

CRAIN

THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS

Welcome AABP 2019 Summer Conference

Audience Development Track

June 27 - 29, 2019

Recap June 27 – Open Conversation/White Board

Things to Explore

- The role of Feature or Engagement Editor
- Site / Group License
- Role of Social Media to drive top of funnel
- Determining who is accountable for Audience Development
- Defining “audience”
- What are the right KPIs about your audience and how do you get to them?
- How can we overcome Agency blindness to engagement not just size of list or KPIs that no longer matter
- **Sharing information about vendor reviews.**
- How do you change the culture to shift focus on “how we’ve always done it” or rate base is all that matters
- It’s important to understand the customer’s “job to be done” (it’s not a shovel they want, but the hole the shovel helps them make)
- Test Headlines to see if it drives to 2nd view

The Big Discussion

Education –

- Your Career from Cradle to Grave
- How do you get to younger audience – in school? (Department of Education; PR
 - Florida Trends tries sub cards, but not much conversion
- How do you define success of targeting younger audience? – KPI/Perspective
- What products/channels will work?

The Big Word

OMNI-CHANNEL

Recap June 28 – Sessions 1 - 4

Highlights

Session 1: Like Moths to a Candle

- Size market, determine funnel, share funnel across all functions
- know your stats (KPIs that drive conversion or signal engagement)
- Curate experiences across the channels

Session 2: Tracking KPI Metrics

- Campaign Calendar is your friend; Build it, share it across all functions
- Get outside your 4-walls – re-targeting recaptures dollars
- Think about vendors to help with tactical lifting

Session 3: Paywall

- Articles aren't the only content to wall.
- UX matters ... a lot
- Median % that hit meter cross Piano ecosystem – 2%

Session 4: Managing Your Product Portfolio

- Audience is the center of the universe (hats off!)
- Understand your product lifecycle and build checkpoints throughout
- Communication is key to ensuring your brand is working on the right stuff!

Notable Quotes

- *Add Value before you extract value*
- *Data -- allows you to make decisions -- what to continue to do, what to stop doing.*

The Big Word : EXPERIMENT



Recap June 29 – Sessions 5 - 8

Highlights

Session 4: Data Regulations (GDPR, California Privacy, and more)

- Regulating data privacy is here to stay. Must consider what data do you need for the purpose of the collection and collect and store only that data
- Vendor Management related to compliancy will be extremely important
- Get involved in the shaping of legislation. It's that important

Session 2: Wearing Many Hats

- Managers need to learn how to let go
- Define your company's north star – the reason for being. It drives your culture, which should be one based on trust.
- Define roles & responsibilities and accountability matrix

Session 3: Innovation & Audience

- Articles aren't the only content to wall.
- UX matters ... a lot
- Median % that hit meter cross Piano ecosystem – 2%

Session 4: Engaging and Growing Audience

- Journalism is moving away from ads, towards subscribers
- Use data for active listening to write stories and target to the right audiences at the right time
- Change the value proposition in the newsroom is key to driving audience success

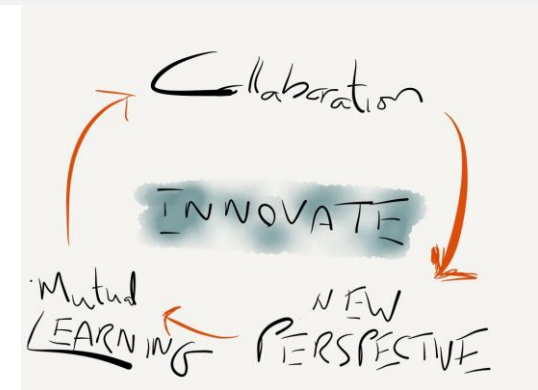
Notable Quotes

- *The newsroom is a cost driver*
- *What we do that is good for driving audience engagement and revenue is good for ALL lines of business*

The Big Word : **INSIGHTS**

The Journey Isn't Over

- *Let's find ways to continue the conversation.*
- *For our industry to survive, we each need to contribute to the greater good.*

