

Overcoming the Digital Publishing Hurdle

David Renard, mediaIDEAS





digital publishing |dig•it•all pub•lish•ing|*noun*

- any type of publishing that involves disseminating information or entertainment by digital means.

Why?

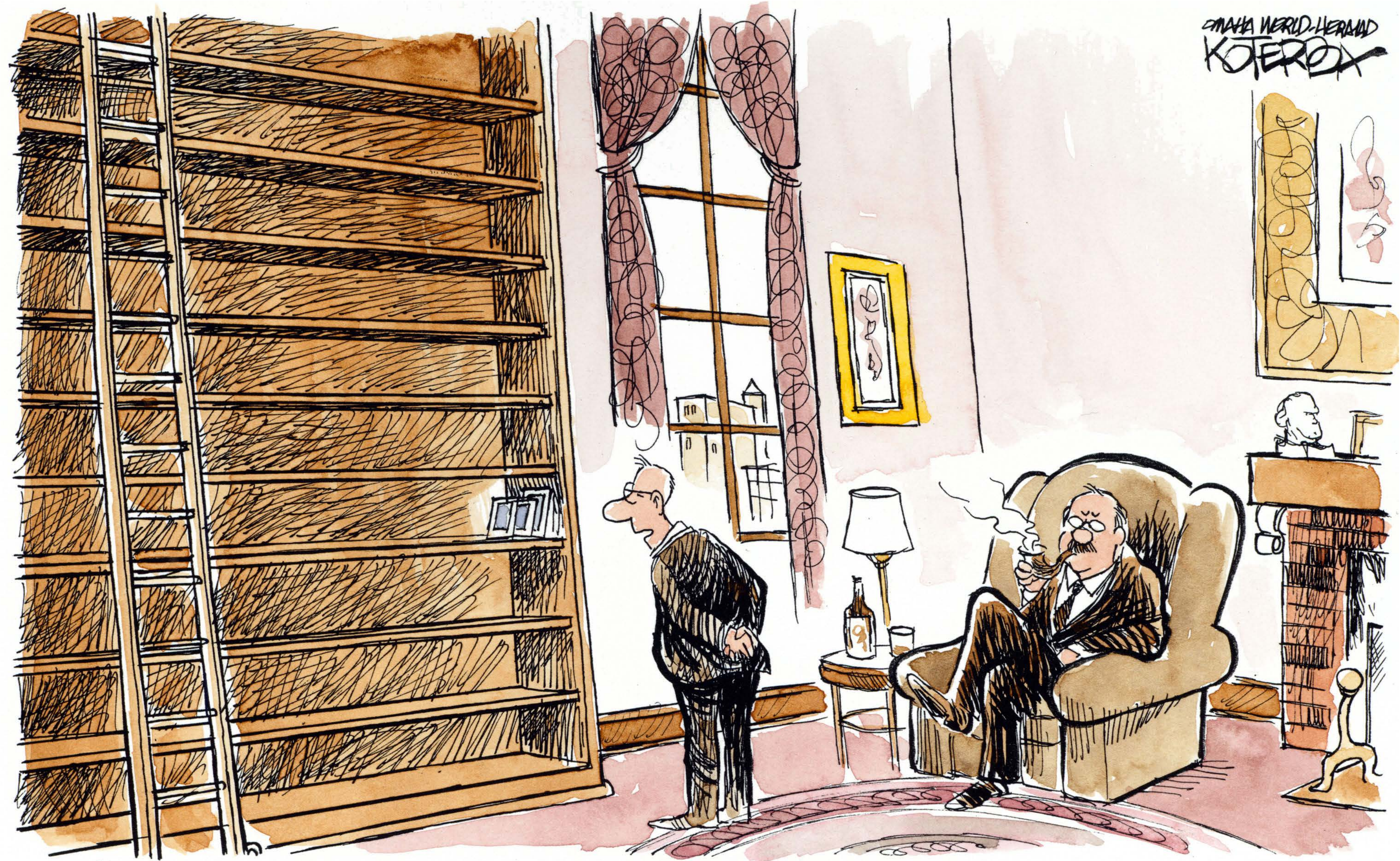
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M.



