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SOCIALIZED REVENUE

Making Money from Social Media

2-20-15



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OVERVIEW

Your challenge

Why advertisers care

Marketers' response

Why you should care

Success stories

What you should do

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THE LIGHT AT THE END OF THE TUNNEL ...



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THE TRAIN HAS LEFT THE STATION

PewResearchCenter
Internet, Science & Tech

- ❑ 81% of Americans use the internet
- ❑ 71% of adult internet users are on Facebook
- ❑ 155 median number of friends
- ❑ 70% visit Facebook daily
- ❑ 45% visit Facebook several times a day
- ❑ 52% use two or more social media sites

SOURCE: Pew Research Social Media Update 2014

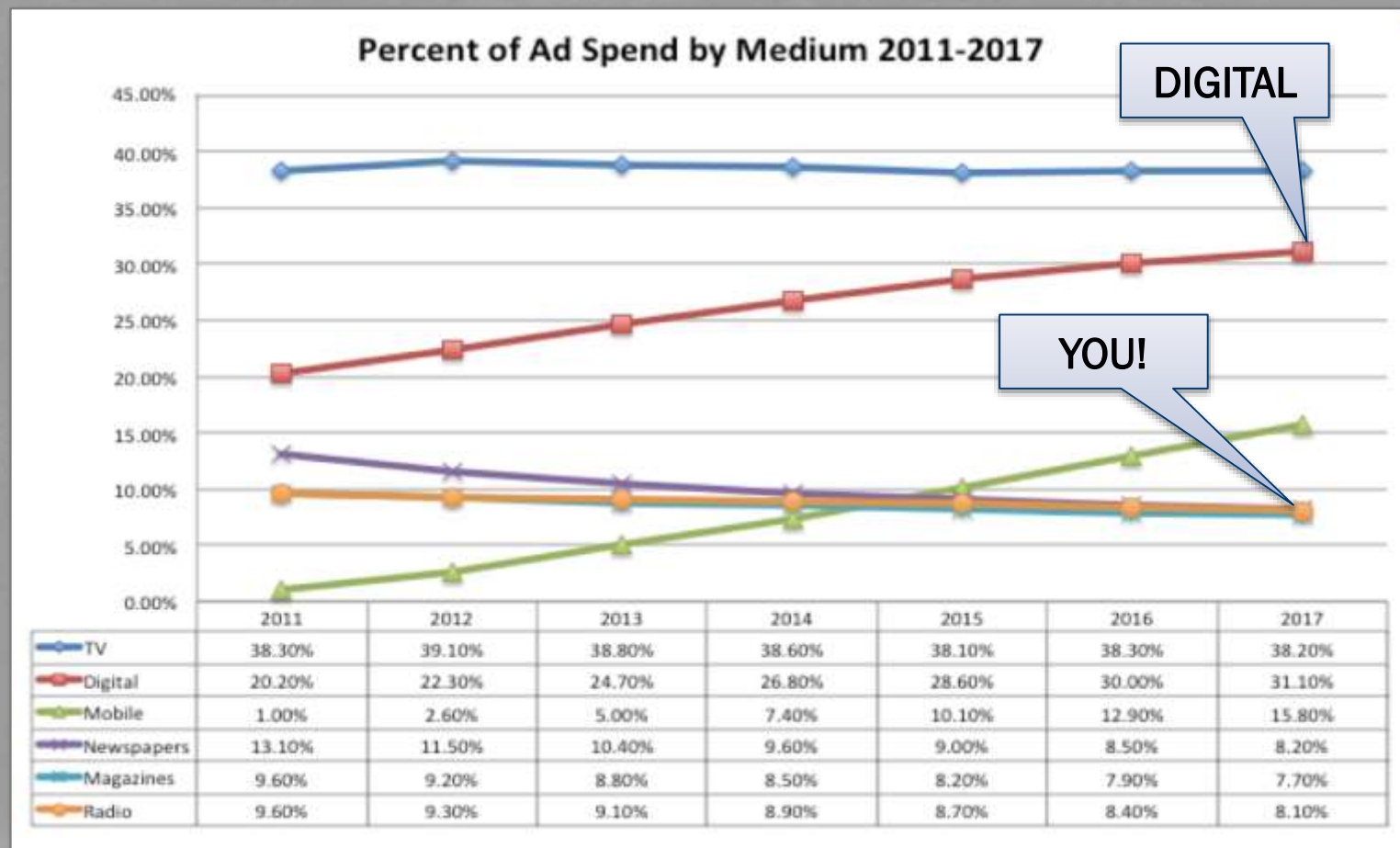
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THE TRAIN IS TAKING YOUR MONEY . . .



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SOURCE: eMarketer Aug. 2013



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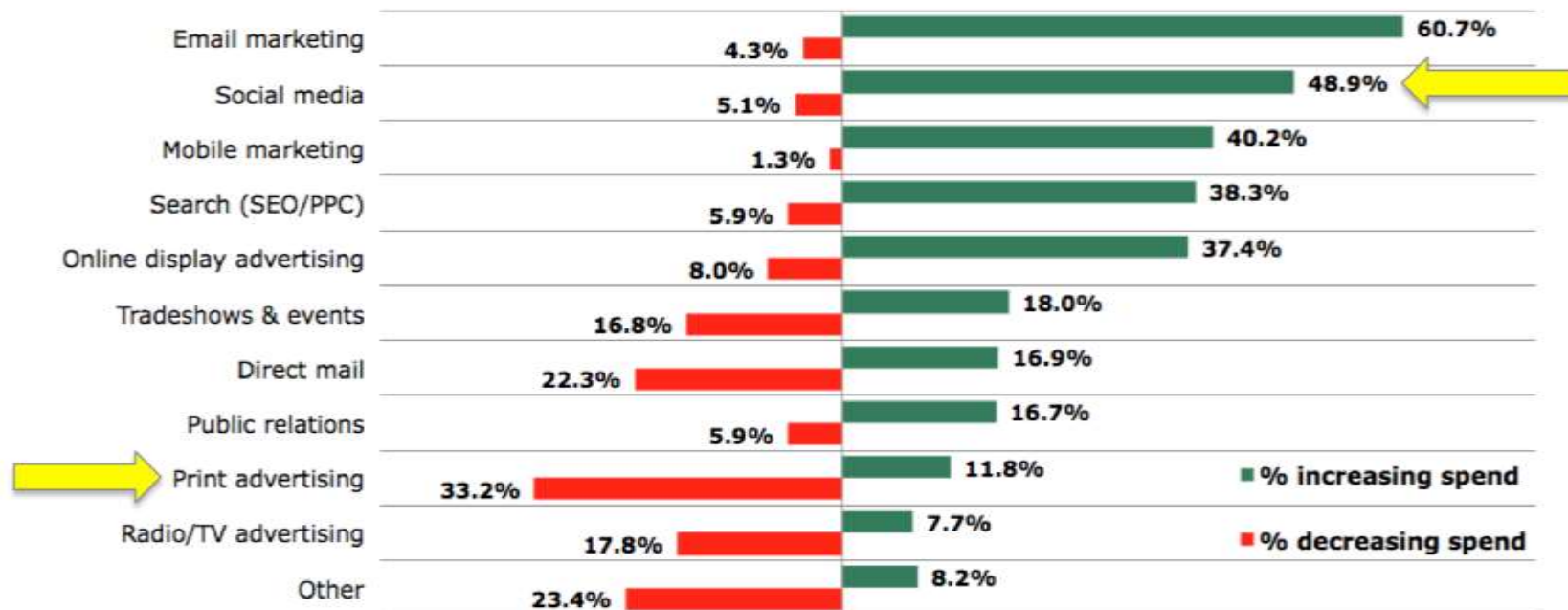
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AND IT'S NOT COMING BACK



