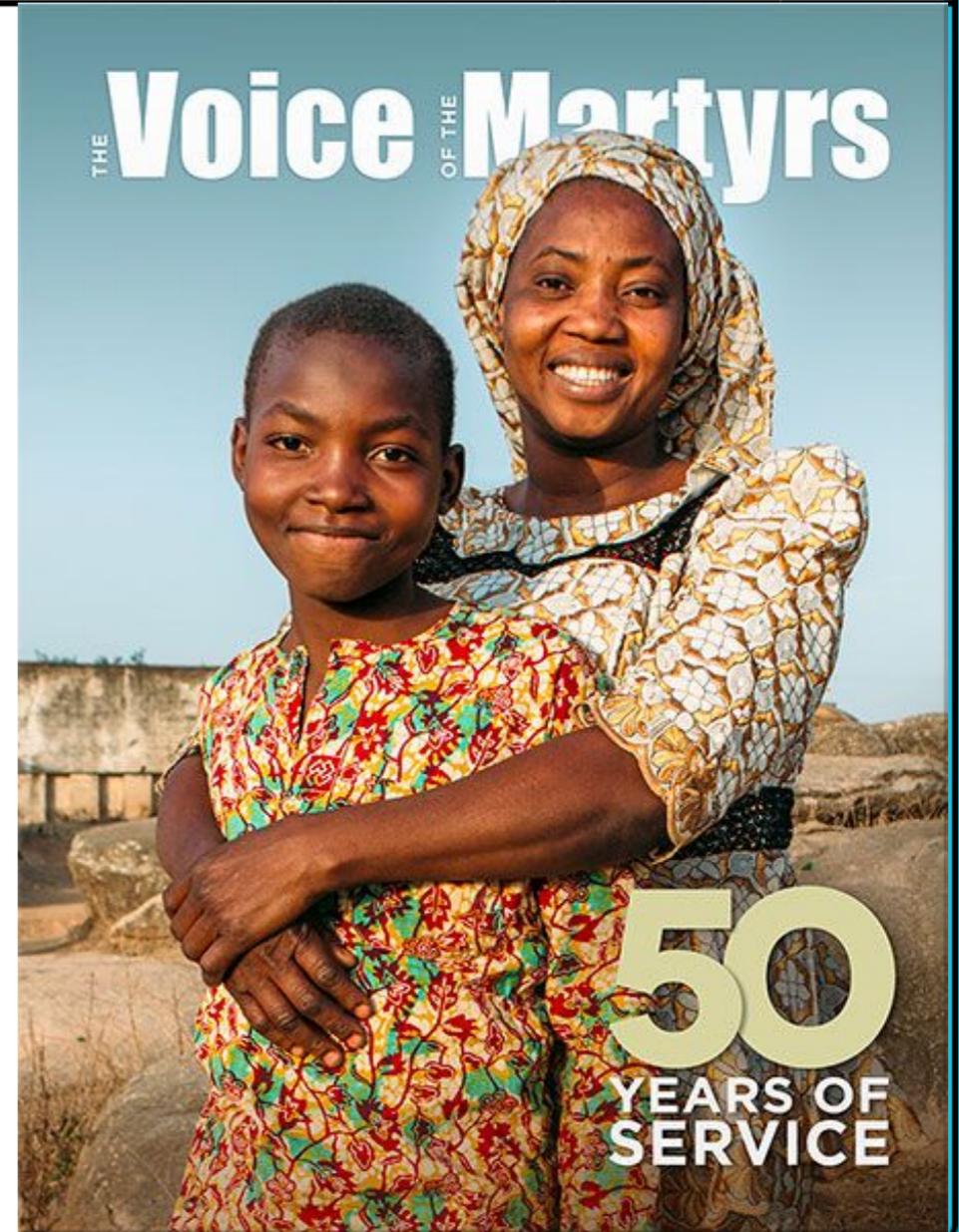




Magazine Publishing Business Strategy

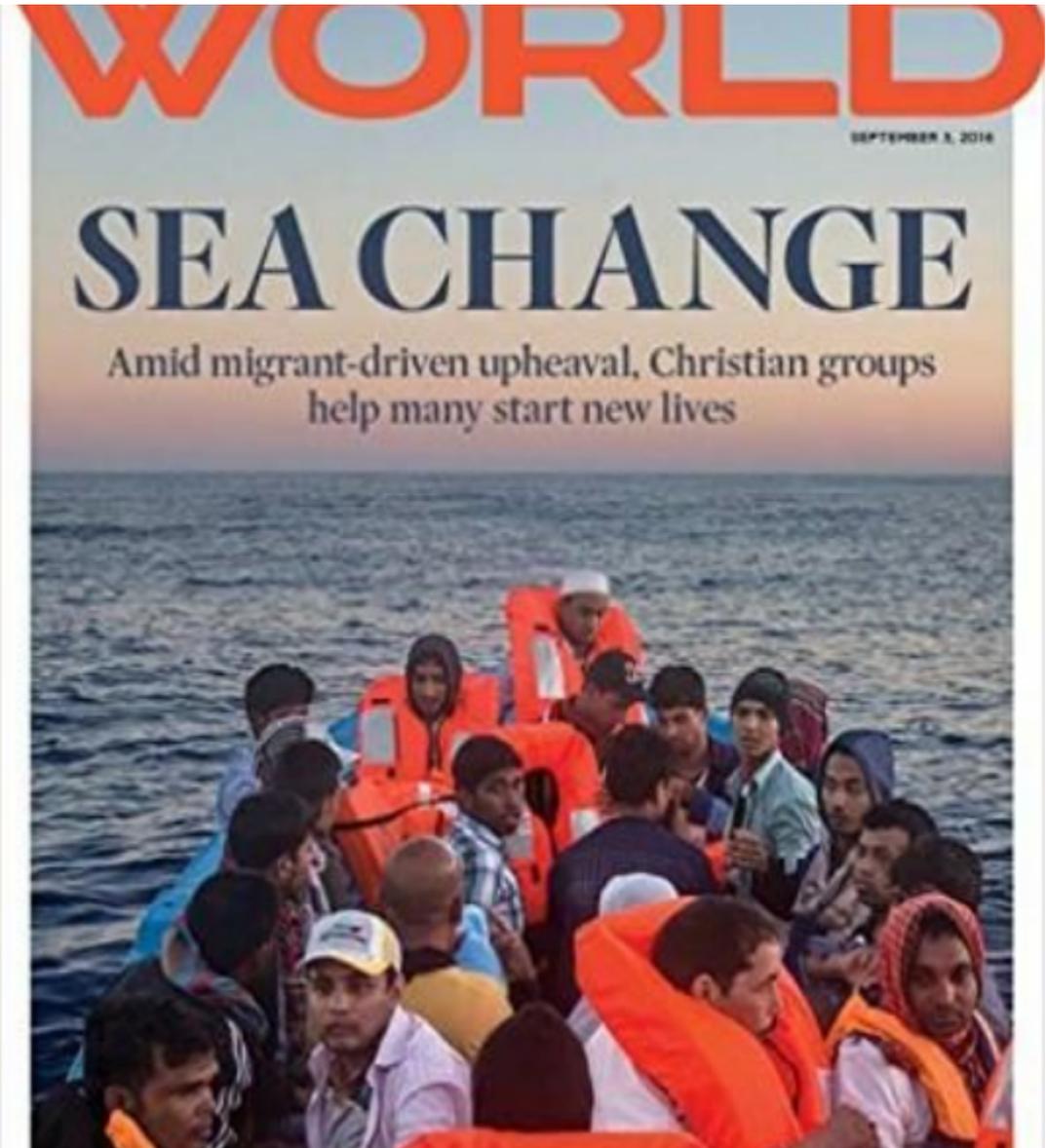
Finding Readers
for Your Publication

Lou Sabatier



» *Today's Lesson*

- What is audience development?
- Audience development sources
- Tracking your promotion efforts



>> *What is audience development?*

1

It is the process of finding, engaging and nurturing readers who will read your content on a consistent basis.

2

Build your publication around a community. Think of yourself as information providers. Those publications that meet an actual need are more likely to be sustainable.

3

Once you engage a reader, keeping them over time (called renewal or retention) is your first focus versus continually going after new readers.

4

View your readers as stakeholders, put them at the heart of every decision.



>> Audience Development Terms

AUDIENCE: a collection of people who read your publication

ACQUISITION COST: what does it cost to obtain subs from the source?