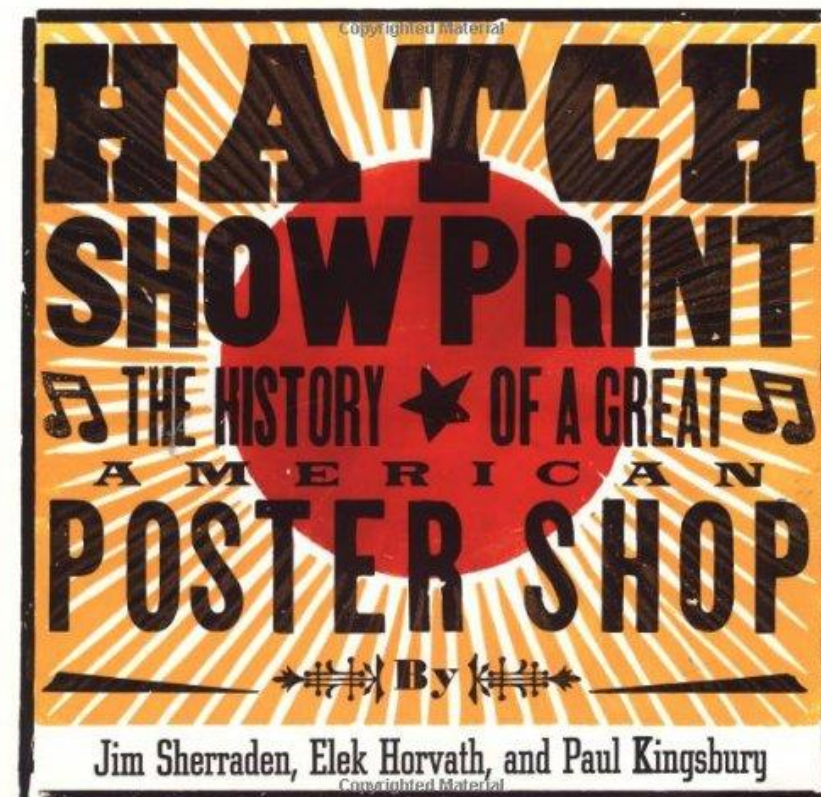


Marketing / Advertising



Does 2 things –

Tell ya something
Sell ya something



The Funnel ...



... a metaphor for how we attract and convert leads into customers

Theme: Connect the Dots – Holistic View of Driving Audience Growth

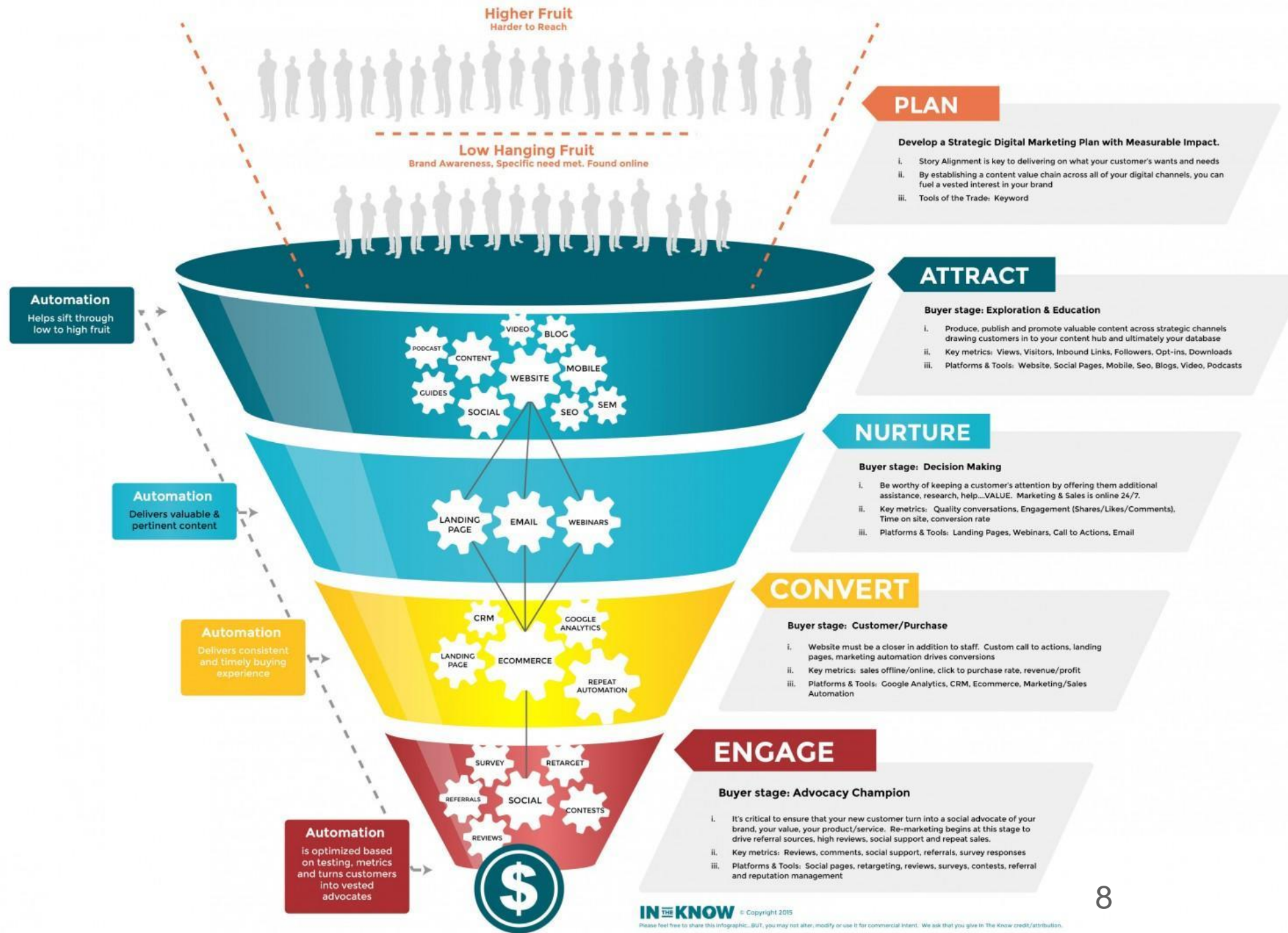
Overview:

