

# **How Publishers Use Social Media to Drive Revenue**

*Danske Medier*  
*November 2, 2012*

# Traditional revenue sources are drying up

- Newspapers have lost classifieds to Craig's List
- Trade magazines compete with free content from their former advertisers

Wednesday, October 31, 2012

Chronicling the Decline of Newspapers and the Rebirth of Journalism

Paywall-Free

## R.I.P. ■ Newsweek to Go Out of Print

*US metropolitan dailies that have closed since this site was created in March, 2007*

**By paulgillin | October 20, 2012 - 3:33 pm - Posted in Business News, Layoffs, R.I.P.**

[Tucson Citizen](#)  
[Rocky Mountain News](#)  
[Baltimore Examiner](#)  
[Kentucky Post](#)  
[Cincinnati Post](#)  
[King County Journal](#)  
[Union City Register-Tribune](#)  
[Halifax Daily News](#)  
[Albuquerque Tribune](#)  
[South Idaho Press](#)  
[San Juan Star](#)  
[Honolulu Advertiser](#)  
[Oakland Tribune](#)

A year that has already seen the demise of one print institution - [Encyclopedia Britannica](#) - has now marked the end of another. [Newsweek magazine will publish its last print edition in December](#) and relaunch in an all-digital format in 2013.

The 79-year-old newsweekly's exit from print leaves only *Time* magazine standing in a market that once supported three robust competitors. *US News & World Report*, which was launched the same year as *Newsweek*, published its last print issue two years ago.

No one is particularly surprised at this development. *Newsweek* has bounced around between different owners for two years. The Washington Post Co. sold it for \$1 in 2010 to 92-year-old stereo equipment magnate Sidney Harman, who promptly died. Before doing so, however, he placed the magazine into a joint venture with Barry Diller's IAC/InterActiveCorp, where it became a sibling to The Daily Beast in an awkwardly titled business unit called The Newsweek Daily Beast Co. By that time, the magazine's circulation had plummeted from a peak of over 3 million to 1.4 million.

Editor Tina Brown tried to enliven the print magazine with provocative tactics like a July 2011 cover depicting what Princess Diana would have looked like at age 50, but some media observers thought the racier fare was out-of-step with the magazine's buttoned-down tradition. [The U.S. magazine industry has actually seen a resurgence over the last three years](#), with revenues growing modestly and print startups exceeding closures by a three-to-one margin in 2012, according to the Associated Press.

**Diana at 50 If She Were Here Now**  
**Newsweek**  
 How By Tina Brown

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Poll

How Much Do You Trust Wikipedia? (Multiple answers OK)

Not at all

# Online consumers tend not to pay for any model

- *Subscription or paywall*: Readers subscribe to content for a monthly or annual fee
- *Freemium*: Some content free with premium content by subscription
- *Metered*: Content is free up to a point, such as number of articles viewed
- *Transactional*: Individual downloads of content, such as songs or reports

