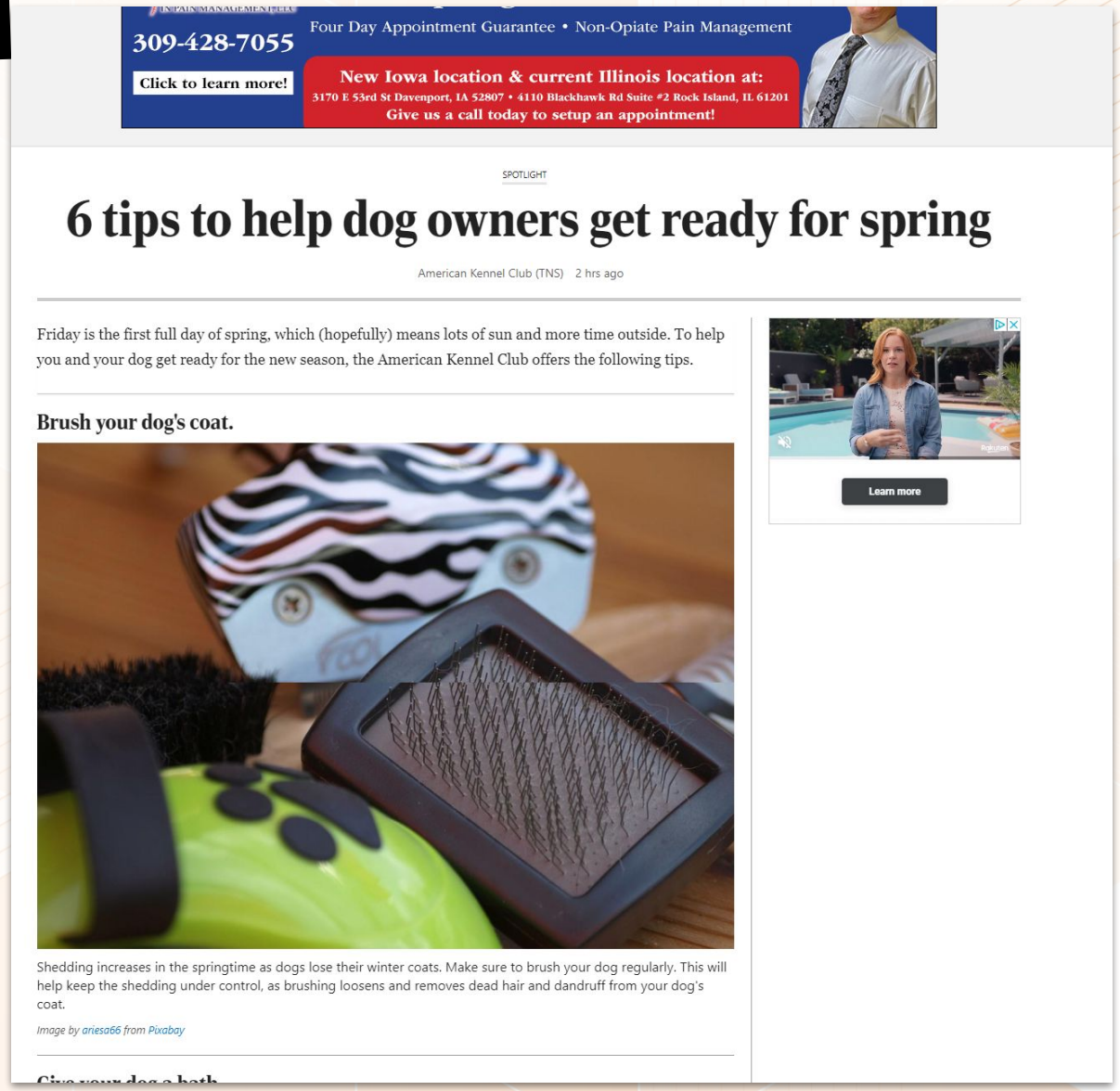
Official Washington, increasingly regarding itself on a wartime footing, worked Wednesday to help Americans survive the coronavirus pandemic, both health-wise and economically.

The U.S. Senate took a series of votes related to package, defeating a trio of amendments bef measure the House passed on Saturday.

The bill, negotiated largely by Demo Treasury Secretary Steven quarantined work

# Beyond coronavirus

- Users are also facing isolation and being forced into new roles
- “At home” content to help them stay busy and adapt to the situation
- Cooking from the pantry
- Home workout tips
- Educational and kid-friendly activities
- Evergreen content for Spring



# Create a special section

Why create a new section?

