Chasing the Right Customer

AABP 2019
Twenty-First Digital + Crain Communications

Ashley's Background

- ➜ **ASHLEY MULDER**, COO and Sr. Strategist at Twenty-First Digital
- ➜ Been working in publishing for ~ 13 years
- ➜ Launched career for Hour Media, publishers of *Hour Detroit*, *DBusiness* Magazine, and *Detroit Home*
- ➜ D Magazine partners, publishers of *D Magazine*, *D CEO*, and *D Home*
- ➜ Joined Melissa Chowing to help run Twenty-First Digital in January 2018
  - ◆ Remote Audience Development agency
  - ◆ 23 Clients/representing over 40 publications
  - ◆ Specialize database marketing, email, SEO, social and traditional circulation efforts
- ➜ Passionate about helping companies set up legacy programs and platforms
- ➜ Based in Dallas, TX

Alliya's Background

➔ **ALLIYA SAMHAT,** Acquisition Marketing Manager at Crain Communications
➔ Been working in the publishing industry for 10 years
➔ Started career at Hour Media, marketing research programs for Hour Media's publications and City & Regional magazines
➔ Joined the Crain Communications corporate audience development team 3 years ago
  ◆ Attention to growing subscribers, registration and newsletter sign-ups across all Crain brands
  ◆ A strong focus on social media strategy
  ◆ Experienced in email marketing, social media content strategy, and data analysis
➔ Driven to connect the right audiences to the right products, brands and content across email, web and social
➔ Based in Detroit, MI

Crain Communications Brands

AdAge Automotive News AUTOWEEK

CRAIN'S
CHICAGO BUSINESS

CRAIN'S
DETROIT BUSINESS

CRAIN'S
CLEVELAND BUSINESS

CRAIN'S
NEW YORK BUSINESS

Modern Healthcare

Pensions&Investments

Plastics News

Rubber&Plastics News

TIRE BUSINESS

PRW Plastics & Rubber World

Urethanes TECHNOLOGY INTERNATIONAL

Automotive News Canada

Automotive News México

Automotive News Europe

Automotive News China

European RubberJournal

STAFFING INDUSTRY ANALYSTS

The Necessity of Attracting the Right Customer

➔ The financial model of publishing is changing

◆ Print advertising revenue not what it once was and traditional digital units didn't save us

● The Duopoly duped us

○ Still accounts for 60% of digital ad spend

◆ NYT Fiscal 2019 Outlook

● Anticipating growth in online subscriptions ~4% growth (800k online subscribers in 2013 to 3.4 million in 2018)

● Advertising revenue to remain flat

◆ Explosion of membership models and paywalls as the "new subscriptions

➔ Competition is fierce

  ◆ Everyone is a content producer now

    ● Individuals

    ● Networking channels

  ◆ Attention

    ● Netflix, Hulu, Slack
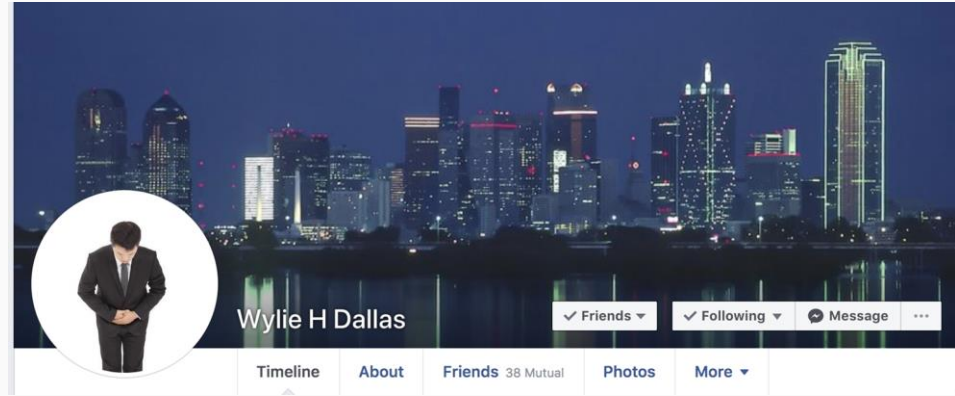
WEB

➔ The secret is in the stats

◆ Return Visitors

● **What % of your visitors are coming back for 5 & 15 Sessions?**

◆ Email Capture Rate

● What % of your visitors are providing email?