## But wait! Some models work, right?

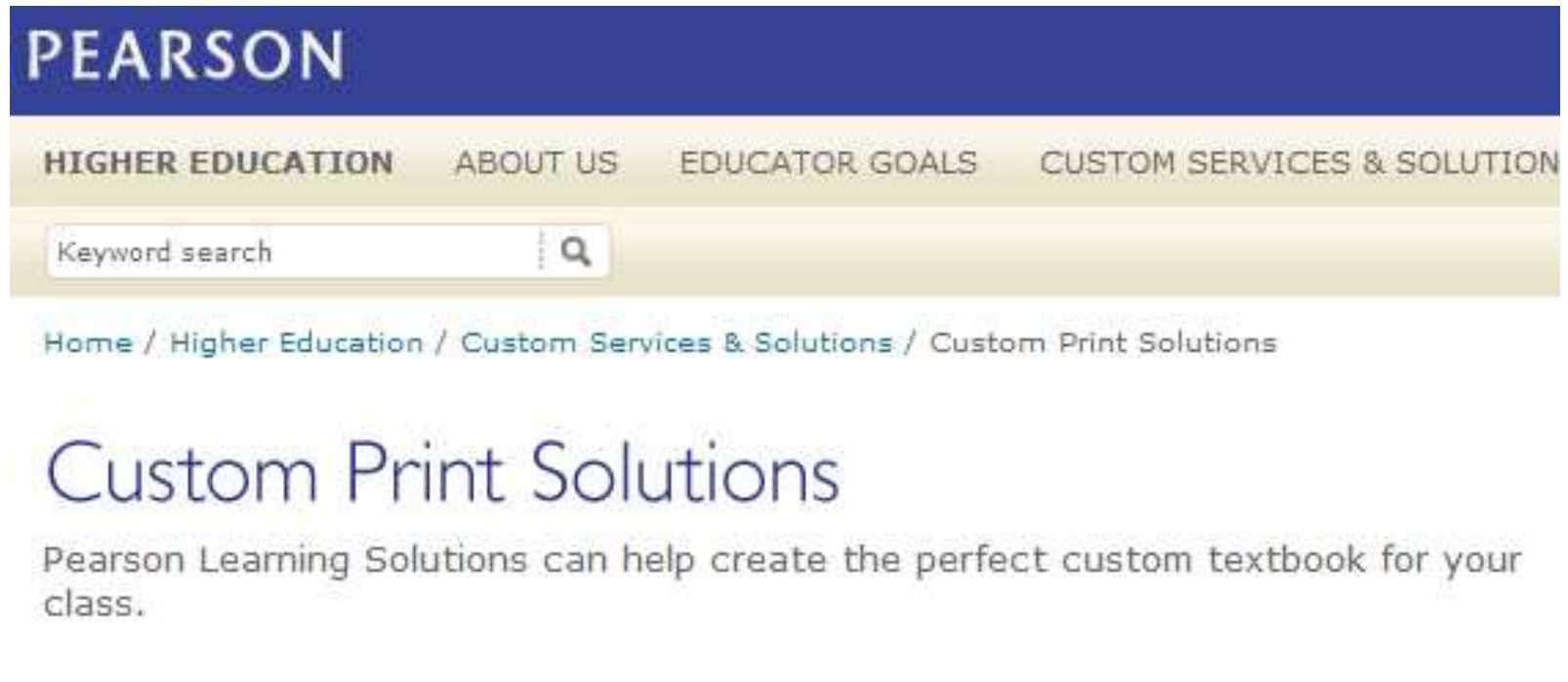
- It's not that they *never* work, but they rarely do
- Even successes aren't as successful as people think
- The *Wall Street Journal* online subscribers are worth just  $\frac{1}{4}$  of offline subscribers

THE WALL STREET JOURNAL.  
**WSJ**



## If you have deep, marketable content...

- ...turn it into applications and experiences
- Understand what your customers' problems are



The screenshot shows the Pearson website interface. At the top, the word "PEARSON" is displayed in white on a dark blue background. Below this, a navigation bar contains the following links: "HIGHER EDUCATION", "ABOUT US", "EDUCATOR GOALS", and "CUSTOM SERVICES & SOLUTIONS". A search bar with the placeholder text "Keyword search" and a magnifying glass icon is positioned below the navigation bar. Underneath the search bar, a breadcrumb trail reads: "Home / Higher Education / Custom Services & Solutions / Custom Print Solutions". The main heading "Custom Print Solutions" is prominently displayed in a large, dark blue font. Below the heading, a paragraph of text states: "Pearson Learning Solutions can help create the perfect custom textbook for your class."