Create a new URL

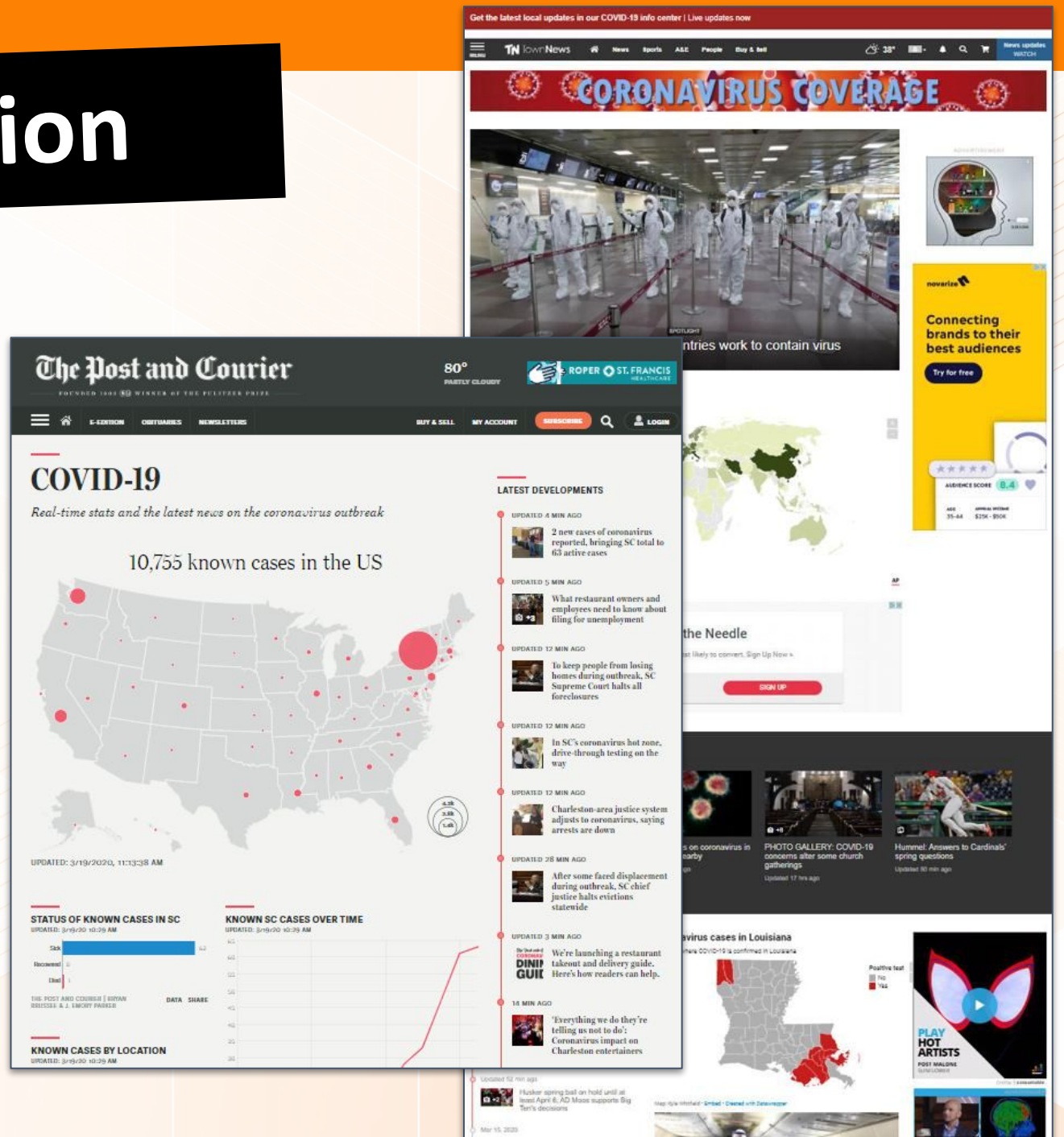
- URL strategy
- Redirecting URLs

Branding/header

Choose a grid layout

- Remember mobile

Use “Card: Updates” block



# URL promotion strategy

## Promotion section

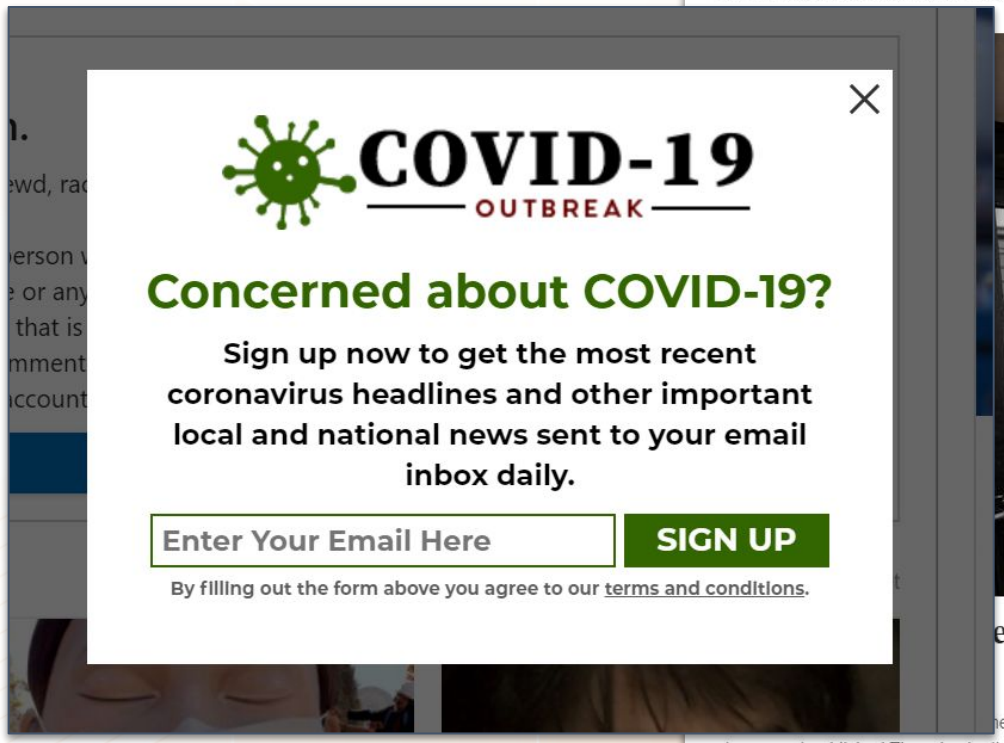