● Do they find value enough in what your providing?

◆ Duration

● How long are the staying?

◆ Bounce Rates

◆ Striking the right balance in referral source

% OF USERS >= 5 SESSIONS
Last Month (May)

7.11%

▲ 11% Previous: 6.39%

% OF USERS >= 15 SESSIONS
Last Month (May)

2.08%

▲ 26% Previous: 1.65%

NEW VS RETURNING USERS Last Month (May)

Returning Visitor
22.1%

785k
Total

New Visitor
77.9%

SESSIONS BY SOURCE
Last Month (May)

Paid Search 0%

Display 0%

(Other) 2.4%

Social 6.3%

Email 9.4%

Organic Search 42.7%

Referral 10.9%

Direct 28.3%

955k
Total
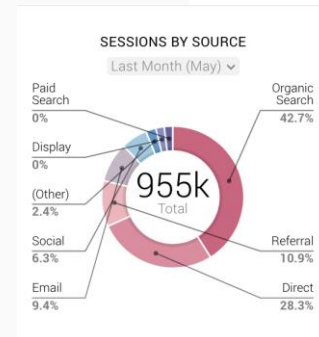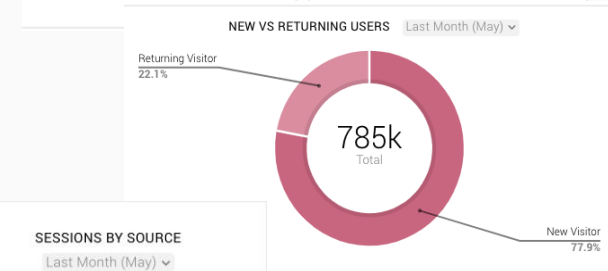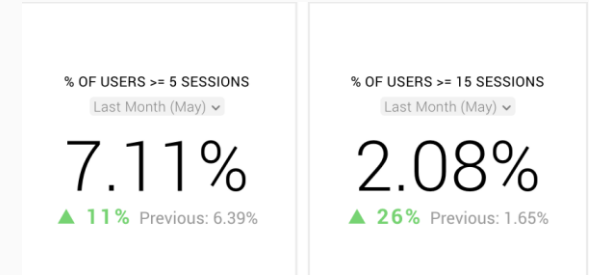
➔ SEO Strategy

   ◆ SEO

      ● The rise of search

         ○ Augmenting for declines in social and direct referral traffic

         ○ Google receives over 63,000 searches per second

      ● The value of a search referred traffic

         ○ Consistently in the top 2 sources for email capture

         ○ Time on site typically higher

➜ What does a good SEO strategy look like for a business publisher?

➜ Technical SEO

◆ 404 Errors

◆ Toxic Backlinks

◆ Load times (heavy images weighing down site speed)

◆ Secure site

Tools for success: MOZ, SEMrush

➔ What does a good SEO strategy look like for a business publisher?

➔ Content SEO

◆ Ceasing to publish content like a publisher

● Duplicate pieces of content (top stories of the week, top 5, before you start your day)

◆ URL structure/layout

● Must attend business events

● Google doesn't care that this content was "in your issue"

◆ Identifying key topic pages

● The average first-page result on Google contains 1,890 words

● Major corporations/business in your market?

○ Dan Gilbert, Ford Motor, AT&T, Southwest Airlines

● Leveraging awards programs for key longtail pieces

➜ What does a good SEO strategy look like for a business publisher?