Marketing Spending Plans for 2015, by Program

based on a survey of 377 global business leaders, almost three-quarters of whom are with companies headquartered in North America
December 2014



MarketingCharts.com | Data Source: StrongView

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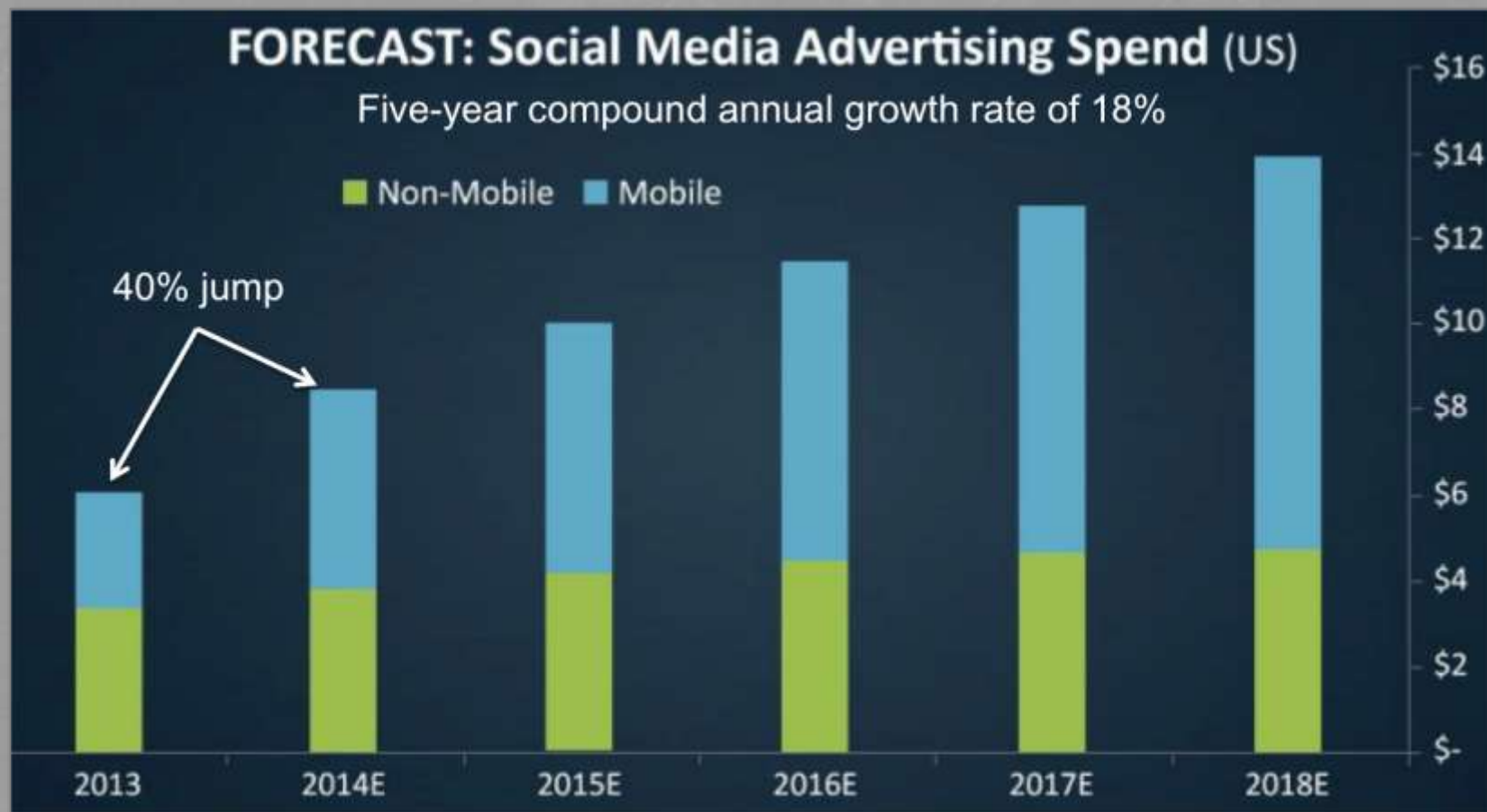
SOURCE: marketingcharts.com



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SOCIAL MEDIA IS THE ENGINE



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SOURCE: businessinsider



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A MATTER OF SURVIVAL



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YOUR CHALLENGE

“Social media have such large and deeply engaged audiences that newspapers **must** find a way of making money off this disruptive new media ecosystem.”