- On air
- Online
- In print

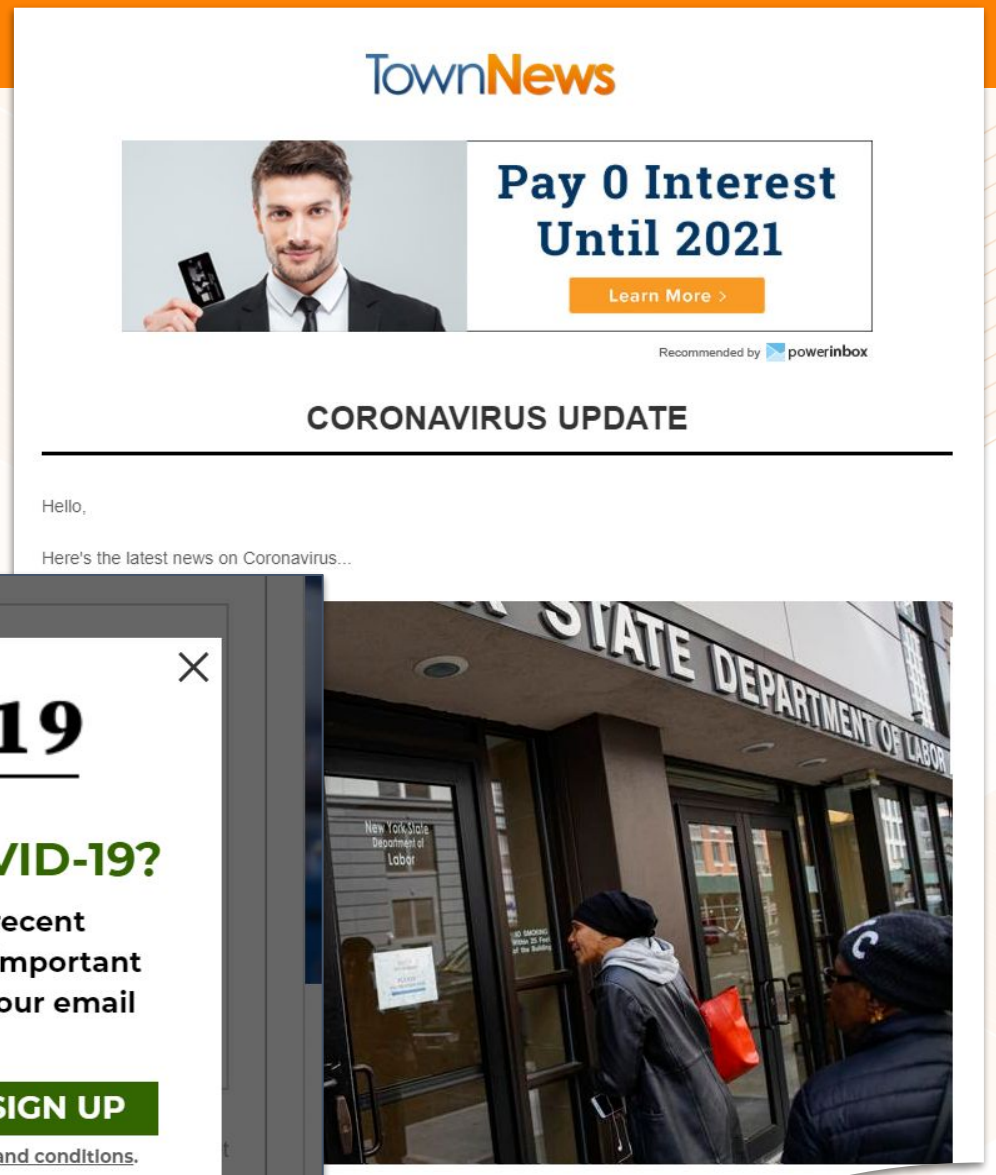
## Social media

- Email important partners
- Get retweets

# Alternative notifications

- Dedicated newsletters
- Push notifications
- Web notifications
- Social sharing