# The freemium model works for deep content

- Platts gives away low-value information to attract attention in search and social media
- They charge for the deep content that industry analysts need to do their jobs

The screenshot displays the Platts website interface. At the top, it features the McGraw-Hill Companies logo and the Platts brand name. A navigation bar includes links for HOME, PRODUCTS & SERVICES, NEWS & ANALYSIS, METHODOLOGY & REFERENCE, and SUBSCRIPTIONS. Below this, a secondary navigation bar lists categories: OIL, NATURAL GAS, ELECTRIC POWER, COAL, SHIPPING, and PETRO. The main content area is divided into several sections: 'Product Highlights' with a 'Market Data - Metals' section featuring a line graph and a 'LEARN MORE' button; 'Products and Services' with a 'Real-time News & Market Alerts' section; and 'Latest News Headlines' with a video player for 'Video: Platts Top 250 Energy Company Rankings analysis' and a news item about 'NWE gasoline crack swap drops to near 10-month low on Sandy, RBOB expiry London (Platts)'. A login form with 'UserName:' and 'Password:' fields, a 'LOG IN' button, and a 'CART' icon is also visible.



# Aggregation is also under attack

- Is your data proprietary?
- If not, eventually you are in trouble



[McCormick & Kuleto's](#)  
[www.mccormickandkuletos.com/](http://www.mccormickandkuletos.com/)  
Zagat: 22 / 30 - 687 Google reviews

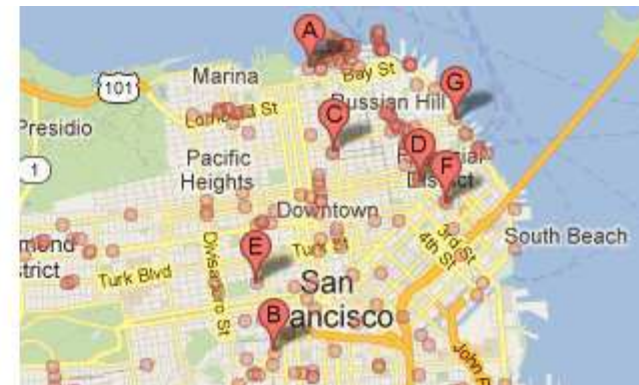
[Woodhouse Fish Company](#)  
[woodhousefish.com/](http://woodhousefish.com/)  
Zagat: 22 / 30 - 336 Google reviews

[Hyde Street Seafood House & Raw Bar Inc](#)  
[www.hydestseafoodhouse.com/](http://www.hydestseafoodhouse.com/)  
Score: 18 / 30 - 22 Google reviews

A 900 North Point Street  
San Francisco  
(415) 929-1730

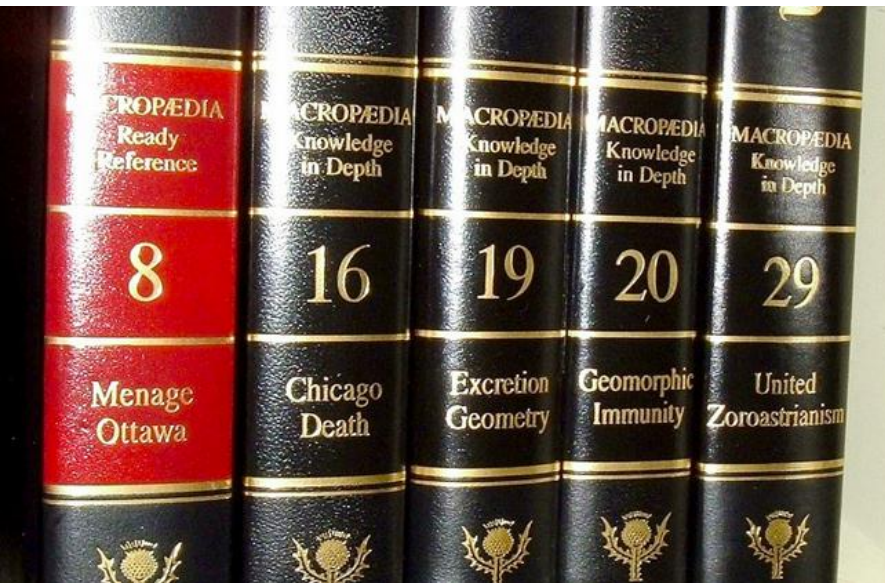
B 2073 Market Street  
San Francisco  
(415) 437-2722