➜ Topic page samples

   ◆ https://www.nytimes.com/topic/company/walmart-stores-inc

   ◆ https://www.forbes.com/profile/jeff-bezos/#591421391b23

   ◆ https://www.foreignaffairs.com/regions/france

➔ User Experience

- ◆ Can I easily find what I'm looking for?
- ◆ What barriers are in the way?
  - ● Ads, interstitials,
- ◆ Does what I was encouraged to click match expectations?
  - ● Most egregious errors typically taking place on social
- ◆ Am I referred to more like stories/content based on my interests?

Related Articles

Tariffs boost housing renovation costs after Zillow and others go all-in on iBuying

J.D. Power: Will mortgage lending go fully digital in 2018?

One in Six Borrowers Underwater on Mortgage, Zillow Says

How to Get the Right/Keep the Customer: WEB

➔ Take an audit of your site
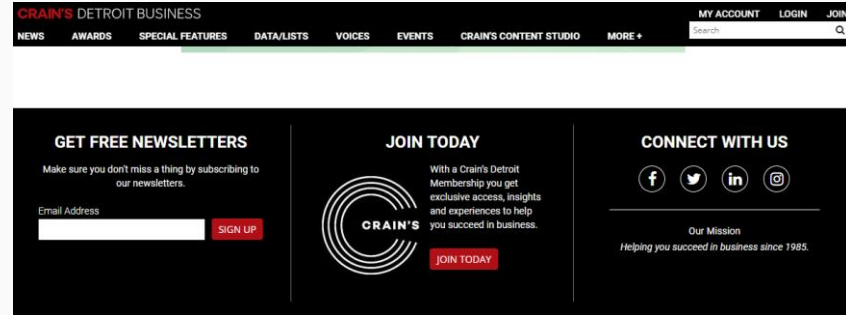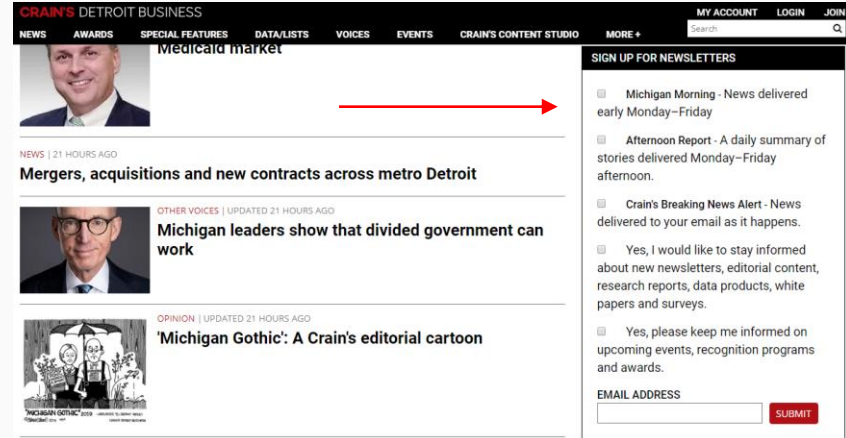 ◆ Can users easily access these areas?
    ● Register
    ● Subscribe
    ● Sign-up
  ◆ Test placements & CTA's
    ● In-article registration ads
    ● Right-rail ad forms
    ● Footer sign-up boxes
  ◆ Track performance
  ◆ Focus on user experience