Revenue Ideas
TownNews

# Virtual Career Fair

Feature businesses looking for new hires

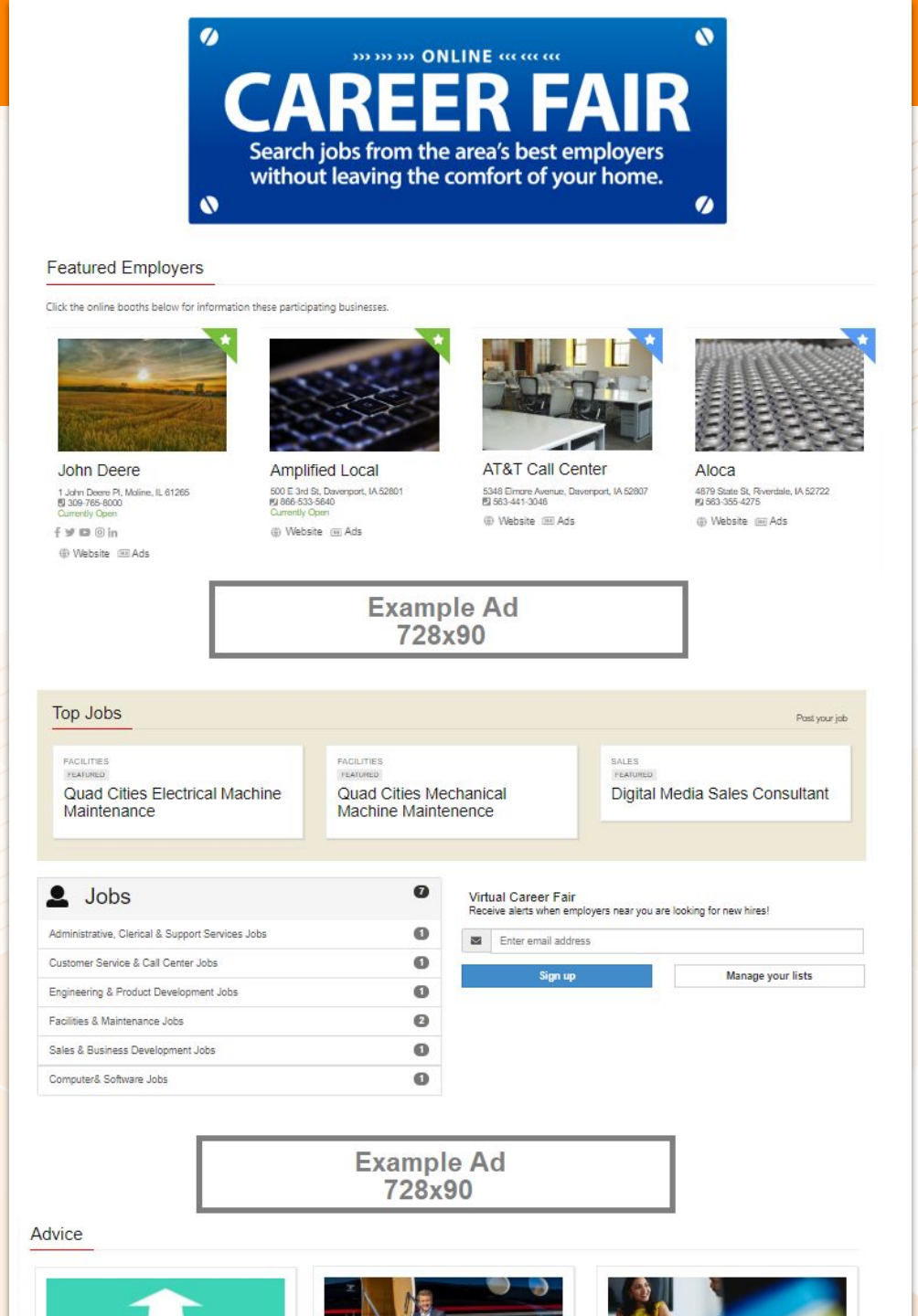
Provide sponsored “Top Job” postings

- Upsell Classifieds
- Print job ads

Leverage CEN or VAC for additional content sections like Career Advice