C 1509 Hyde Street  
San Francisco  
(415) 931-3474



# Crowdsourcing also attacks some sectors

- Some publishers don't have deep enough content
- It's hard to protect things people will create for free



**WIKIPEDIA**

<p><b>English</b> <i>The Free Encyclopedia</i> 4 000 000+ articles</p>	<p><b>日本語</b> フリー百科事典 815 000+ 記事</p>
<p><b>Español</b> <i>La enciclopedia libre</i> 900 000+ artículos</p>	<p><b>Deutsch</b> <i>Die freie Enzyklopädie</i> 1 430 000+ Artikel</p>
<p><b>Русский</b> <i>Свободная энциклопедия</i> 875 000+ статей</p>	<p><b>Français</b> <i>L'encyclopédie libre</i> 1 270 000+ articles</p>
<p><b>Italiano</b> <i>L'enciclopedia libera</i> 939 000+ voci</p>	<p><b>Polski</b> <i>Wolna encyklopedia</i> 908 000+ haseł</p>
<p><b>Português</b> <i>A enciclopédia livre</i> 742 000+ artigos</p>	<p><b>中文</b> 自由的百科全書 500 000+ 條目</p>



# Many publishers don't have unique content

- If you are running wire stories, it is now a commodity
- You had a distribution business, not a content business
- The first lesson: You must be in the content business because distribution is free



# Even more important, advertising is under attack

- Advertising does still work
- But display ads are among the worst way to spend online ad budgets
- And no one knows how to monetize mobile ads



# Even Google's growth is under attack



The image shows a screenshot of a news article from USA Today. The navigation bar at the top includes categories like NEWS, SPORTS, LIFE, MONEY, TECH (highlighted), TRAVEL, and OPINION. The article title is 'Google's earnings clipped by mobile' by Scott Martin. A sub-headline reads 'Motorola Mobility, purchased last year, also weighed down earnings.' The main text discusses how mobile consumers are affecting Google's advertising revenue, noting that search ads on mobile devices are paid at lower rates than desktop/laptop ads. A photo of a Google logo is included, along with a 'STORY HIGHLIGHTS' section.

**USA TODAY** NEWS SPORTS LIFE MONEY **TECH** TRAVEL OPINION

## Google's earnings clipped by mobile

Scott Martin, USA TODAY

*Motorola Mobility, purchased last year, also weighed down earnings.*



(Photo: Paul Sakuma, AP)

**8:23PM EDT October 18, 2012 - SAN FRANCISCO** — Stampedes of mobile consumers are shaking up Google's online advertising moneymaker.

People are doing more and more of their Web searches on smartphones and tablets, where advertisers pay Google lower rates for search ads than for ads found through searching on desktop and laptop computers.

**STORY HIGHLIGHTS**

- Much-watched cost-per-

**STORY:** [Google early earnings release stuns traders](#)

# Advertising doesn't work as well online

- But instead of lamenting the effect on you..
- ...think about what this means to advertisers
- What are they doing instead?
- Marketers have become publishers



# Kraft's iFood Assistant helps you make dinner


- Search for recipe ideas
- Not just at home, but in the store while you are shopping
- Kraft products highlighted





# Scott's personalized lawn care advice

- Customer discloses zip code and grass type
- Scotts provides tips for lawn care, including the right products to use based on actual weather conditions



**Scott's Lawn Care Update**  
Based on the Popular Scott's Annual Lawn Care Program

customer 87s      32911      St. Augustinegrass / Floratam


**Your grass is ready for its next feeding**  
According to your Scott's Lawn Care Program, now is the perfect time to apply a weed and feed to your lawn, such as Scott's® Bonus® S, which will help control dollar weed.

**What To Do Now**

**Annual Program**

**Weed and Feed**

Apply Scott's® Bonus S anytime between now and the first of April. If you applied a fertilizer or a fertilizer/control combination product to your lawn earlier this season, allow 6-8 weeks between feedings.



[Scott's® Bonus® S Weed & Feed](#)

REVIEW YOUR ANNUAL PROGRAM  
[LEARN MORE →](#)

**Other lawn care "to do's" now**

**Spot treat Weeds**  
Spot treat weeds in your lawn safely with [Ortho® Weed-B-Gon® Spot Weed Killer for St. Augustine Lawns](#).