How to Get the Right/Keep the Customer: WEB

➔ Test various web campaigns

◆ **Behavioral retargeting across web**

- Beyond the 4 walls of your website

- High reach & recovered revenue

◆ **Onsite engagement ads**

- Re-engages inactive users

- Reducing site abandonment rates

- Around 10% increase in conversions

◆ **Subscription site pop-ups**

- Can display on certain site sections

- Offer a discounted subscription to new site visitors and/or free sign-up

- Tool: Qualtrics
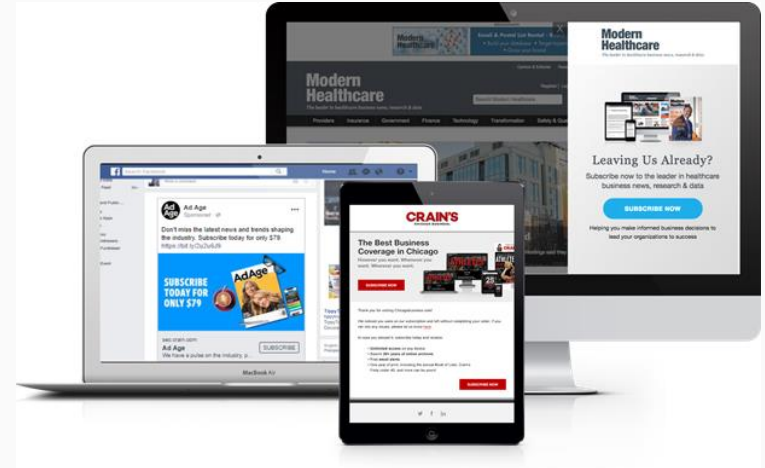
EMAIL

➔ Engagement

    ◆ Open Rates/Click Rates

        ● General newsletters aiming north of 20%

        ● Specific topic newsletters, high 20s

        ● Time spent viewing email

    ◆ Low unsubscribe rate
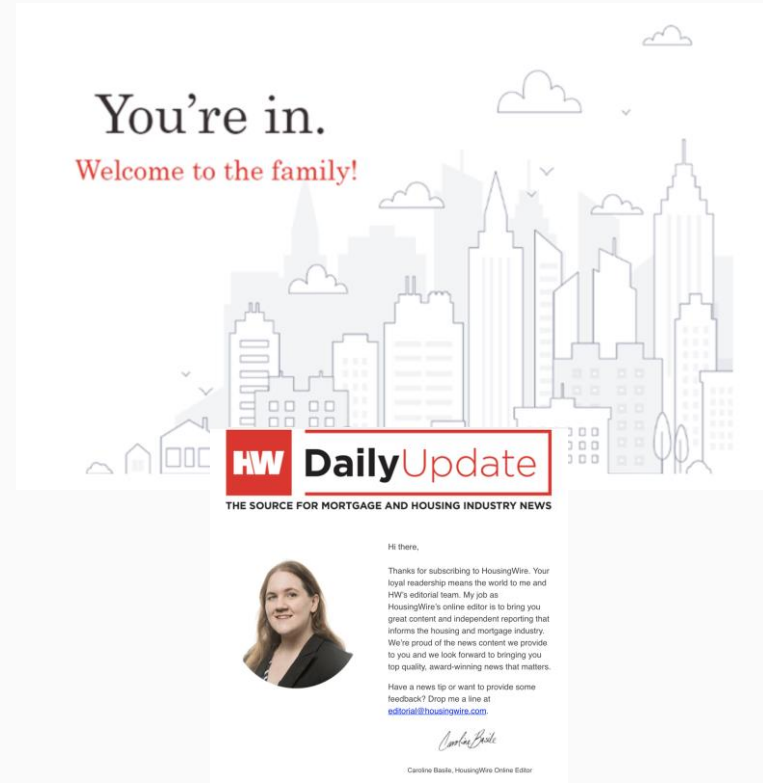
    ◆ On newsletter list, multiple?

➔ Conversion

    ◆ Percentage of product sales increasing

        ● Events

        ● Subscriptions

        ● Program submissions

→ Have the right martech stack

  ◆ Timeliness (automation)

  • Over 75% of email revenue is generated by triggered campaigns rather than on size fits all (DMA)

  ◆ Segmenting/personalize

  • Segmenting tools

    ○ Demographics, behavior, location

  • Increase engagement by 26%Segmenting/personalize

  ◆ Testing

  • Subject lines, art, timing

  ◆ Make email capture easy

  • ○ Consider exit intent or additional tools like a BounceX

➔ Relational

◆ Treating users like humans

● Sending practices

● Segmenting

○ C-Suite vs. Support

● Auditing your customer journey

○ What happens after I sign up?