Pair with a BLOX Email Reach newsletter

Gather job opening submissions via forms or BLOX Ad-Owl

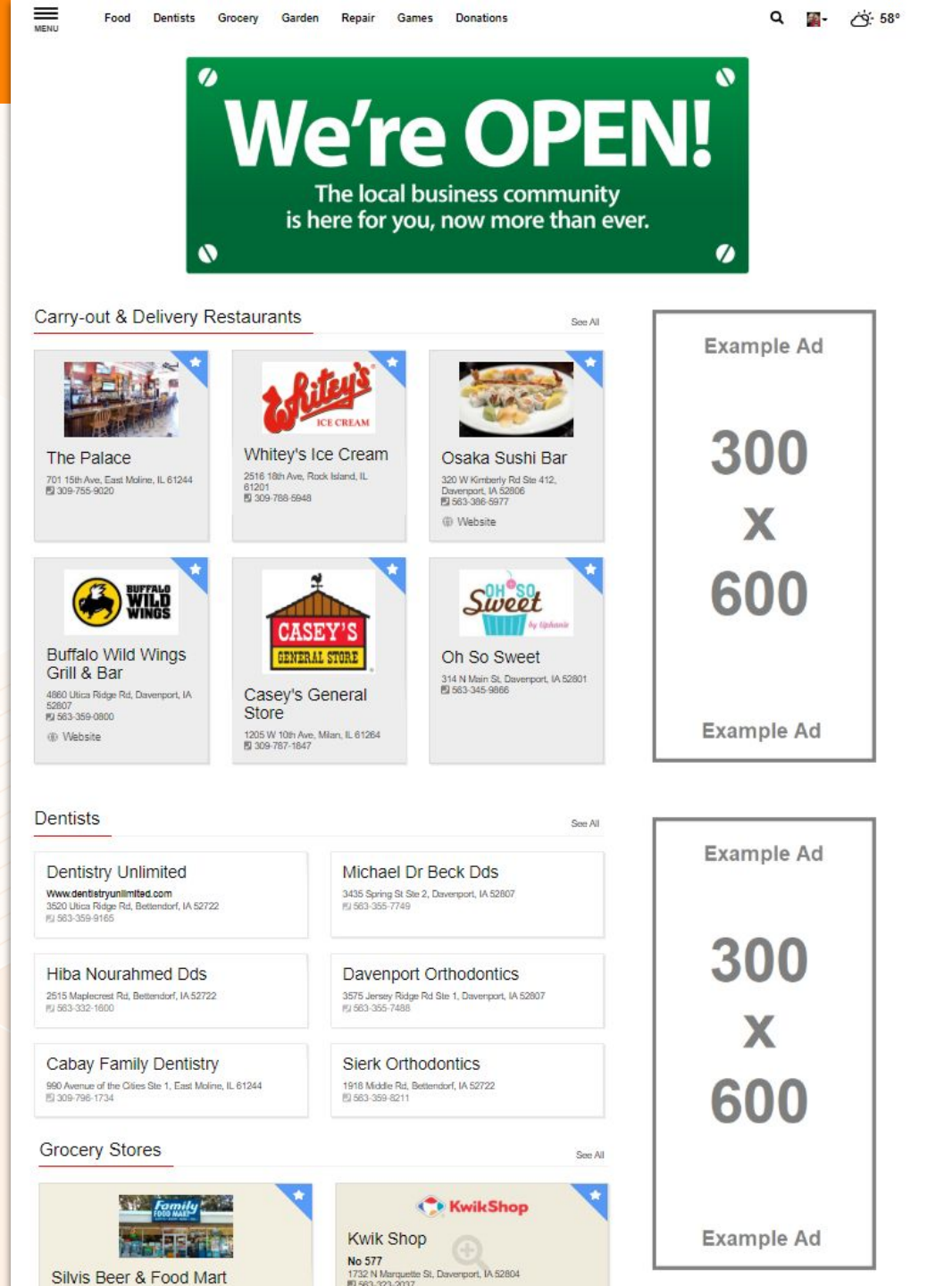


# We're Open! Directory

A running list of operating businesses:

- Grocery stores
- Dentists
- Restaurants
- Service repair
- Pharmacies
- Hardware Stores
- Lawn & garden