**Top Dressing**  
If you are thinking about [top dressing](#) your lawn this year, now through the beginning of May is the time to do it. Consider using [Scott's® Enriched LawnSoil®](#), which has all the nutrients grass needs mixed in a premium soil.

**Sharpen Mower Blades**  
A sharp, clean cut is important to overall lawn health. Make sure your mower blade is sharp and balanced this spring. For best results, have it sharpened every 3 months.

**Check Irrigation Systems**  
If you have an irrigation system, now is a good time to check for leaks and malfunctions, before the warm weather sets in.

**Dollar Spot**  
Keep an eye on your lawn over the next few months for signs of dollar spot, a turfgrass disease. See the Scott's Web site for examples of [dollar spot](#) and other turfgrass diseases.

# Johnson & Johnson's Baby Center



SEARCH ON BABYCENTER

Google™ Custom Search

- GETTING PREGNANT
- PREGNANCY
- BABY
- TODDLER
- PRESCHOOLER
- BIG KID
- FOR YOU
- COMMUNITY
- BLOG
- SHOP

Add your child to the timeline >>



**THOMAS & FRIENDS** Why do kids love Thomas? **ROLL OVER TO SEE MORE >>>**

Calendars & More

Baby Names

Get Answers

News & Blogs

Photos & Videos

Favorites

Deals, Deals, Deals!

Products & Gear

Games

## TOP STORIES

October 31, 2012



### Top 5 parenting fears

How do you fight back against parenting fear?

What keeps you up at night?

Halloween Spooktacular!

Natural disasters

Handling disaster

Top parenting fears

## Featured video

Inside pregnancy: Fertilization

Video player controls: play, progress, full screen, volume

# Pharmaceutical companies explain diseases

The screenshot shows the Sanofi Diabetes website. At the top right, the logo 'SANOFI DIABETES' is circled in yellow, with the tagline 'Going beyond together'. Below the logo, it says 'FOR U.S. RESIDENTS ONLY' and includes social media icons for YouTube, Dailymotion, Facebook, and Twitter. The main heading is 'GET BLOOD SUGAR CONTROL' with a subtext 'A site for people with type 2 diabetes'. There are navigation links for 'Home', 'Control Your Blood Sugar', 'How Can Insulin Help?', 'Resources', and 'Sign Up'. A central section titled 'Choose a Question' lists six questions about blood sugar control. To the right, four expert profiles are displayed in a 2x2 grid, with a central green diamond containing the text 'Hear the Answer'. The experts are Joann (insulin since 1988), Dr. Anderson (Physician), Terry (insulin since 2001), and Elissa (Certified Diabetes Educator).

**GET BLOOD SUGAR CONTROL**  
A site for people with type 2 diabetes

SANOFI DIABETES *Going beyond together*

FOR U.S. RESIDENTS ONLY

Home | Control Your Blood Sugar | How Can Insulin Help? | Resources | Sign Up

### Choose a Question

- > How can I tell if my blood sugar is under control?
- > What are the problems caused by uncontrolled blood sugar?
- > What steps can I take right now to get better blood sugar control?
- > I've been dieting, exercising, and taking pills, but I can't get my blood sugar levels under control. Why?
- > What does uncontrolled blood sugar feel like?
- > How might taking insulin help me achieve blood sugar control?

**JOANN** Taking insulin since 1988

**DR. ANDERSON** Physician

**TERRY** Taking insulin since 2001

**ELISSA** Certified Diabetes Educator

Hear the Answer

# Publishers must solve their clients' problems

- The old problem: How can I advertise to customers?
- The new problem: How can I use content for marketing?



# The new buzzword: *Content Marketing*

- Provide quality content
- Sell lots of stuff
- It sounds simple, but it offers marketers a new set of problems





# Two ways that content marketing works

- Search



- Social



# What is high quality content?

- How to solve a problem
- A new use for your product
- A case study for a client
  
- It's not about advertisers—  
is about their customers

**Marketers must  
think like  
publishers**




# Marketers have never had to provide content

- Public relations people did some of this work
- Marketers never did any of it
- It's hard!