– Alan D. Mutter, *Reflections of a Newsosaur*

SOURCE: NEWSOSAUR 2011

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THE FACE OF YOUR CHALLENGE



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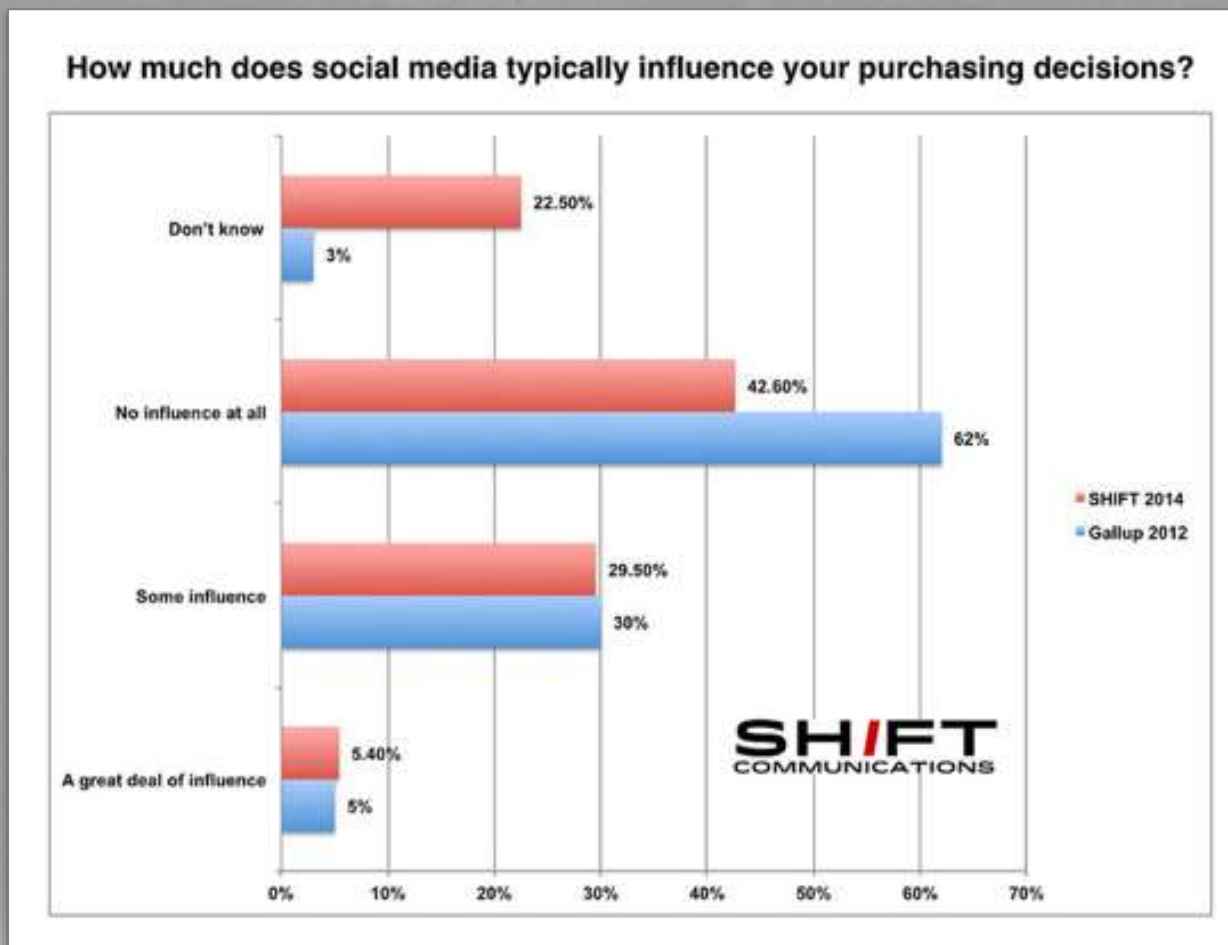
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WHY ADVERTISERS LIKE MIKE CARE



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SOURCE: Shift Communications, WSJ, TIME, AdWeek



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MIKE IS A TREND SETTER

- ❑ 64% say social media is a critical enabler of products and services -- a **39 percentage-point leap** from 2013.
- ❑ 70% will increase spending on social media advertising and marketing.
- ❑ Marketers are increasing their budget for social more than any other digital marketing channel in 2015.



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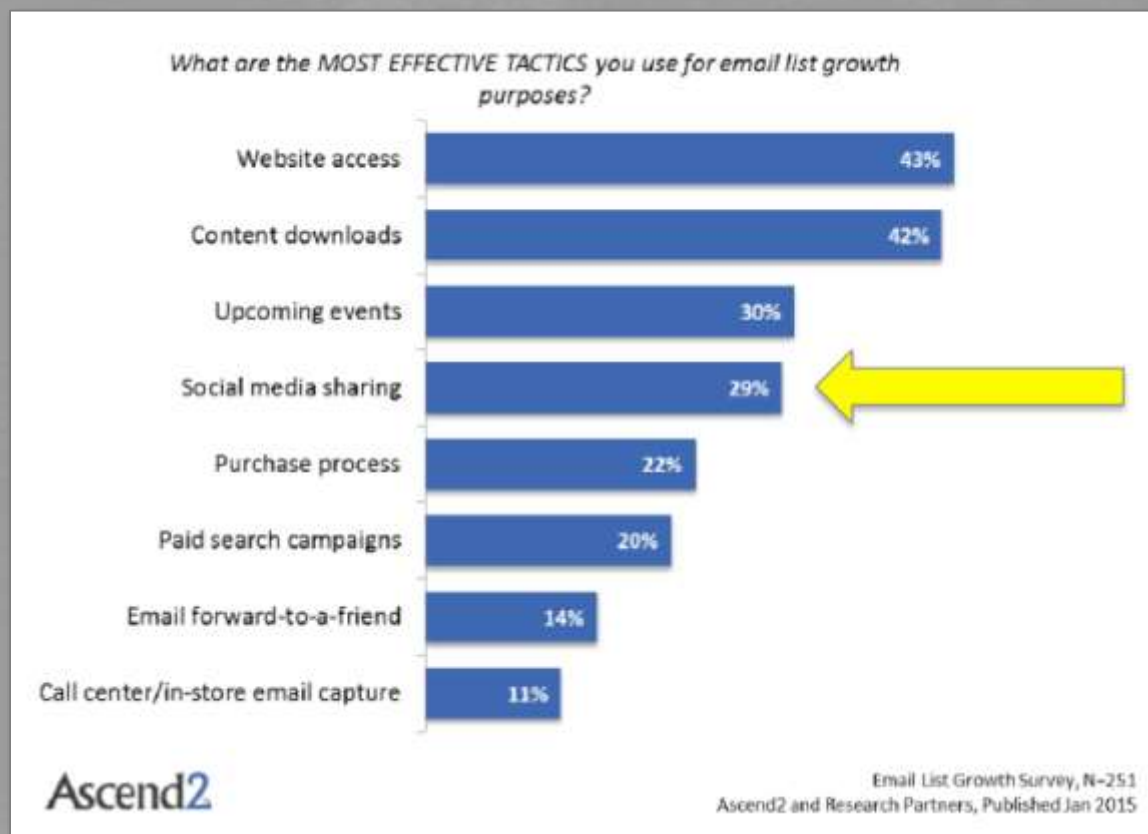
SOURCE: FORBES, 2015 State of Marketing



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SOCIAL MEDIA BOOSTS EMAIL LISTS



SOURCE: Ascend2

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USE SOCIAL DATA TO BREAK THE CODE

“The world’s top newspaper companies are realizing they need to invest heavily in data analysis to maximize their business opportunities.