Highlight businesses with gift cards



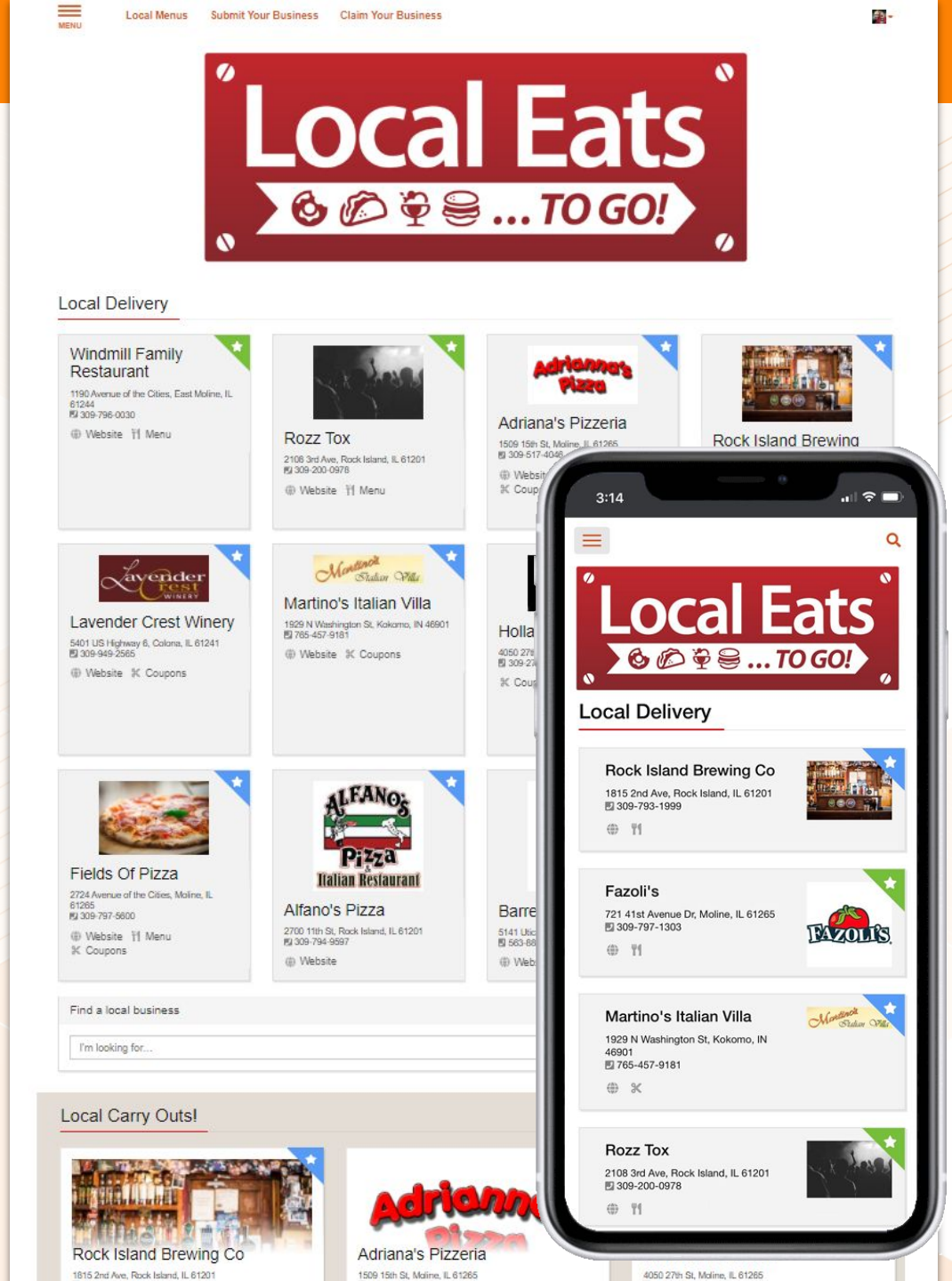
# Takeout Directory

Local eateries can:

- Claim their business
- Update hours, menu, logo
- Upsell their business to be featured

Highlight businesses affected by temporary dine-in closures for carry-out or delivery