The B2B Media Business is complicated. We create content that attracts audience that drives advertising sales that create communities. Attracting, converting, and retaining Audience is not simply an Audience Development or Circ function anymore. Every function plays a key role in creating the customer experience necessary to drive Audience growth. The sessions will be geared around the classic "Marketing Funnel" and how each function contributes to the progression of audience through that funnel.

The Simple "KISS" Marketing Funnel



The Modern Marketing Funnel



Publishers Connect



CONTENT

Crain creates high-quality content



AUDIENCE

Crain attracts high-quality audience



RELATIONSHIPS

Crain connects people to ideas and community
Crain connects brands to the people they seek



The Focus Then

Products

Print Advertising
Print Subscription

1916



Crain Starts Print
Publication



Print is King

2008



Economic
Downturn

REGULATORY

- Postal
- Audit

SEGMENTATION

- Firmographic
- Demographics

COMPETITORS

- Other Media
- TV
- Radio

TECHNOLOGY

- Print

CHANNEL

- WoM
- Billboard
- Print
- TV
- Phone
- Radio

The Focus Now

2008



Economy Goes Bust



Digital Tidal Wave

Products

Print Advertising
Print Subscription
Digital Replica
Memberships
Podcasts
Research

Conferences/Events
Email Newsletters
Lead/Demand Gen
Webinars
Display Ads
Native Ads
Certifications

Custom Content
Branded Products
Video
Data
List Rental
Advisory Work

2018



2.4 billion people on the internet

More distractions

REGULATORY

- CanSpam
- CASL
- GDPR
- Audit
- Postal

SEGMENTATION

- Firmographic
- Demographics
- Engagement
- Consumption

COMPETITORS

- Bloggers
- Other Media
- Videographers
- Brands

TECHNOLOGY

- Paywall
- Targeted Content
- Personalization
- Predictive Intelligence
- Social Boosting
- Ad Targeting
- Behavioral

Targeting

- CMS
- ESP
- TXT/SMS
- Chat
- IoT
- OTT

CHANNEL

- WoM
- Billboard
- Print
- Phone
- Radio
- Print
- Fax
- Email

- Web
- Mobile
- Social
- Audio
- Wearables

It's Not Easy



A scenic landscape featuring a river in the foreground, a dense forest of evergreen trees in the middle ground, and rugged mountains in the background. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is the text "How Do We Deal with this Complicated Landscape?" in a white, sans-serif font.

How Do We Deal with this
Complicated Landscape?

How Do We Sell and Engage Across the Channels?

Meet the customer where they are but drive them where you want them to go



What is the Right Business Model?





The Journey Begins

Speakers List

Session 1: *Like Moths to a Candle*: Exploring top of funnel (TOFU) strategies to attract and convert your best customers.



Ashley Mulder

Sr. Audience Strategist and COO
Twenty-First Digital
248.802.7243
twentyfirstdigital.com
ashley@twentyfirstdigital.com

- Aspirations to be a Teacher
- Graduated with: Communications and Journalism.
- Excited to work for Hour Magazine as first job out of college
- Fell in love with the business side of things
- Passionate about growing audience using data, technology and content.



