

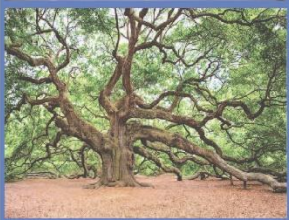
# MONETIZING NEWSLETTERS

Scott Embry

The Post and Courier

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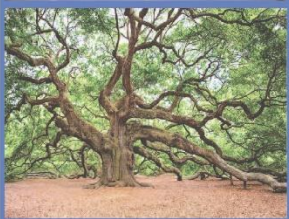


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# Changed of Focus

- Added staffing or redirected staffing to oversee all newsletter and craft daily news newsletter.
- Selected popular high interest topics. Food, Politics, Real Estate, Sports, etc.
- Teamed editorial and sales personnel together to develop our go to market strategy.



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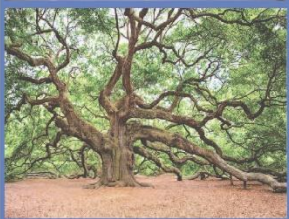
# Reengaged

## OUT

- Random, automated feeds
- Generic subject lines that don't engage
- Lack of personal touch
- No dialogue with newsletter readers

## IN

- Curated newsletters designed with subscriber's interests and behaviors in mind
- Exclusive content just for newsletter readers
- Engaging subject lines and content with a clear, distinct voice
- Constant interaction with newsletter readers



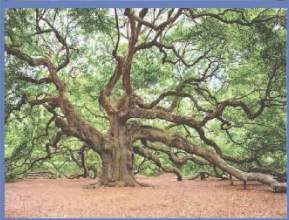
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# Changed our Sales Approach

- Developed a new scalable rate structure to allow for future growth.
- Added new modern ad units to better connect advertisers with the content.
- Designed new sales collateral and added special incentives to encourage more sales activity.





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# Revenue Impact

- We're projecting 45K in incremental ad revenue year one.
- Reader engagement has grown digital subscriptions from 1,200 to over 4,000 since October 2017.
- We've already added a second ad position due to advertising demand.
- We planning to add additional newsletters on a consistent bases.