

THE **STRATEGIC**  
DIGITAL MEDIA  
ENTREPRENEUR

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# Who Are Your Most Important Customers and What Do They Need From You?

## Session One

*Southern Newspaper Publishers Association*

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Media and Journalism



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Epiphany #1:

**It is critical that community  
newspapers survive.**

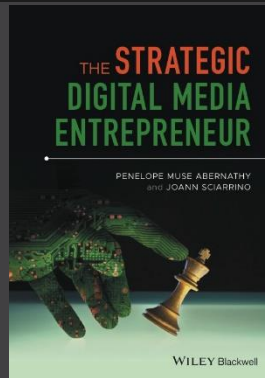
**Epiphany #2:**

**Good journalism alone  
won't sustain you if your  
business model is broken.**

Epiphany #3:

**Editors and publishers  
need to adopt a new way  
of thinking about and  
nurturing community.**

# The Experience in Other Industries



**Cost structure**

**Customer base**

**Revenues**



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# What You Need To Do

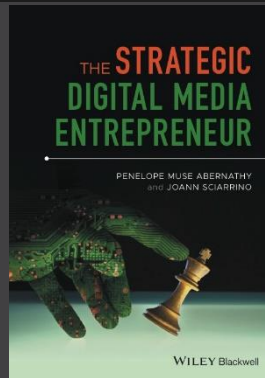
**Follow the technology**

**Follow the customer**

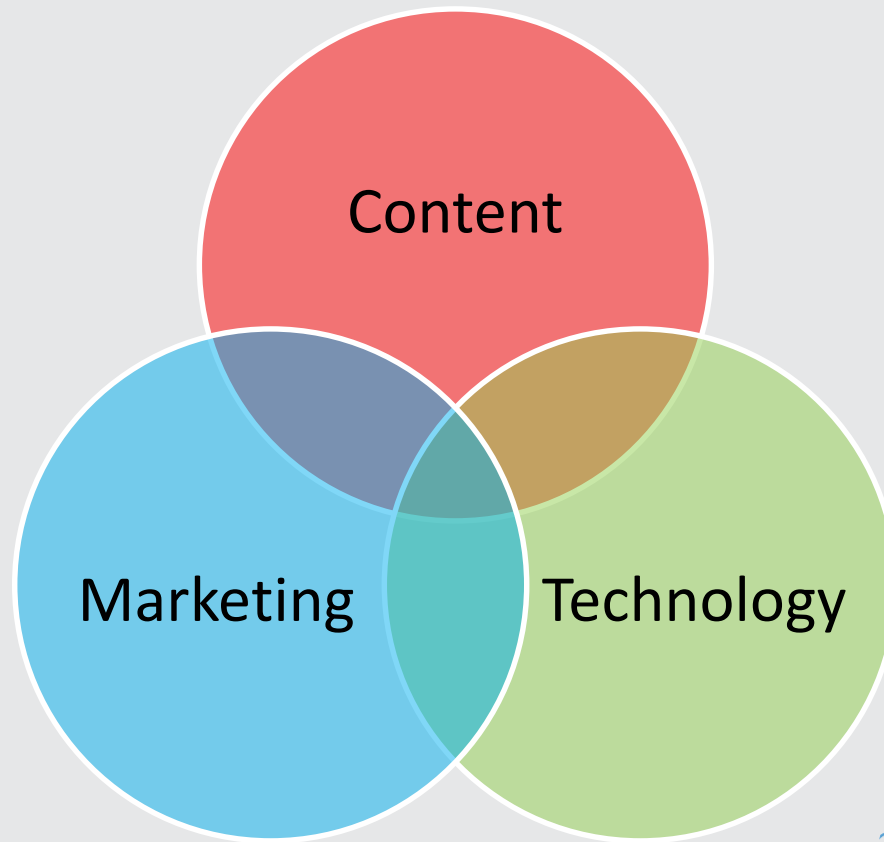
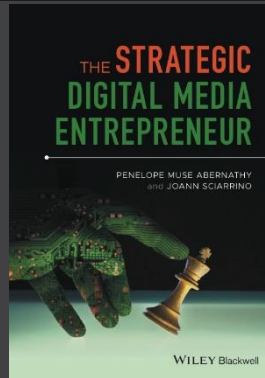
**Follow the money**



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# A Digital Strategy Addresses Three Areas:



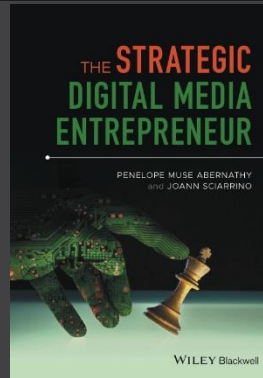
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**“Your strategy is your promise to deliver value: the things you do for customers, now and in the future, that no other company can do well.”**