Alliya Samhat

Acquisition Marketing Manager
asamhat@crain.com
o: 313.446.1632 | c: 313.475.8145
1155 Gratiot Avenue | Detroit, MI | 48207
asamhat@crain.com

- Met Ashley as she started at Hour Magazine after graduating from DePaul University (Chicago, IL)
- Has 10 years experience with email, social marketing and strategy
- Believes in letting the data be the guide
- Leads Crain's social strategy with cross-functional team (edit, marketing, audience, corporate branding)

Speakers List

Session 2: *Cross-channel Campaign Monitoring*: Planning, Set Up and Analytics to Inform Audience Success



Lisa DePaol

VP, Travel Sales
580 Harrison Ave, Suite 401
Boston, MA 02118
t: 857.265.3744
Lisa.depaol@cybba.com

Julia Crawford

Account Manager
580 Harrison Ave, Suite 401
Boston, MA 02118
t: 857.265.3744
Julia.Crawford@cybba.com

Jennifer Mosley

Group Director, Audience Development
jmosley@crain.com
o: 312.649.5312 | m: 312.731.7464
150 N Michigan Ave, Chicago, IL 60601
jmosley@crain.com

Alliya Samhat

Acquisition Marketing Manager
asamhat@crain.com
o: 313.446.1632 | c: 313.475.8145
1155 Gratiot Avenue | Detroit, MI | 48207
asamhat@crain.com

- Graduated cum laude from Monmouth University with a focus on the application of technology in education
- Focus on Enterprise business
- 6 years of experience in digital marketing
- Has a passion and propensity for data analysis,
- initiated Cybba's Analytics team

- Graduated magna cum laude from Northeastern University majoring in marketing with a focus on digital advertising and strategy
- Manages & consults with enterprise accounts on associated campaigns
- Runs campaigns for Crain to drive qualified traffic, increase engagement at various customer touchpoints, and acquire new subscribers

- Quick to find solutions to any problem big or small
- Jen experienced all circulation positions in her tenure at the Sun Times
- This foundation coupled with her time at Modern Healthcare laid the foundation for Jen to take on the challenge of centralizing the Audience Development team from 18 brands.
- She leads the Audience Development, Customer Service, Database Operations team with candor and positivity allowing the team to improve Audience profit margin 15% YoY.

- Started at [Hour Magazine](#) after graduating from DePaul University (Chicago, IL)
- Has 10 years experience with email, social marketing and strategy
- Believes in letting the data be the guide
- Leads Crain's social strategy with cross-functional team (edit, marketing, audience, corporate branding)

Speakers List

Session 3: *Create It, Lock It and They Will Pay*: Establishing and optimizing your paywall strategy



Michael Silberman

SVP Strategy

piano.io

m: +1 973-851-2202 o: +1 646-358-4932

One World Trade Center

New York, NY 10007

michael.silberman@piano.io

- Oversees Strategic Services which provide Product Development Strategy, Launch Services and Revenue Optimization
- Started his media career at MSNBC.com as one of the top editors and worked as producer for CBS News, and held the position of General Manager, Digital Media at New York Media



Deanna Milojkovic

Director of Consumer Revenue

dmilojkovic@crain.com

o: 312.649.5487 | c: 847.951.5486

150 N. Michigan Ave. | Chicago, IL | 60601

dmilojkovic@crain.com

- Holds bachelor's and Masters degree from Northern Illinois University, with her sites set on becoming the next Katie Couric.
- After internships in radio, TV and Media Relations she recognized she did not have the passion to carry a career in front of the camera.
- Luckily, Deanna "got a job" that pushed her toward audience and marketing where she's established a 10 year track record growing revenue on the business side.
- An observer, Deanna leads the Consumer Revenue Team at Crain, a team focused on selling single and group subscriptions and driving top of funnel audience that benefits other lines of business.
- Author of young adult books under her maiden name – [Deanna Cabinian](#)

Speakers List

Session 4: *Measuring and Monetizing Your Product Portfolio:* Ensuring your products meet your audience needs or “jobs to be done”



Kim Waatti

Group Director, Business Process
Crain's Chicago, Cleveland, Detroit, New York
1155 Gratiot Ave., Detroit, MI 48207
Kwaatti@crain.com | 313.446.6764
kwaatti@crain.com

- Holds Bachelor's Degree in organizational communications and a minor in imaging/graphic design from Western Michigan **University**
- Project Manager extraordinaire with a background in event management and marketing.
- Drives business optimization by establishing tools and processes for cross-functional teams to review, prioritize and manage all product development to a P&L that produces ROI



Kristin Carriero

Associate Director, Product
o: 312.649.5421 | c: 773.980.9768
150 N. Michigan Ave. | Chicago, IL | 60601
kcarriero@crain.com

- Comfortable at the strategy or the tactical level, Kristin is able to communicate complex ideas at all levels of an organization.
- In fact, at the Chicago Sun Times Kristin was instrumental in changing the way that the paper was produced and delivered.
- Her specialty is envisioning advertising products and working across functions to bring those products to market with an eye always on optimizing ROI.
- Holding many different jobs in media from digital, print, sales and ad operations to product management positions Kristin to lead how products are created, monetized and distributed.