-- Ken Doctor, news industry analyst



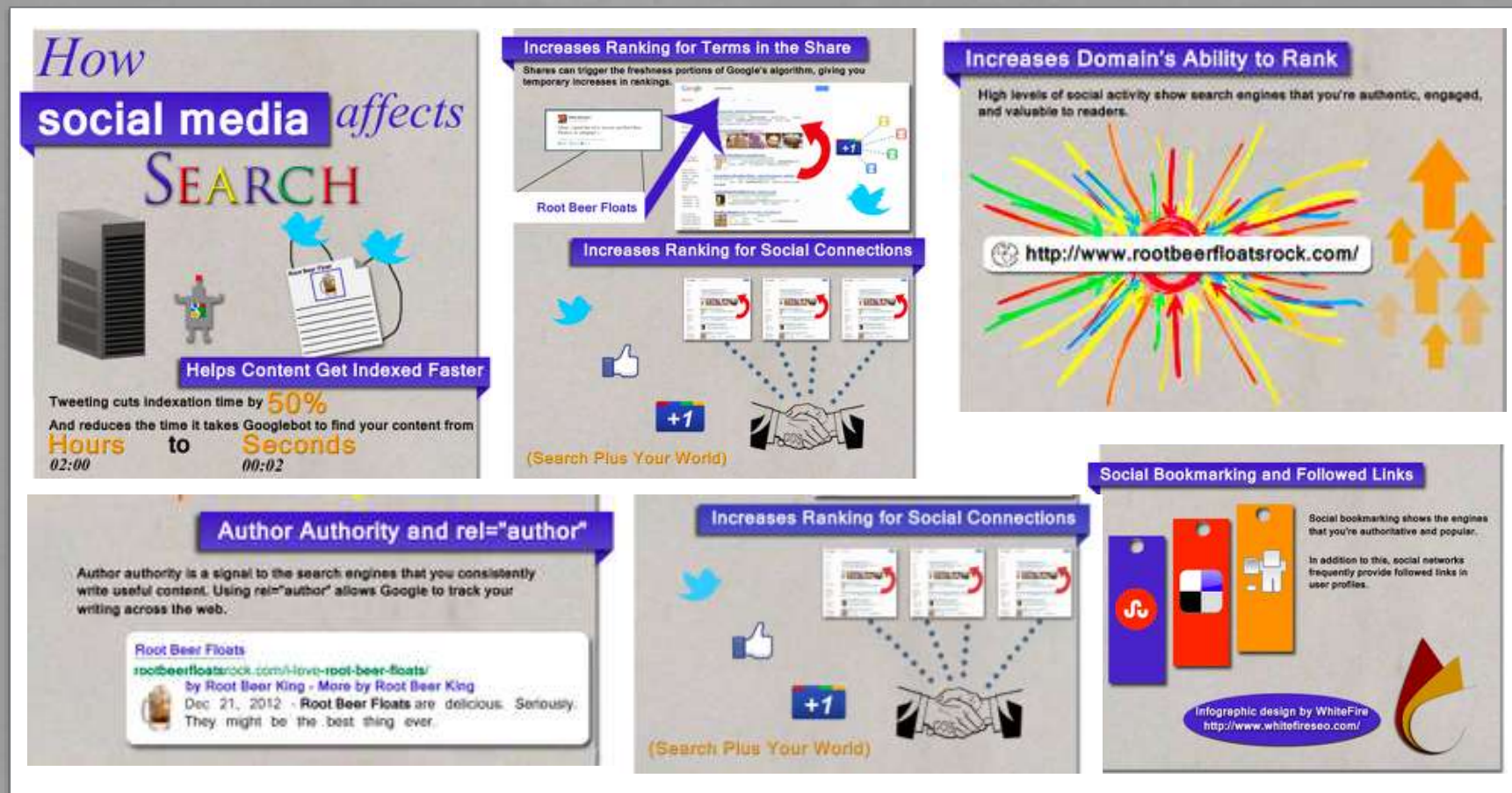
SOURCE: NiemanLab 2013

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SOCIAL MEDIA IMPROVES SEO



SOURCE: bringyourbrand.com, social@Ogilvy

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SOCIAL MEDIA IMPROVES SEO

About 21,700,000 results (0.19 seconds)


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 Multinational manufacturer of product ranges including personal care, household cleaning, laundry detergents, prescription drugs and disposable nappies.
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 1 Browse and select coupons for your favourite products. 2 Print coupons at home. 3 Use savings at checkout. See your selected coupons [View Basket](#). [Home](#) & ...

coupons-offers | P&G Everyday
www.pg.everyday.com/tag/coupons-offers ·
 Explore great savings and discover new products with P&G everyday. Clip coupons straight to your shopper card instantly. Get exclusive coupons straight from ...

In the news


 **P&G Grooms a Top Executive**
 Wall Street Journal · 19 hours ago
 The beauty business was the weakest of P&G's five main operating units in the year ended ...

Taylor Rises to Top of P&G Succession Race With Bigger Role
 AdAge.com · 7 hours ago

P&G CEO front-runner emerges
 Cincinnati.com · 19 hours ago

More news for p&g

P&G - Company | Facebook
<https://www.facebook.com/proctergamble> ·
 P&G. 5368902 likes · 31646 talking about this. Welcome to the P&G (Procter & Gamble) Page! Improving everyday life since 1837. #proctergamble #pgfamily.



Procter & Gamble 
 Company

Procter & Gamble Co., also known as P&G, is an American multinational consumer goods company headquartered in downtown Cincinnati, Ohio, United States, founded by William Procter and James Gamble, both from the United Kingdom. [Wikipedia](#)






Stock price: PG (NYSE) \$91.15 +0.42 (+0.46%)
 Jan 22, 1:37 PM EST · [Disclaimer](#)

Founded: October 31, 1837, Cincinnati, OH
CEO: Alan G. Lafey
Headquarters: Cincinnati, OH
Founders: James Gamble, William Procter

Profiles

 [Facebook](#)  [Twitter](#)

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Unilever Johnson & Johnson Nestle Colgate-P... Kimberly...