YOU CAN NOW  
DESIGN YOUR OWN  
CHECKING ACCOUNT.

[Get started](#)

Member FDIC 

CHECKING BASICS Print Subscribe

CHECKING  
**Types of checking accounts**  
By Bankrate.com



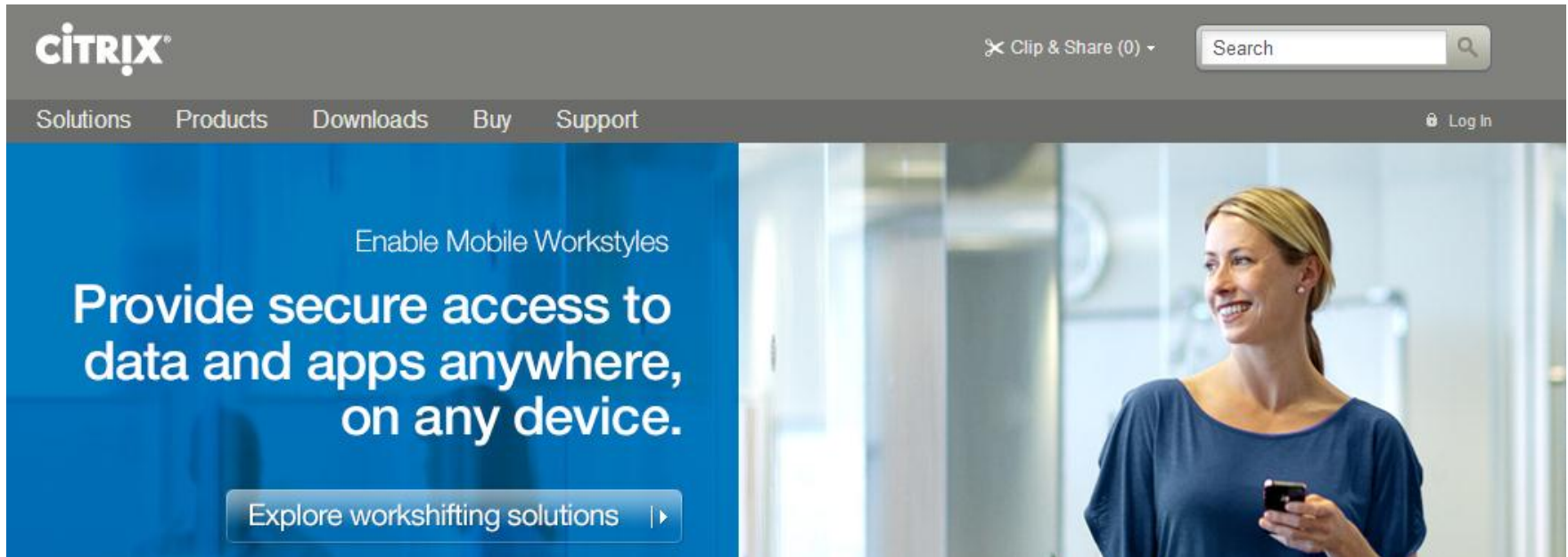
Table of contents	
Chapter 1: Types of checking accounts	▼
<ul style="list-style-type: none"> <li>Types of checking accounts</li> <li>Types of checking accounts</li> <li>See all stories »</li> </ul>	
Chapter 2: ABCs of ATMs	▶
Chapter 3: Fees	▶
Chapter 4: Protecting your account	▶

For most people, the centerpiece of their relationship with their bank is a checking account. Studies have shown that consumers overwhelmingly define "their" bank as the institution where their checking accounts are held, not the bank where they may have a mortgage or certificate of deposit. It's no wonder that banks throw a sizeable amount of money toward attracting and retaining consumer checking accounts.