Speakers List

Session 5: GDPR, California Consumer Privacy Act



Sara DePaul, JD

Sr. Director, Technology Policy
SIIA
1090 Vermont Ave NW, Sixth floor
Washington DC 20005
614-439-4392 (M)
sdepaul@SIIA.net

- Graduate of the Ohio State University of Moritz College of Law
- Clerked for Ohio Fourth District Court of Appeals
- Spent over 13 years at the Federal Trade Commission as Counsel for International Consumer Protection and Council to the Director of the Bureau of Consumer Protection

The logo for CRAIN, consisting of the word "CRAIN" in white, bold, uppercase letters inside a dark blue rectangular box.

Bonnie Roche

Chief Customer & Innovation Officer
Crain Communications Inc
o: 313.446.1659 | c: 248.388.8973
1155 Gratiot Ave., Detroit, MI 48207
Twitter: @broche | broche@crain.com

Speakers List

Session 6: What Hat Are You Wearing Today?: Structuring for Success



Kristin Carriero

Associate Director, Product
kcarriero@crain.com
o: 312.649.5421 | c: 773.980.9768
150 N. Michigan Ave. | Chicago, IL | 60601
kcarriero@crain.com



Ashley Mulder

Sr. Audience Strategist and COO
Twenty-First Digital
248.802.7243
twentyfirstdigital.com
ashley@twentyfirstdigital.com

Speakers List

Session 7: Whiteboard Session: Innovation & Audience



Peter Kovessy

Head of Content
Ottawa Business Journal
613-238-1818 x251
www.obj.ca
@obj_news | @peterkovessy

- Bachelor in Journalism from Carleton University with minor in economics and history
- A reporter since 2005 at such organizations as Metroland and Glengarry News, Peter became the Editor of of OBJ in 2011.
- After a couple of years as a journalist at Doha News, Peter rejoined OBJ as Head of Content where he blends use of custom content techniques to drive audience engagement & growth.

Florida Trend

Bernadette Pace

Circulation and Audience Development Director
Florida Trend
490 First Avenue So.
St. Petersburg, FL 33701
Tel: 727-892-2620

- Earned her BA at the City University of New Herbert H. Lehman College
- Has worked to drive B2C circulation for over 20 years and recently joined Florida Trends where she is enjoying working side by side editorial and other functional groups to develop its B2B audience using B2C strategies.



Bonnie Roche

Chief Customer & Innovation Officer
Crain Communications Inc
o: 313.446.1659 | c: 248.388.8973
1155 Gratiot Ave., Detroit, MI 48207
Twitter: @broche | broche@crain.com

Speakers List

Session 8: Engaging & Growing Your Audience



Katie Kutsko

Partner Development Manager,
Metrics for News
American Press Institute | @ampress
| @metricsfornews
c: (812) 371-2666
katie.kutsko@pressinstitute.org

- Bachelor's Degree, Journalism (news & information) from the University of Kansas
- Multi-faceted experience in delivering news across multiple mediums and channels
- Passionate about the future of the newsroom deepening engagement and growing audience.'
- Loves basketball, coffee and the news, a lot.



Brad Kane

Editor
Worcester Business Journal
172 Shrewsbury St.,
Worcester, MA 01604
bkane@wbjournal.com
508-755-8004 ext. 256
@KaneWBJ | bkane@wbjournal.com

- Oversees the editorial operations for Central MA's most prestigious b2b publication.
- An Ohio State University graduate in Journalism, has been a correspondent at the Boston Globe and Managing Editor at the Hartford Business Journal and he continues.



Catherine Lanucha

Director of Business Strategy
clanucha@crain.com
o: 312.649.5275 | c: 312.730.0346
150 N. Michigan Ave. | Chicago, IL | 60601

- Passionate and forthright, Catherine brings her journalistic training to bear on the business side of media.
- Her sharp analytics skills enables data driven decisions by giving information in the right format that is easily digestible and actionable.
- From one of her former colleagues "Catherine is a natural leader who's constantly in pursuit of finding solutions to Media's biggest challenges.