Feature coupons or deals available for local restaurants



# Impact on programmatic

**Pageviews up 50%+** over same day prior week

**Unique pageviews up 42%** week over week

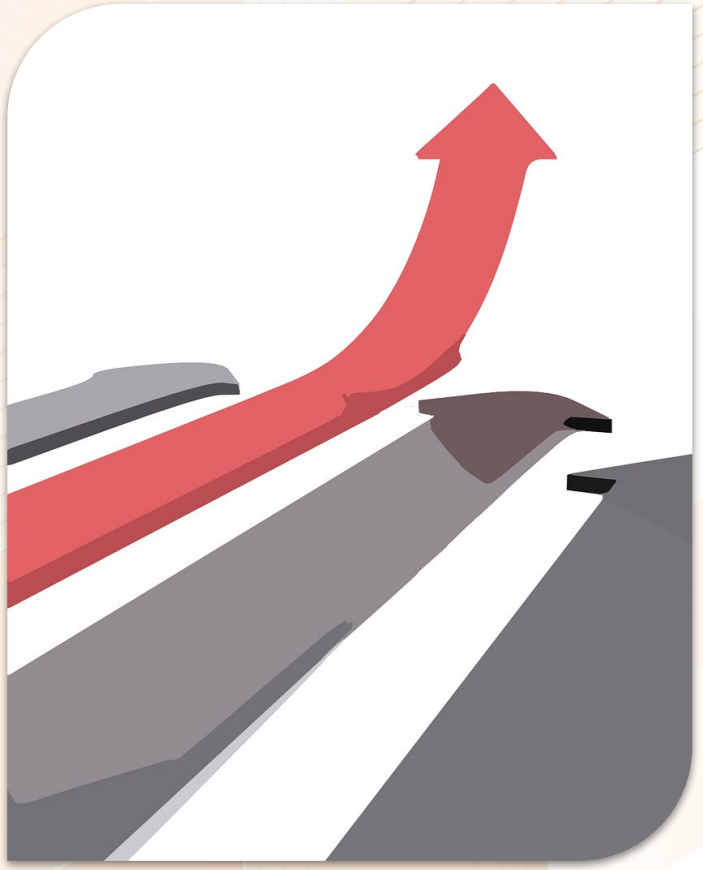
**Programmatic revenue up 30%** week over week