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SOURCE: Google Search, Wall Street Journal

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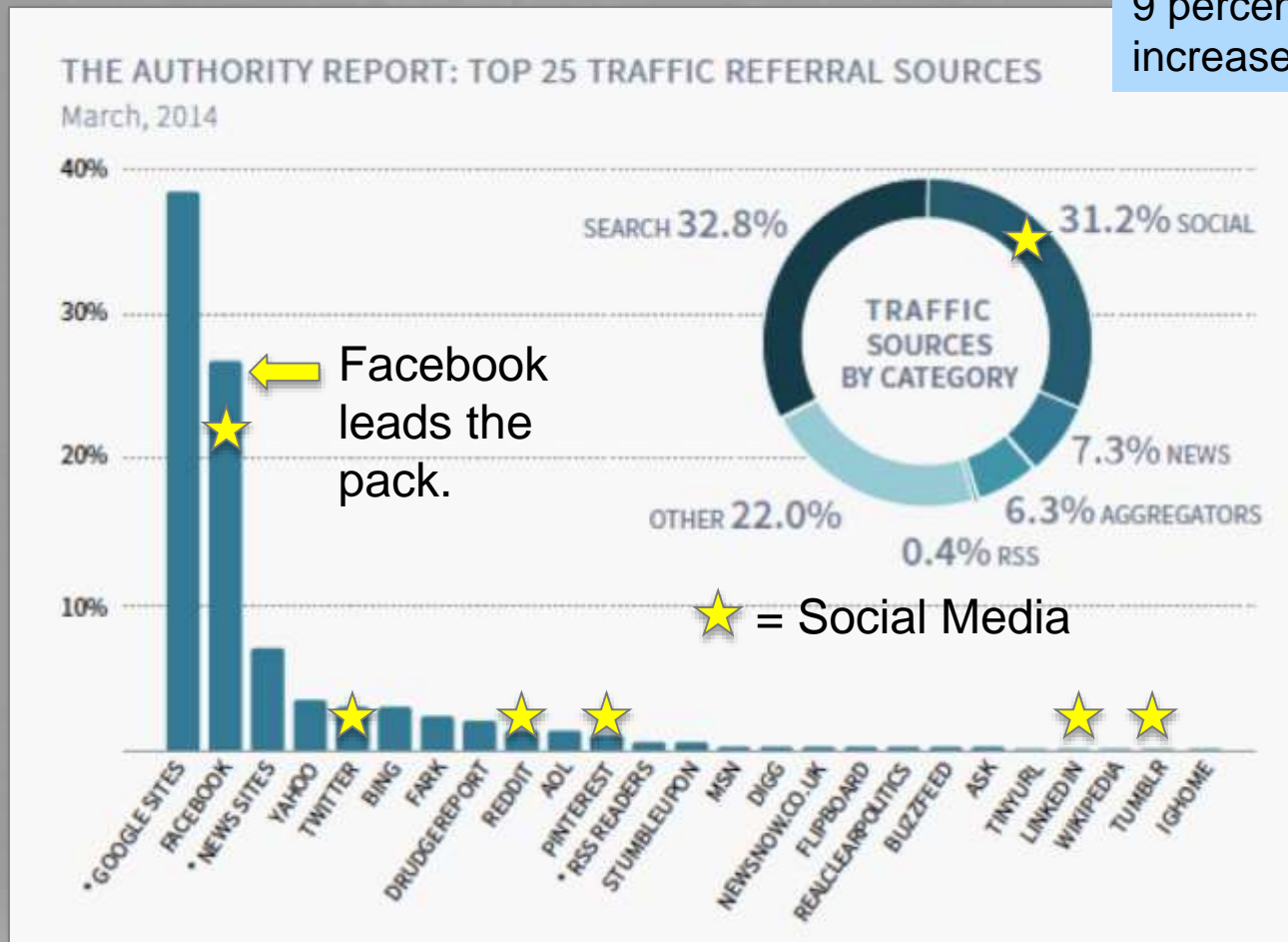


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SOCIAL OVERTAKING SEARCH

9 percentage point increase over 2013



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SOURCE: Parse.ly Authority Report 2014

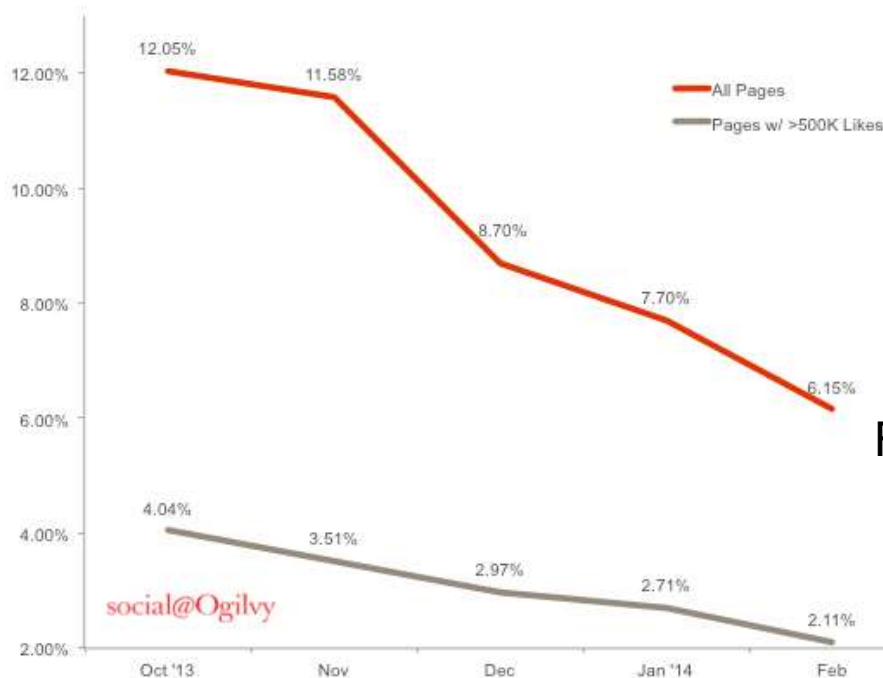


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FACEBOOK ISN'T ALWAYS YOUR FRIEND

Average Organic Reach of Content Published on Brand Facebook Pages



Facebook
ZERO!

Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

SOURCE: social@Ogilvy

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THE MODEL I SEE MOST AT NEWSPAPERS

Dr. Strangelove's



“Of course, the whole point of a Doomsday Machine is lost, if you keep it a **secret!**”

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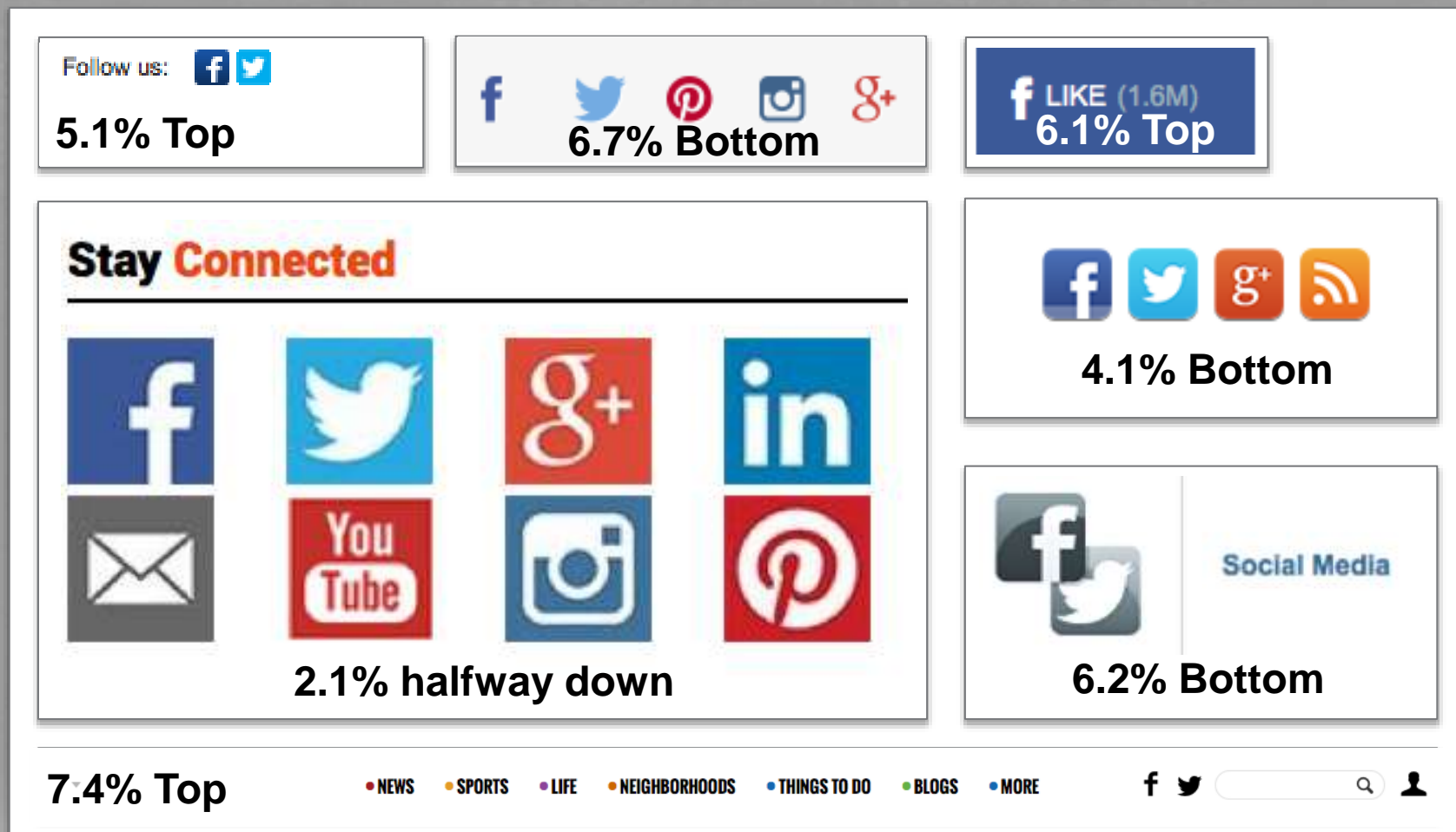
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PROMOS & FACEBOOK REFERRALS RATES



SOURCE: alexa.com

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GETTING HIGHER FACEBOOK REFERRALS

SOCIAL MEDIA

Kentucky.com  Like

77,538 people like Kentucky.com.



Facebook social plugin

Tweets 

 **Janet Patton** 
@janetpattonhl 23m

Ky Horse Racing Commission kicking off. At Keeneland, expect results of Steve Asmussen/PETA inquiry: pic.twitter.com/10XonBzy6m

Retweeted by [heraldleader](#)





Tweet to @heraldleader



8.7%
Middle of rail

News-Post Facebook And Twitter Feeds



[@FNPnews](#) | [@FrederickSports](#) | [@FNP_welcome](#) | News-Post on Facebook | All posts (Online Current)

 **frednewsfeed**  9 minutes ago



Belgium to hold news conference after anti-terror raid. [@lyletoYxO](#)

 **Sylvia Carigan**  45 minutes ago



[@nicolecalahan](#) amen, sister!

 **FrederickSports**  12:18PM


RT [@bigleaguesteve](#): Report: Baseball will implement pitch clock in minor leagues [dvr.it/9t6FD](#)

 **FrederickSports**  12:18PM

RT [@Julie3](#): This @Mid_sports boys' basketball team held off @GTASaturday, 54-55, Wednesday night. My latest...



 **fredplayist**  10:00PM

RT [@bucker_blogger](#): Get your fix for the upcoming Frederick Music Showcase hosted by




12.9%
Middle of news




Lewiston Tribune Social Network

 **Lewiston Tribune**  6P:05AM

What is your one bad habit? Sound Off at [lmtribune.com](#). (Sound Off: What is your one bad habit?)



Connect With Us

 Facebook	 Twitter
 RSS	 Mobile
 Blogs	

12.9%
Middle of rail

FCN friends to follow

 **Forsyth County News**  53 minutes ago

Authorities find more than \$100,000 in drugs, cash at Gainesville home - <http://www.forsythnews.com/section/5/article/26570/> (Authorities find more than \$100,000 in drugs, cash at Gainesville home)

 **Georgia Highlands Medical Services**  40h 47m ago

11.9%
Middle of news

SOURCE: alexa.com



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AGGRESSIVELY PROMOTE SOCIAL MEDIA

The image shows a screenshot of the Summit Daily website. A red arrow points from the text "OUR SOCIAL PLATFORMS ARE COMING TO LIFE IN A NEW WAY!" to the "LIVE NEWS" section. Another red arrow points from the text "CONNECT WITH US AND SHARE THE NEWS!" to the "LIVE NEWS" section. A third red arrow points from the text "STAY IN TOUCH WITH YOUR FAVORITE BUSINESSES ALL IN ONE PLACE" to the "SOCIAL MARKETPLACE" section. The website header includes the Summit Daily logo, navigation links (NEWS, OPINION, EXPLORE SUMMIT, MARKETPLACE, RESTAURANTS), and a search bar. The main content area features a "LIVE NEWS" section with a photo of a person holding a smartphone and a headline "Summit Daily News launches Live News stream powered by social media". To the right of the "LIVE NEWS" section are links to "EVENTS CALENDAR", "SUMMIT COUNTY RESTAURANTS", and "ROCKY MOUNTAIN HIGH". Below these links is a "SOCIAL MARKETPLACE" section with a photo of a person and a headline "Alberta Winter Cabins". At the bottom of the page is a banner for "NEW PATIENT SPECIAL \$99" and a link to "Book Country".