○ Adding value before you extract value

○ Offering products at the right time of the journey

You're in.
Welcome to the family!

HW **Daily**Update
THE SOURCE FOR MORTGAGE AND HOUSING INDUSTRY NEWS

Hi there,

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Have a news tip or want to provide some feedback? Drop me a line at editorial@housingwire.com.

Caroline Basile, HousingWire Online Editor

How to Get the Right/Keep the Customer: EMAIL

➔ Evaluating email sources for opportunities

➔ Identifying top pages and maximizing for email capture

◆ Pull top 30 pages from Google Analytics

Source	Last Month	Δ
	Last Month ▾	
Offline Source	2,315	▲ 11%
Direct Traffic	631	▼ 18%
Organic Search	573	▼ 11%
Email Marketing	155	▲ 6%
Referrals	145	▼ 4%
Other Campaigns	132	▲ 120%

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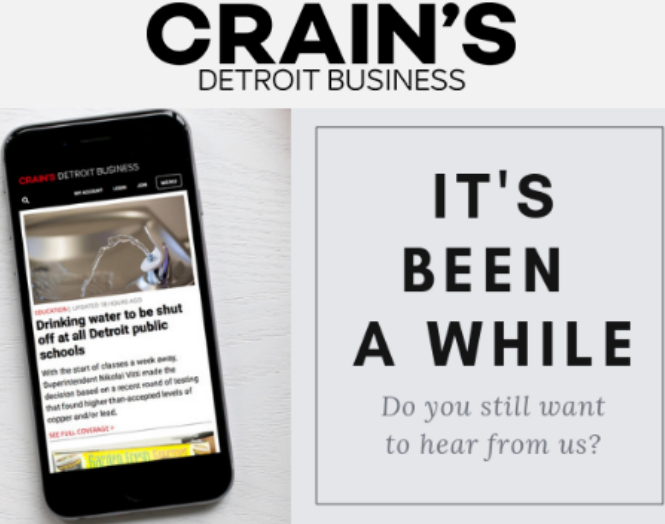
Email | SIGN UP

How to Get the Right/Keep the Customer: EMAIL

➔ Are your emails responsive?
   ◆ Mobile rendering
   ◆ Test utilizing tools like ReturnPath
➔ Focus on design
   ◆ Plain text vs HTML
   ◆ Bulletproof buttons (increase CTR's)
   ◆ Declutter your email
   ◆ Use one clear CTA
➔ Subject lines & pre-headers
   ◆ Parenthesis, urgency, personalization (increase open rates)
   ◆ Subject line test - https://www.subjectline.com
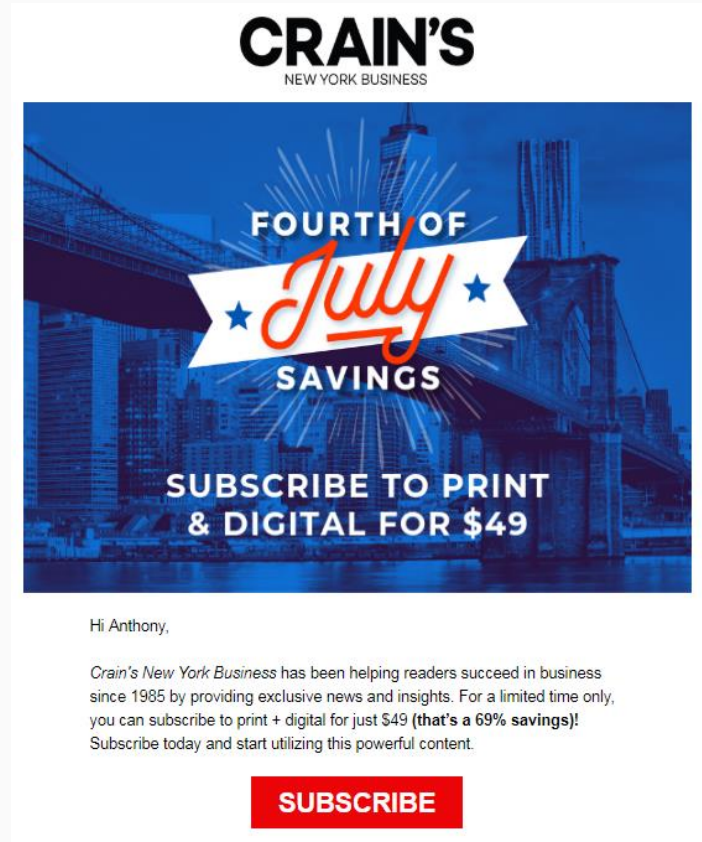
How to Get the Right/Keep the Customer: EMAIL