*Credit: Strategy & consulting group*



# Four Digital Trends



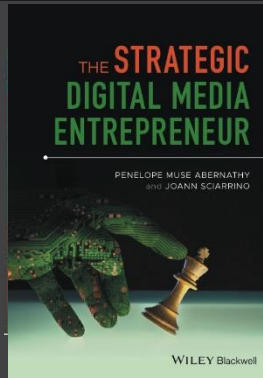
- Time spent with digital increasing
- More user-generated content
- Pace of change accelerating
- A dramatic shift to mobile

*Credit: Mary Meeker - Kleiner Perkins Caufield Byers*



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# Three Key Strategy Questions



**Who is your primary customer?**



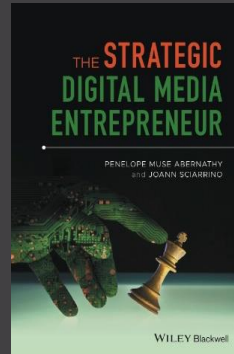
**How do you currently prioritize customers, employees and shareholders?**



**What performance variables are you tracking?**



# Identifying Your Target Customer Segments



**What does a target customer segment want and need from your newspaper?**



**Does the target customer feel you are solving a problem, or potentially creating one?**



**Why is this target customer acting in a certain way?**

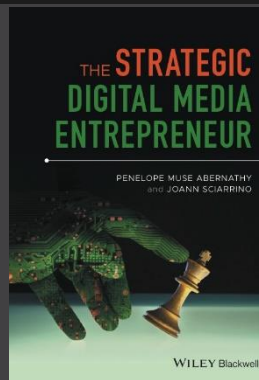


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# The Customer Pyramid

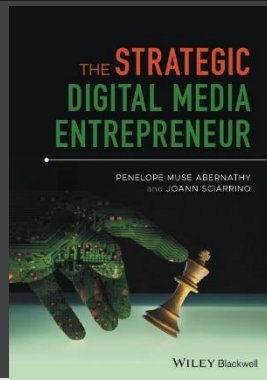


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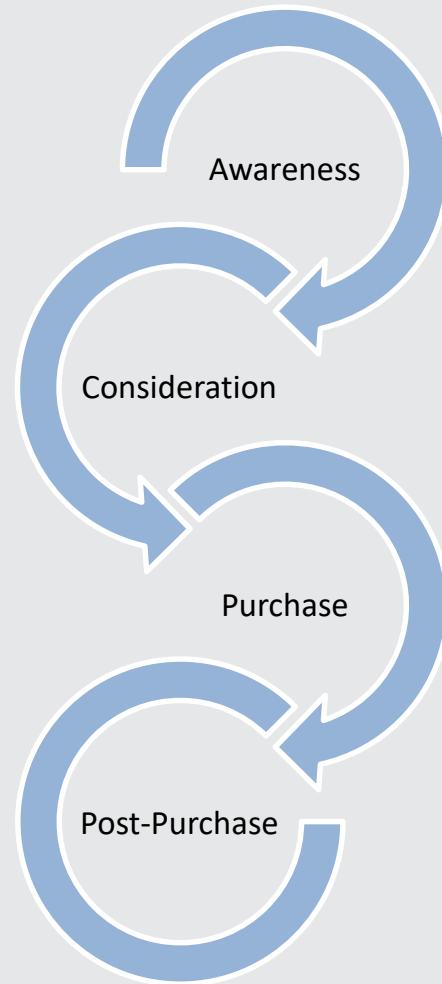
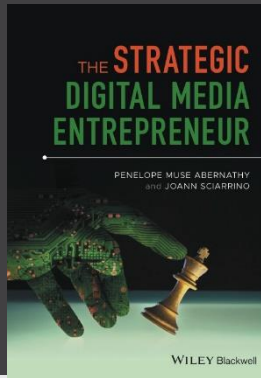
# The Various Uses of Advertising

- Create awareness of the need
- Create demand for a product
- Introduce a product
- Encourage purchase
- Put consumer and seller together
- Encourage re-purchase
- Differentiate an existing product
- Attribute more value to a product
- Reinforce loyalty with existing clients



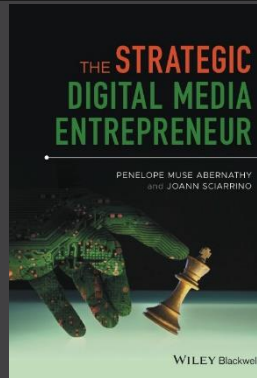
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# Mapping the Journey of Your Readers and Advertisers



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# For Discussion:



- 1 – Identify three high-potential segments of readers in your market, based on their special interests, attractiveness to advertisers and the size of this segment.
- 2 – What are their specific wants and needs? How well are you serving these customers now? What could you do to serve them better?