In this chapter, we'll go over the various types of checking accounts and the importance of selecting the account that's right for you. You'll also learn the ins and outs of protecting your account and your money if you bounce an occasional check. We'll show you how a new law has made it all too easy for checking account users to bounce checks, and why it's critical to keep your account in good standing.

## It's even worse for B2B marketers

- They never had any marketing!
- They had products and services, and they had sales, but no marketing at all



# Where do marketers get all this content?

- Many are not doing it at all
- Many are trying to do it themselves
- Do you smell an opportunity?





# Opportunity 1: Syndication

- License your content to marketers and use your name for its credibility
- The Associated Press syndicates content to newspapers but also many online sources



## Get AP Content

### U.S.

If you're located in the U.S. and want to license AP content, contact the [chief of bureau](#) in your area.

For broadcast television or radio content, call 202.641.9642.

If you want AP news for your website, wireless service, company intranet, desktop or other interactive application, please [inquire](#) here.

To purchase or license AP photos, please visit [www.apimages.com](http://www.apimages.com).

### GLOBAL

If you're located outside of the U.S. and are interested in subscribing to AP content, please contact your [local AP sales representative](#) (using the country drop-down in the Sales section) or [complete this form](#).

## Opportunity 2: Custom content

- Publishers create content for marketers without attribution
- A tech magazine publisher now writes hundreds of white papers each month for high-tech companies



**Virtualization & Cloud Computing White Papers**

# Why would marketers want to work with you?

- You have reach to audiences offline and in social
- You might be underestimating what you know:
  - ▶ Knowing what readers are interested in
  - ▶ Recruiting experts who know the subjects
  - ▶ Executing editorial calendars
  - ▶ Controlling quality—especially plagiarism
  - ▶ Licensing content, including permissions

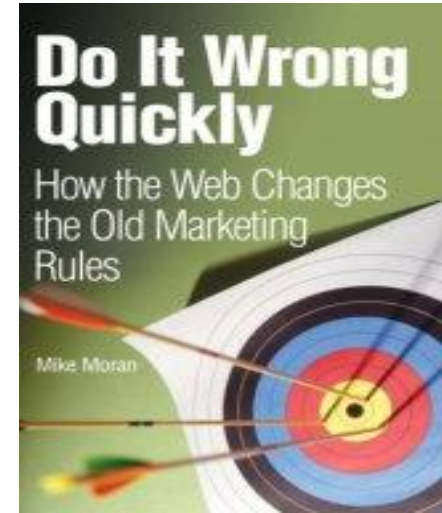
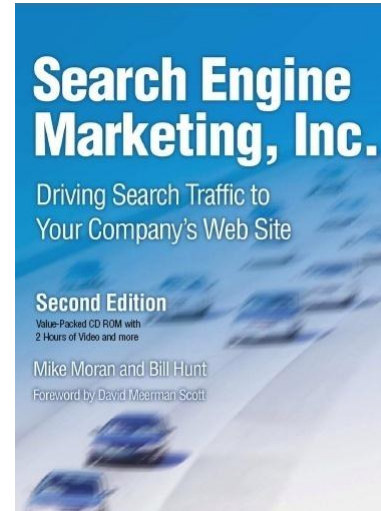
# What weaknesses must you shore up?

- You aren't experts in marketing strategy
- You might want to ally with agencies that have similar problems
  - ▶ They know how to do marketing
  - ▶ But they have been dependent on advertising
  - ▶ They do not know how to do content

# Thank you!



[www.converseon.com](http://www.converseon.com)



WOMMIE Award  
Best Word of Mouth Program



OMMA Award  
Best Use of Virtual Worlds



SAMMY Awards  
Best Social Media Agency



Forrester Groundswell  
Category: B2C Talking



Award of Excellence  
Communications Research



PR News Award  
Best Use of Virtual Worlds



Silver Quill Award of Merit  
Heritage Region



Platinum Award  
Blog Category



Webby Award  
Official Honoree



Platinum Award  
Podcast/Videocast



Online Publishing  
Division



2009 Golden Quill Award  
Social Synchronous  
Technology Launch