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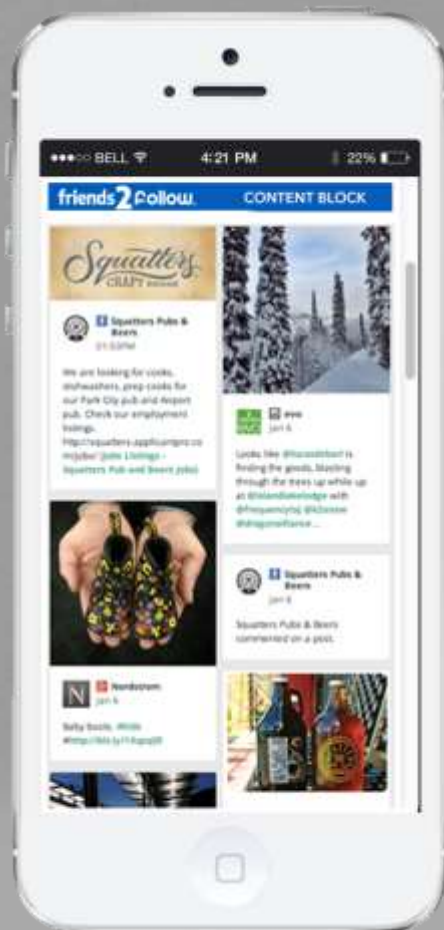
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MOBILE IS KEY FOR SOCIAL STRATEGY



- ❑ Mobile Devices Accounted for 55% of Internet Usage in the US January 2014
- ❑ Facebook Reveals 78% of Users are Mobile
- ❑ Half of All Facebook Page Traffic Coming from Mobile
- ❑ Facebook Mobile Usage Outstrips Web for First Time Ever

SOURCE: money.cnn.com, techcrunch.com,
blogs.constantcontact.com, techradar.com

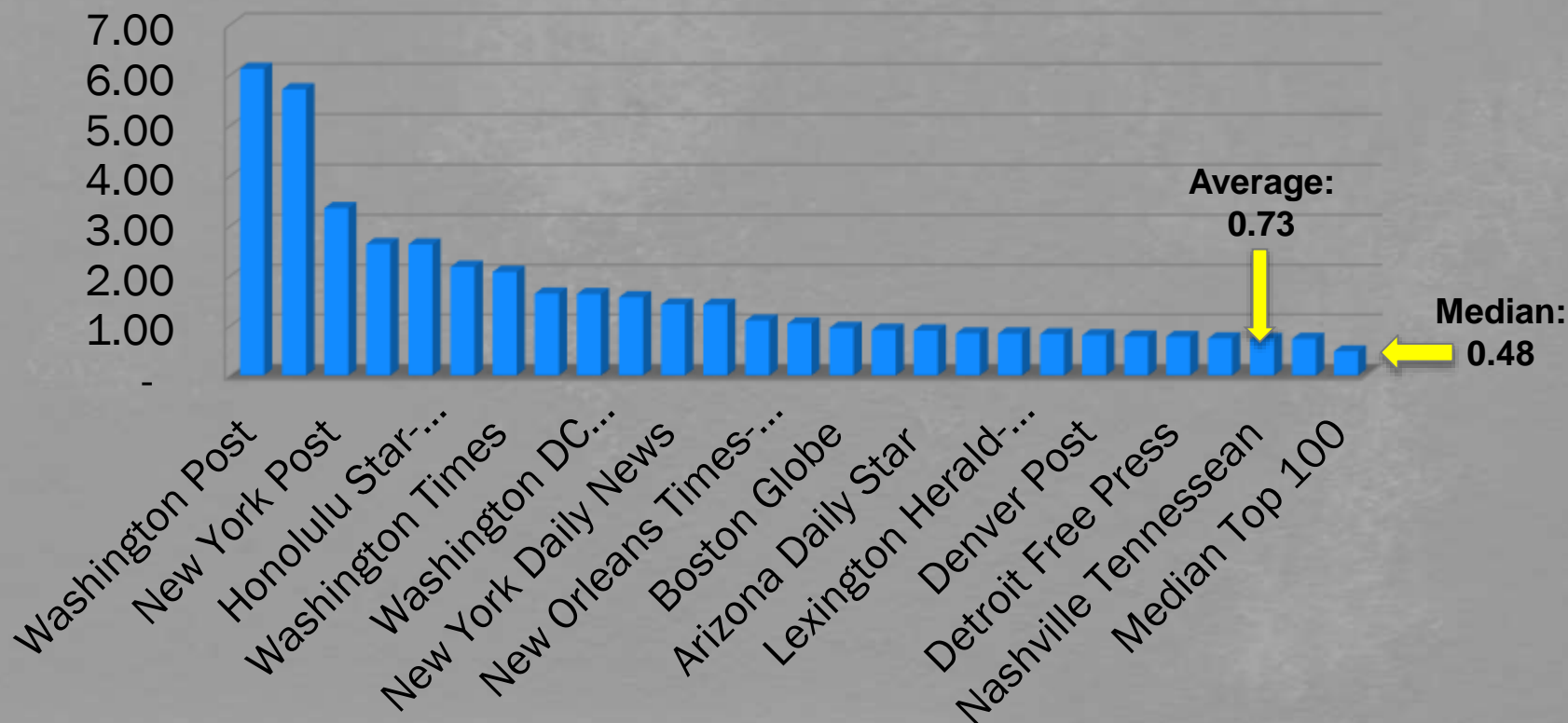
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ARE YOU ABOVE AVERAGE?