READERS: people who read your publication

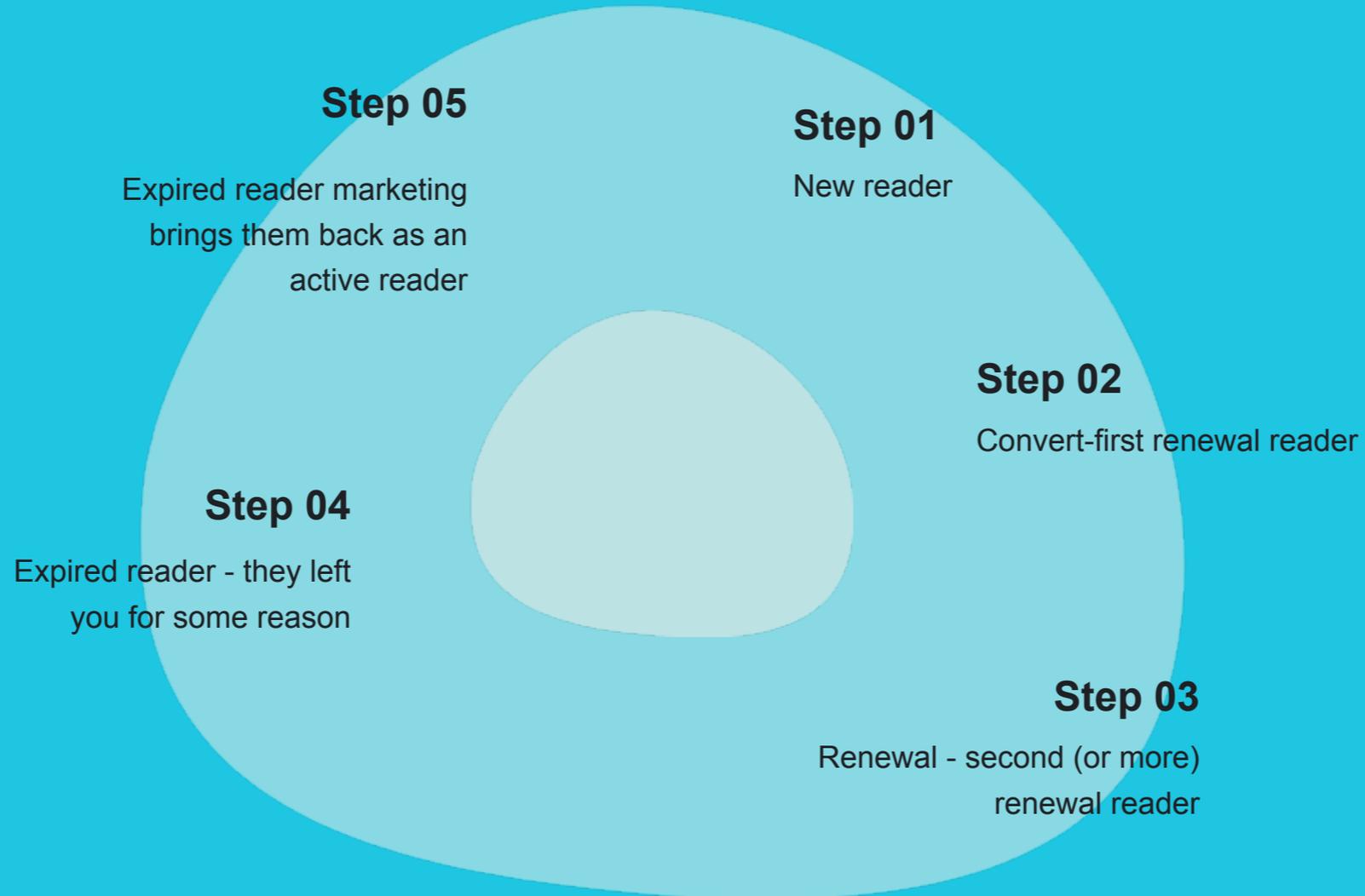
RENEW: a paid subscriber decides to pay again. They “renew” or reup their subscription for another term.

SUBSCRIBERS: people who pay in advance to receive your publication for a specified term

EXPIRE: when a paid subscriber does not renew, he/she move to an expired status. They no longer receive the publication.

>> The ebb and flow of audience development

The planning process should never stop.





>> Important Characteristics of Audience Sources

AVAILABILITY: how many subs will the source produce?

ACQUISITION COST: what does it cost to obtain subs from the source?

TIMING: during which months and how easy is it to control timing?