- ➔ Are your email subscribers engaged?
  - ◆ Opened/clicked your emails in the last 6 months
- ➔ List hygiene (engagement filter)
  - ◆ Increases email engagement metrics
  - ◆ Higher inbox placement
  - ◆ Less does not mean less
- ➔ Re-engage users that are unengaged
  - ◆ Conversational messaging
  - ◆ Engaging subject lines (high open rates)
  - ◆ On avg. 6% of inactive users are re-engaging
- ➔ Survey your audience

How to Get the Right/Keep the Customer: EMAIL

→ Triggered emails to drive engagement/subscriptions

◆ Retargeting options:

● Users who abandon their cart

● Paywall visitors that don't covert

● Users who have blank values on their profiles (get full customer view)

● Expired subscribers (discounted offer)

→ Cart Abandon automation

◆ Targets users with the same offer they abandon from

● Automated retarget did not opens 2 days later

◆ More personalized user experience

CRAIN'S DETROIT BUSINESS

It looks like you left something in your cart.

Complete your order to ensure that you get exclusive access, insights, and experiences to help you succeed in business.

Complete My Order

SOCIAL

➜ Engagement

◆ Referral traffic

◆ Are you reaching an audience wider than your current followers

◆ Post reach

◆ How many contacts have been added to the CRM

◆ Their journey after they hit the site

● Do they come to the site and bounce?

● Contacts added by social source

- ➜ Responsive
  - ◆ Engaging with users on the channel
- ➜ Relevant
  - ◆ Am I being click-baity, or delivering content that makes sense for our brand?
  - ◆ Am I posting at the times the my users are online?
  - ◆ Am I asking users to engage with me?
- ➜ Genuine
  - ◆ Posting the same exact copy on every channel?
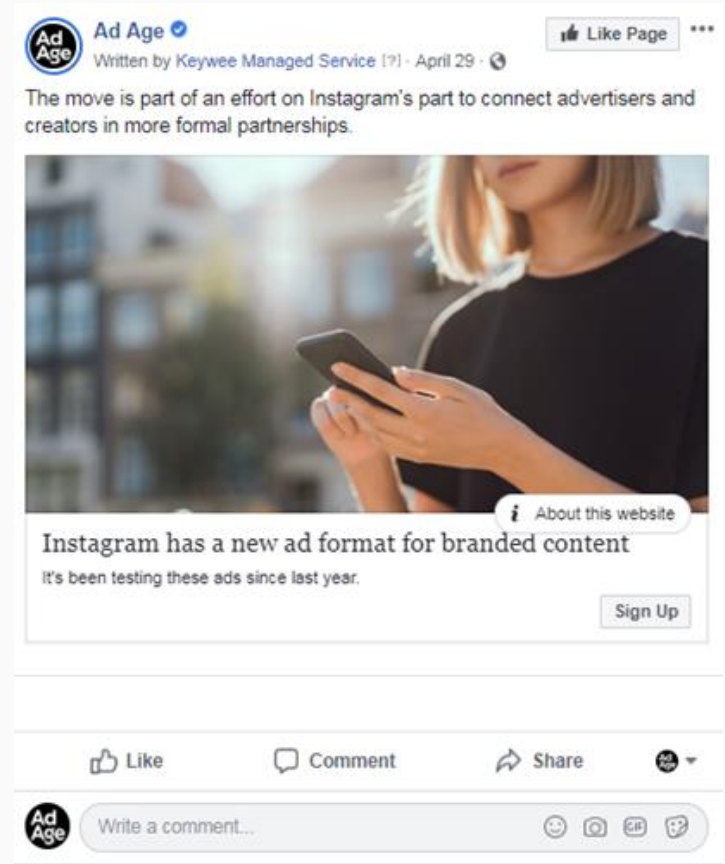 - ◆ Establishing a clear brand voice
- ➜ Purpose
  - ◆ What's the motivation behind each channel? Bring new eyes to the site? Conversions?
  - ◆ Let the purpose guide your plan