**Ad requests up 42%** week over week

Spike in mobile impressions

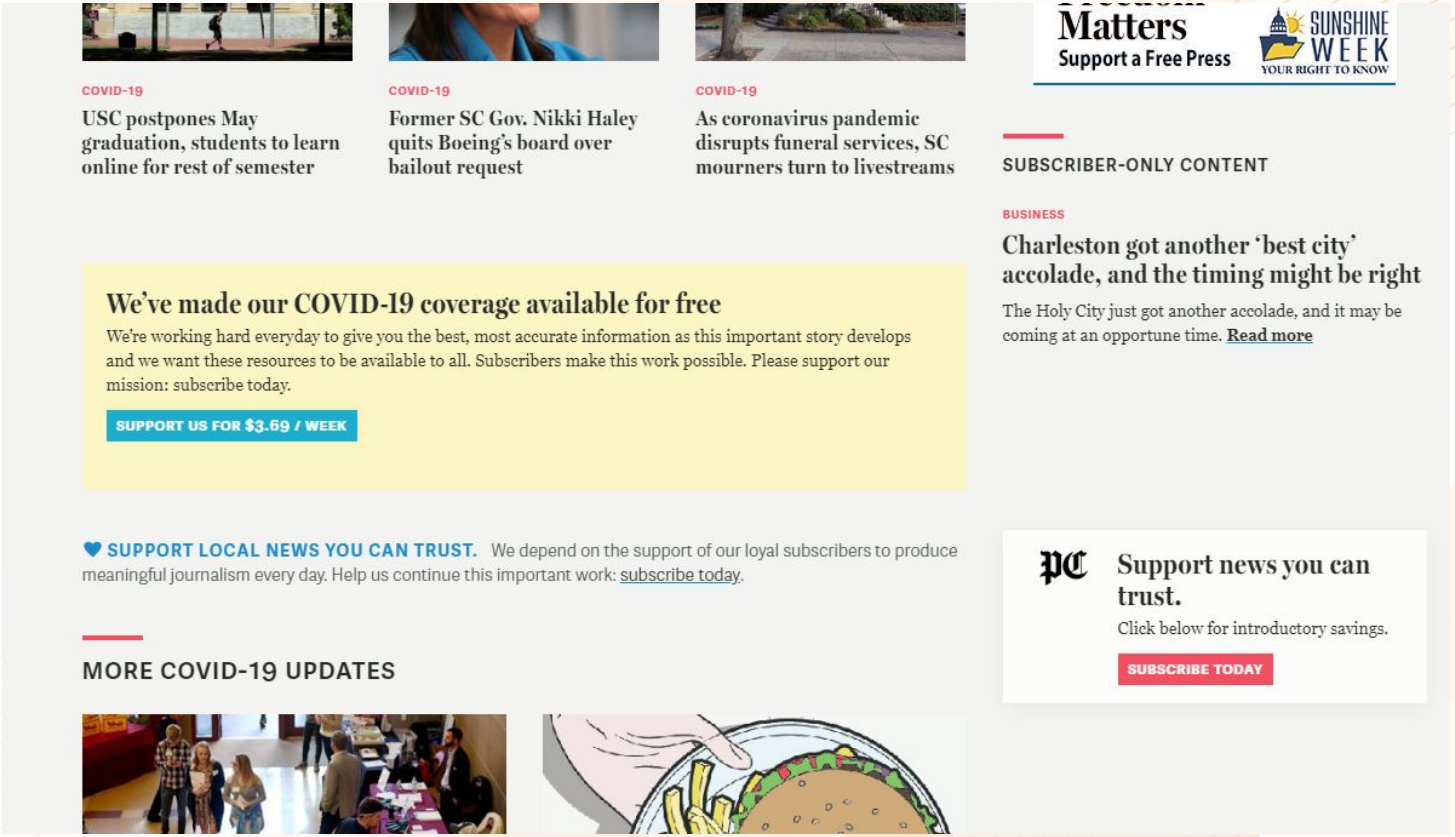
**33% desktop versus 67% mobile**

Making daily price adjustments to maximize yield during this high traffic period



# Modify your paywall

- Section-based settings to allow access
- Subscription_bypass on specific articles
- Solicit voluntary subscriptions
- Disable based on rule profiles while still selling subscriptions



Questions?
TownNews

# We're here to help!

- 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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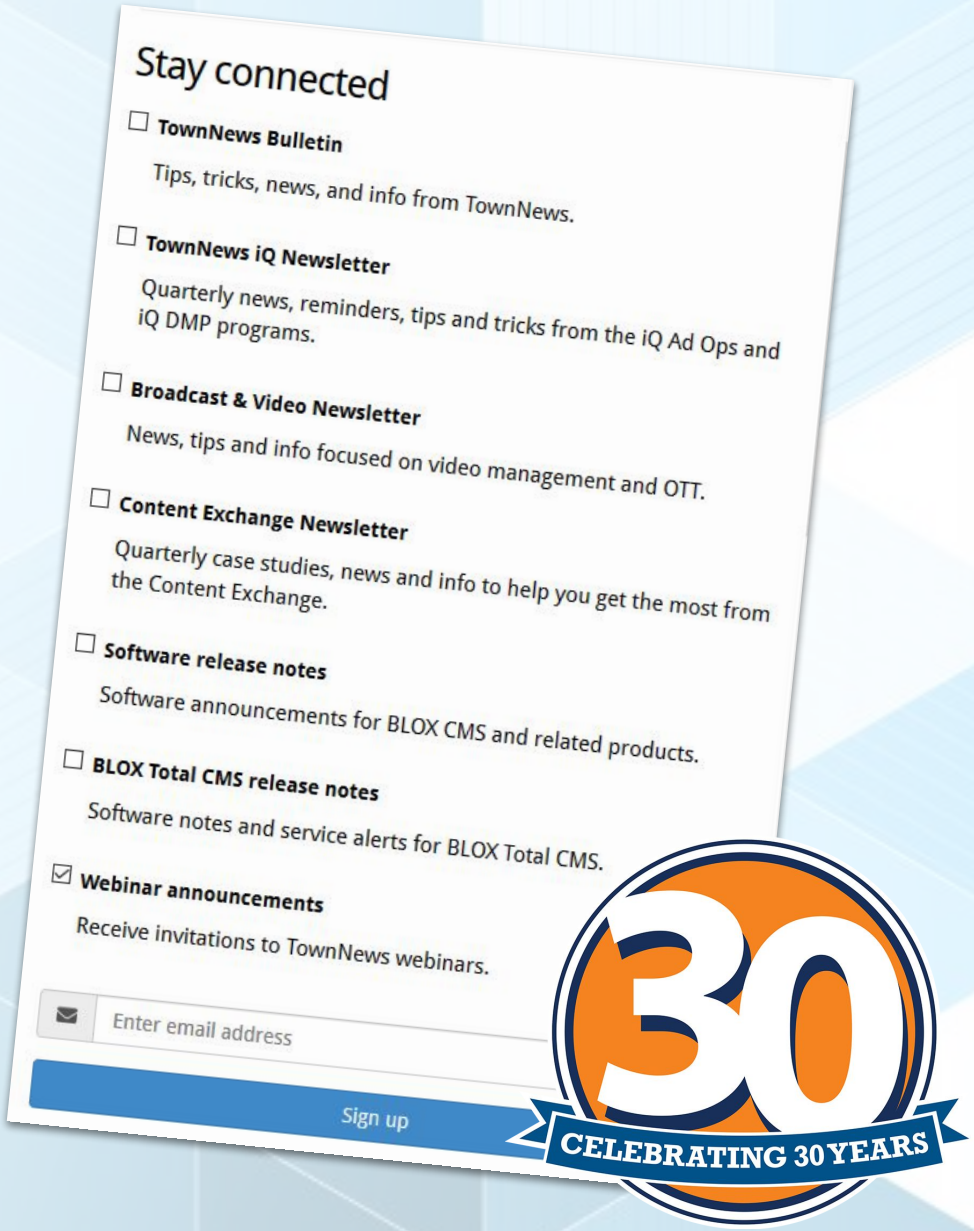

Thank you for
joining us today.
Stay healthy!
TN
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