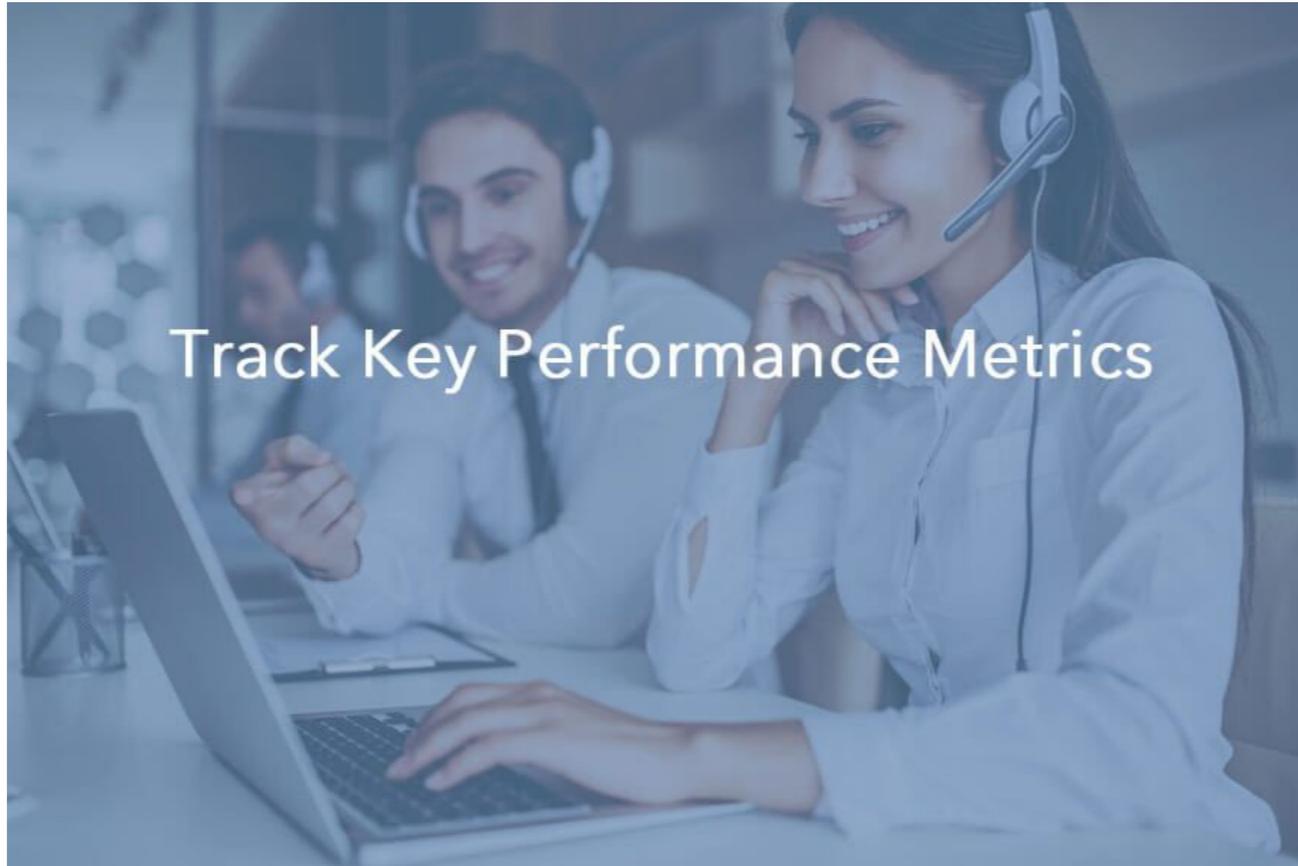
RENEWABILITY: how well will the source renew?

PREDICTABILITY: how easy is it to predict volume?

RISK: how much are you risking for a projected result?



>> Details matter



Use unique coding schema to track RENEWALS and every effort sent out and the same for NEW READER promotion



Audience Touchpoints

10 Suggested Sources



>> *Source 1*

Email marketing

The foundation for successful audience development



- Try to capture email address for every person on file.
- Key drivers for performance: permission to market, subject line, frequency