➔ Leveraging paid social to create brand loyalty and drive conversions by targeting the right audiences using at the right time

- ◆ Retargeting current site audience to encourage return visits and likelihood to hit paywall (bolstering those 5 & 15 sessions)
- ◆ Retargeting newsletters subscribers with revenue generating offer
- ◆ Using paid in appropriate parts of the customer journey
  - Product sale, warm audiences: newsletter subscribers, past site visitors, social media followers and engagers
  - Brand reach/awareness/lead gen, cold audiences: Lookalikes to current audience, interest and demographic targeting

How to Get the Right/Keep the Customer: SOCIAL

- → Boosting article content strategy
  - ◆ Determine keywords within article content to create better targeted audiences
  - ◆ Increase referral traffic, brand awareness, & engagement
  - ◆ Helps drive registration/subscriptions
  - ◆ Focus on best performing social channels
- → Promote top performing article content to generate newsletter sign-ups
  - ◆ Tested campaign with Keywee vendor
  - ◆ Avg. 6K sign-ups in 1 month

Thank you!

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- ❏ Run site through SEMrush or Moz tool to identify backlinks, 404s or toxic links affecting your site searchability
- ❏ Conduct an impartial site UX audit, (can I find what I'm looking for, was I distracted?, mislead)
- ❏ Identify your top 5 performing pages on search and optimize them for experience and email capture
- ❏ Review your key metrics for loyalty, adopt tracking strategy to watch over next 12 months
  - ❏ 5 & 15 Sessions
  - ❏ Bounce Rate
  - ❏ Duration
  - ❏ Email capture Rate
  - ❏ Referral traffic

- ❏ Conduct an impartial email audit, sign up for your own newsletters, what happens next?

- ❏ Develop 30 nurture campaign for new emails added to the database (*ADD* value, before *EXTRACT* value)

- ❏ Evaluate sending practices/segmenting

- ❏ Determine when and how automation/triggered campaigns work best for your audience

- ❏ Review your key metrics for loyalty, adopt tracking strategy to watch over next 12 months

  - ❏ Open Rates/Click Thru Rates

  - ❏ Unsubscribes

  - ❏ % of users in database on a newsletter

  - ❏ % of users haven't opened an email in the last 6 months

  - ❏ Email Frequency

- ❏ Set up FB ads account & appropriate pixels for tracking conversions
- ❏ Test paid campaign for appropriate use cases:
    - ❏ Warm audiences: product sales
    - ❏ Cold audiences: reach, awareness, lead gen,
- ❏ Audit brand engagement with commenters and messages
    - ❏ Are you responding to customer concerns?
    - ❏ If using the channel for customer service, evaluate infrastructure to support that use case