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

**ICE CREAM ROCKS!!**
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 someting
The Funnel …

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

1916
Crain Starts Print Publication

2008
Economic Downturn

Products
- Print Advertising
- Print Subscription

Print is King

REGULATORY
- Postal
- Audit

SEGMENTATION
- Firmographic
- Demographics

COMPETITORS
- Other Media
- TV
- Radio

TECHNOLOGY
- Print

CHANNEL
- WoM
- Billboard
- Print
- TV
- Phone
- Radio
The Focus Now

Economy Goes Bust

2008

Digital Tidal Wave

2.4 billion people on the internet

More distractions

2018

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

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
- Radio
- Print
- Fax
- Email
- Web
- Mobile
- Social
- Audio
- Wearables

BUSINESS AMPED
"You know what's weird? Day by day, nothing seems to change, but pretty soon...everything's different."

- Bill Watterson
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?
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  
avi@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

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

Lisa DePaol
VP, Travel Sales
580 Harrison Ave, Suite 401
Boston, MA 02118
t: 857.265.3744
lisa.depaol@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 sights 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 Counsel to the Director of the Bureau of Consumer Protection

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 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.

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
• 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.
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.”