>> *Source 2:* Events

In-person and virtual



- Worship services
- Seminars
- Classes
- Concerts
- Rallies

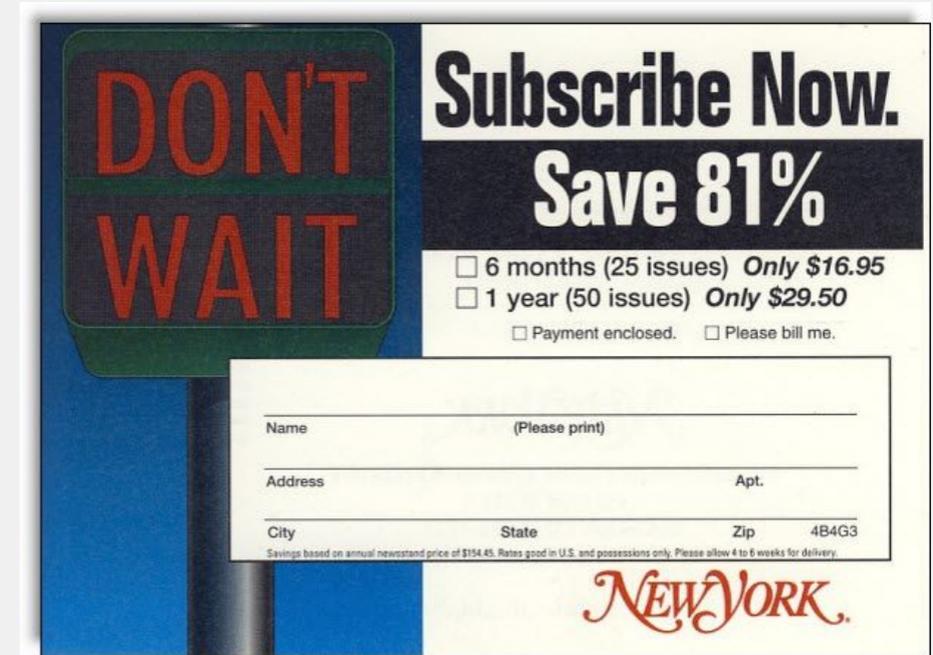


>> Source 3:

Insert cards and ads in the publication



- Helps find readers for whom you do not have contact information
- Great for sharing...passing along to others
- Make sure there is a call to action on the ads in the publication...QR code or URL to subscribe





>> *Source 4:* Gift subscriptions

Speak to the donor with your copy



Examples: holiday promotions...mother's day, father's day, graduation, birthday, etc.





>> *Source 5:* Partnerships

May need to offer a small financial incentive.



- Churches and faith networks
- Academic institutions
- Non-profits
- Civic groups
- Retailers



>> *Source 6:* Direct mail



- A letter or package sent in the mail that includes a response mechanism
- Increased package and postage costs and dropping rates of return create a cost per order that can be outside tolerance range.





>> *Source 7:* Google adwords campaign



Google Ads is an online advertising platform by Google that allows you to create ads and show it to audiences interested in the services or products you offer and searching for the keywords you have selected.





>> *Source 8:* Social media ads

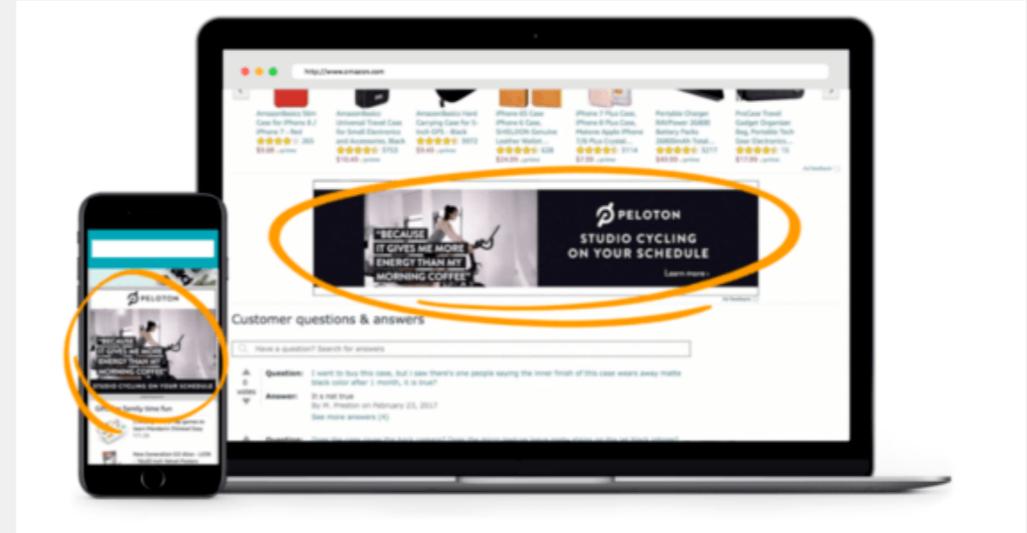


- Where you can find your audience on social media?
Facebook, Instagram, Twitter, YouTube, LinkedIn
- Performance oriented images experience a 35% higher Click Through Rate compared to images focused on branding.