January Likes/Circulation



SOURCE: Friends2Follow

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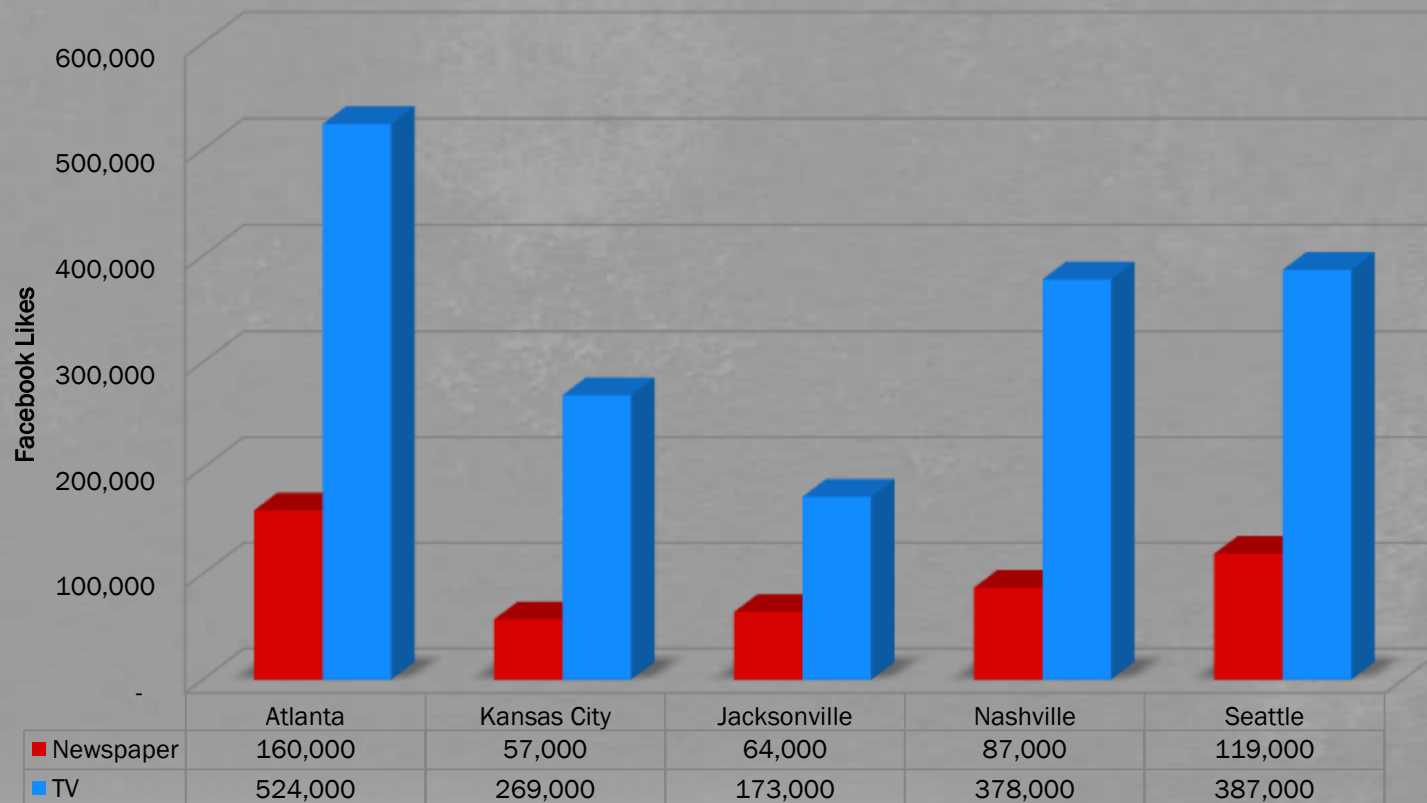


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DO YOU OWN YOUR MARKET?

TV vs. Newspaper Likes



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SOURCE: Friends2Follow calculation



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PROMOTE DAILY DEALS



The Centre Daily Times' deal card promoted online, in print, with email, and on Facebook generated **\$12,375** in revenue.

SOURCE: secondstreetlab.com

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EARN REVENUE FROM FAN OF THE DAY

WXIN-TV has been able to consistently garner **\$6,000 a month** for the 'Fan of the Day' Sponsorship Package.



FOX 59 WXIN **facebook Fan of the Day**

Would you like to be considered to be Fox59's Fan of the Day and be eligible to win a \$25 gift certificate to The Naked Monkey? Fill out the information below. Be sure to include a link to your Facebook page so that we can verify. All the information will be used for contact purposes only.

Step 1:
Please click the Like buttons below...

Step 2:
Please fill in the following information...

First Name:

Last Name:

Email:

Please paste a link to your Facebook profile page. :

SOURCE: socialnewsdesk.com

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MONETIZE ADVERTISERS' SOCIAL MEDIA

- ❑ **Morris Multimedia/Santa Clarita Valley Signal (9,600 daily)**
\$85,800 annually:
 59 advertisers bought F2F packages for \$7,150 a month.

- ❑ **Frederick News-Post (40,000 daily)**
\$50,400 annually as part of \$360,000 in packages.
 47 advertisers bought F2F packages for \$4,200 a month.



SOURCE: Friends2Follow data

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SOCIAL HELPS GROW CIRCULATION SALES

Tampa Bay Times

- ❑ Tweets the value of coupons in the paper.
- ❑ “We easily see a **lift of 2 to 7 percent**” in sales as a result, said Joe DeLuca, publisher of the Times’ website.

Atlanta Journal-Constitution

- ❑ Posts on Facebook the value of coupons in the Bulldog.
- ❑ Resulted in a **1 percent rise** in Sunday newspaper sales, according to Michelle Serra, AJC social media manager.

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SOURCE: Alecia Swazy Reynolds Journalism Institute



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SALESFORCE'S CONCLUSION

“Invest the resources — both headcount and budget — to support social as a viable channel, because it is. With 66% of marketers rating it as core to their business, it’s no longer the fringe marketing outlet it once was.”



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SOURCE: FORBES, 2015 State of Marketing Report



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WHY YOU NEED TO BE MORE SOCIAL

- ☐ Grow revenue on new and current products.
- ☐ Drive single copy sales.
- ☐ Improve SEO and referral traffic.
- ☐ Build email lists.
- ☐ Increase data mining opportunities.
- ☐ Gain exposure to non-newspaper readers.

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WHAT YOU CAN DO

- ❑ Have a strategy and put someone in charge.
- ❑ Don't be so shy about promoting your social media.
- ❑ Mine that data using an outside vendor if necessary.
- ❑ Manage your advertisers' social media marketing.
- ❑ Use strategic partnerships.
 - Be a reseller for social media consultants such as Growth Weaver or DreamLocal.
 - Hire specialist like SocialNewsDesk.com or Vendasta to coordinate social media.
 - Use Friends2Follow to monetize advertisers' social media.

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WHAT METRICS MATTERS?

SOCIAL MEDIA

1. Page views
2. Unique visits
3. Likes, shares
4. Followers
5. Engagement
6. Time on site
7. Click through rate
8. Active users
9. Reach
10. Influence

FOOTBALL

1. Yards rushing
2. First downs
3. Third down conversions
4. Pass completions
5. Yards passing
6. Turnovers
7. Yards per carry
8. Time of possession
9. Penalties
10. Sacks

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THE PUBLISHER'S METRIC



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