>> Source 9: Website ads



- Also called display ads, banner ads are images placed in high-traffic locations on web pages. When visitors click on the image, they're directed to a landing page specified by the advertiser. Banner ads are designed to attract attention and drive traffic to an advertiser's website.





>> *Source 10:* WOM "word of mouth"



- 92% of consumers will believe a recommendation from friends and family over any other type of advertising.
- Your biggest marketing assets is your subscriber base.

>> *Key takeaways*

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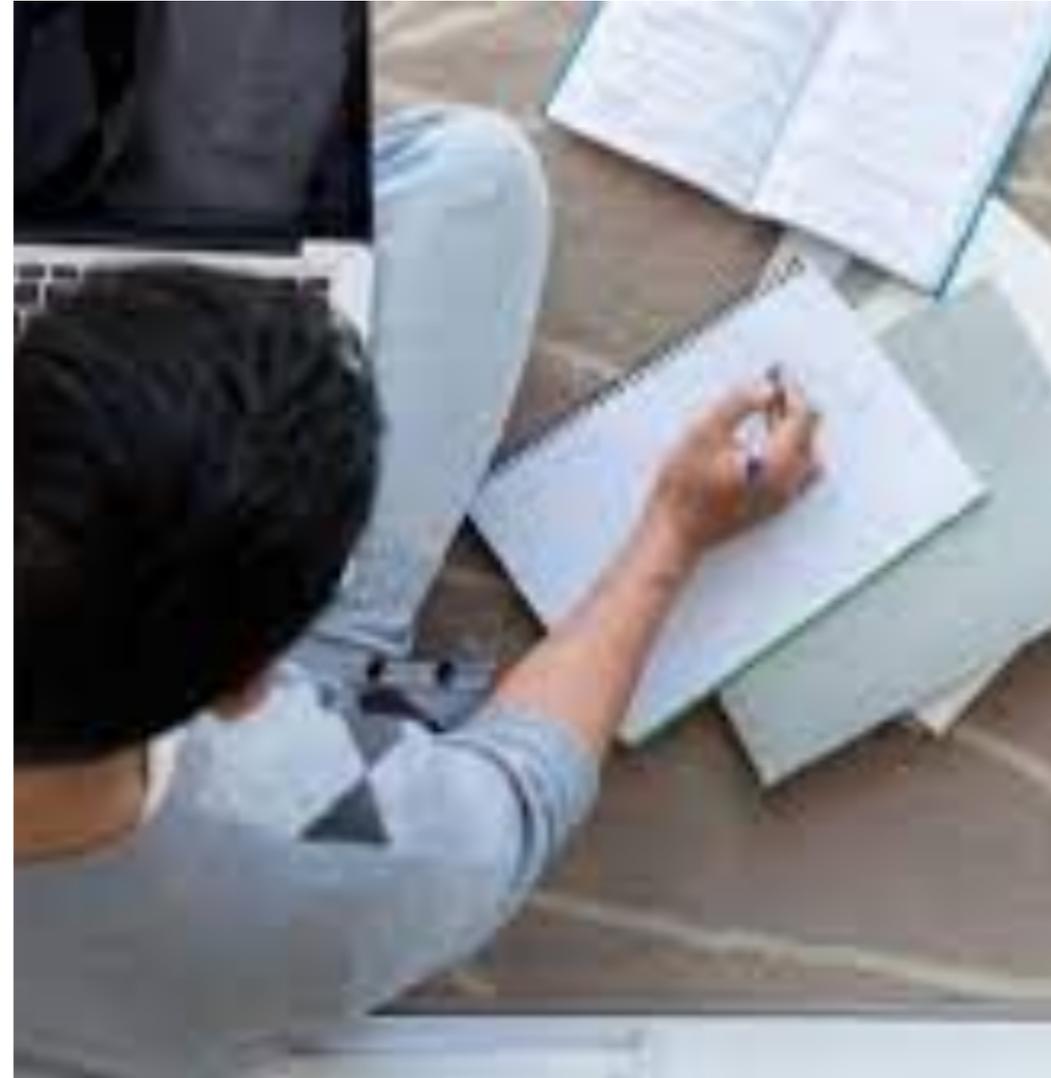
4

If you have paid circulation, you must continually invest money in developing and maintaining your file.



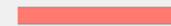
>> Homework

- Create a draft plan on a grid (Excel) that lists sources, timing, estimated production and estimated costs





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