"KINDLE, NOOK, SONY READER...I SAY, HARDWICK, THIS SURE IS AN IMPRESSIVE LIBRARY."

July 30, 2010

Digital Publishing

1. Benefits

Digital Publishing

Benefits of Digital Publishing

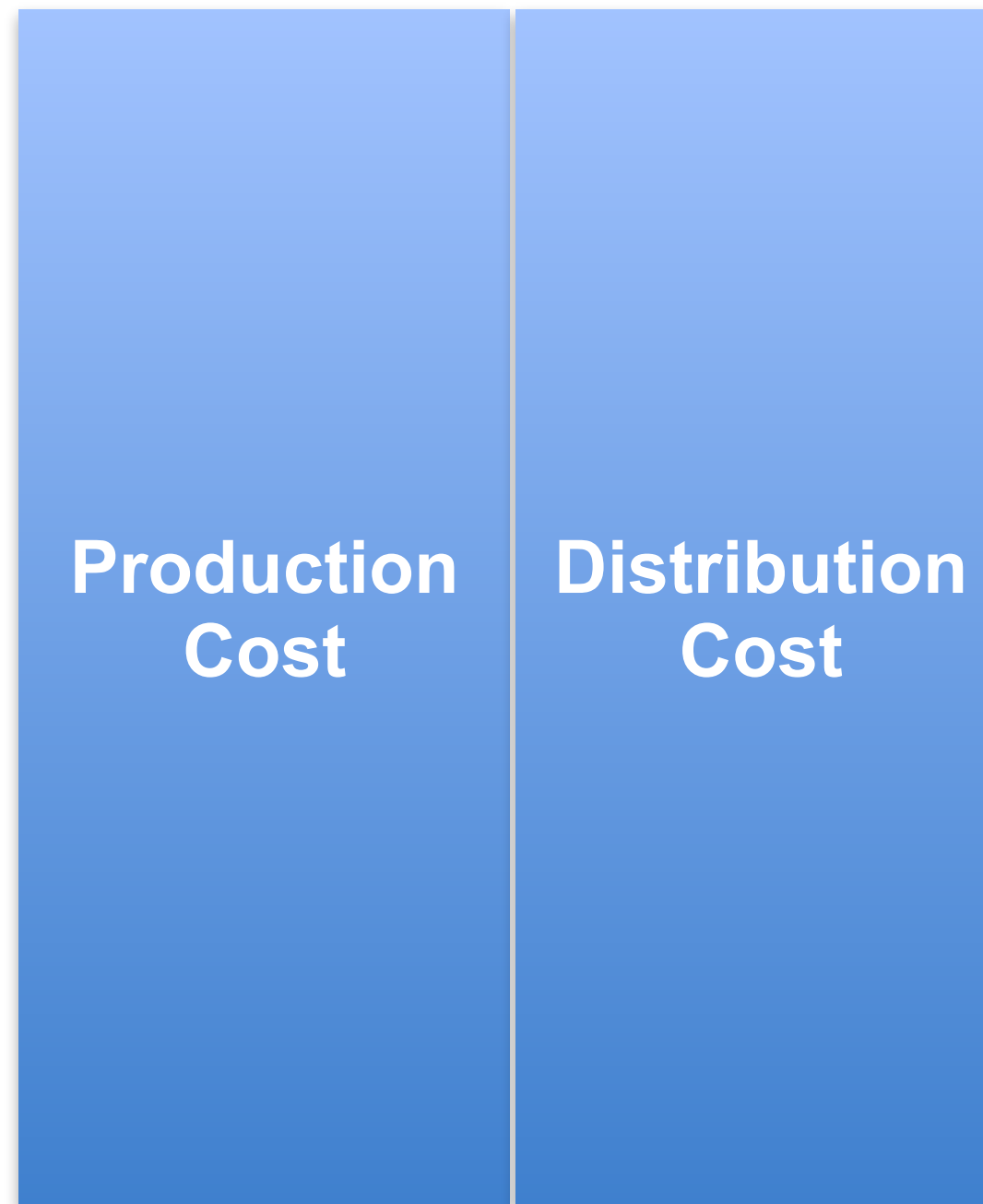
Digital Publishing

**Benefits of
Digital
Publishing**



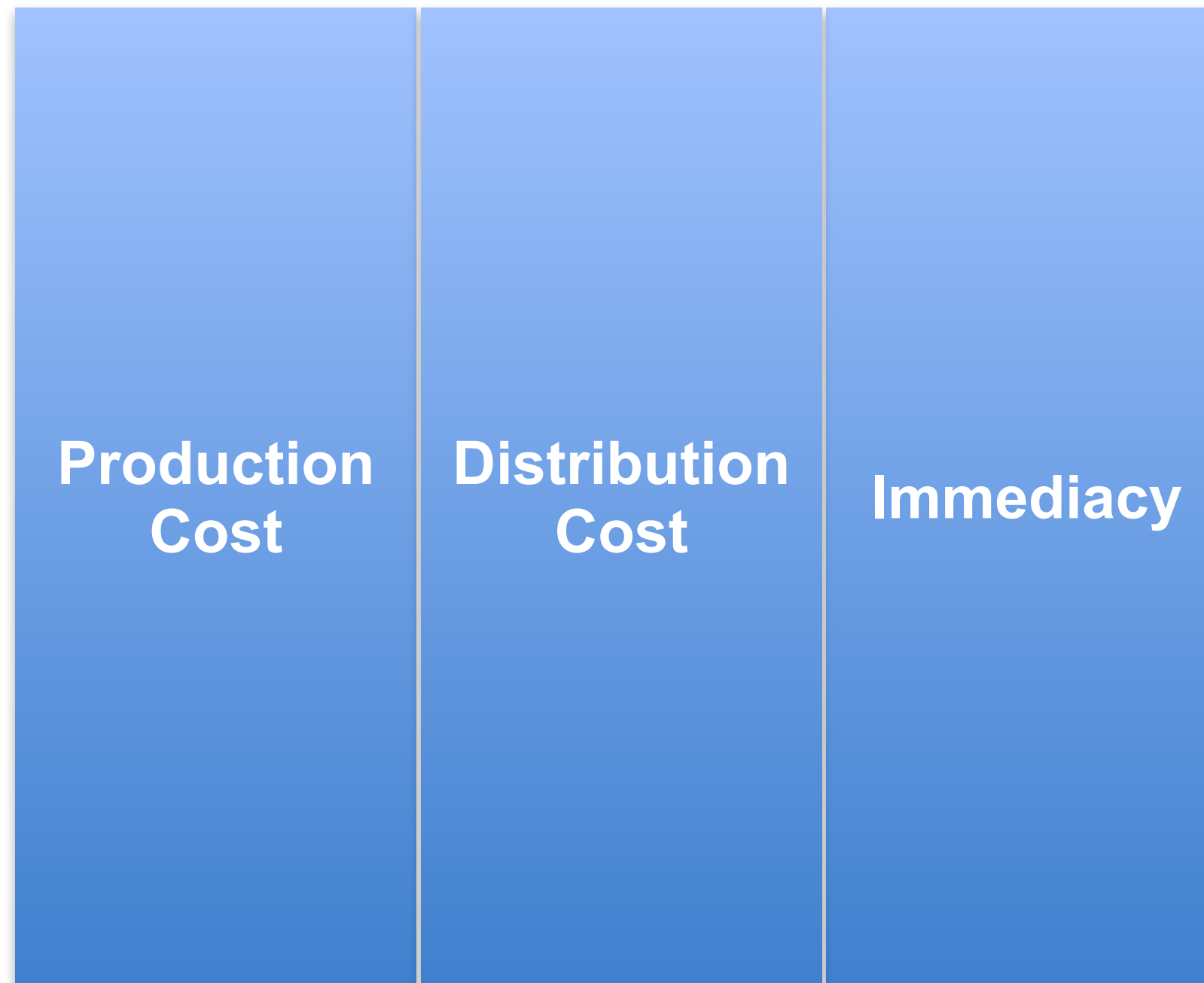
Digital Publishing

Benefits of Digital Publishing



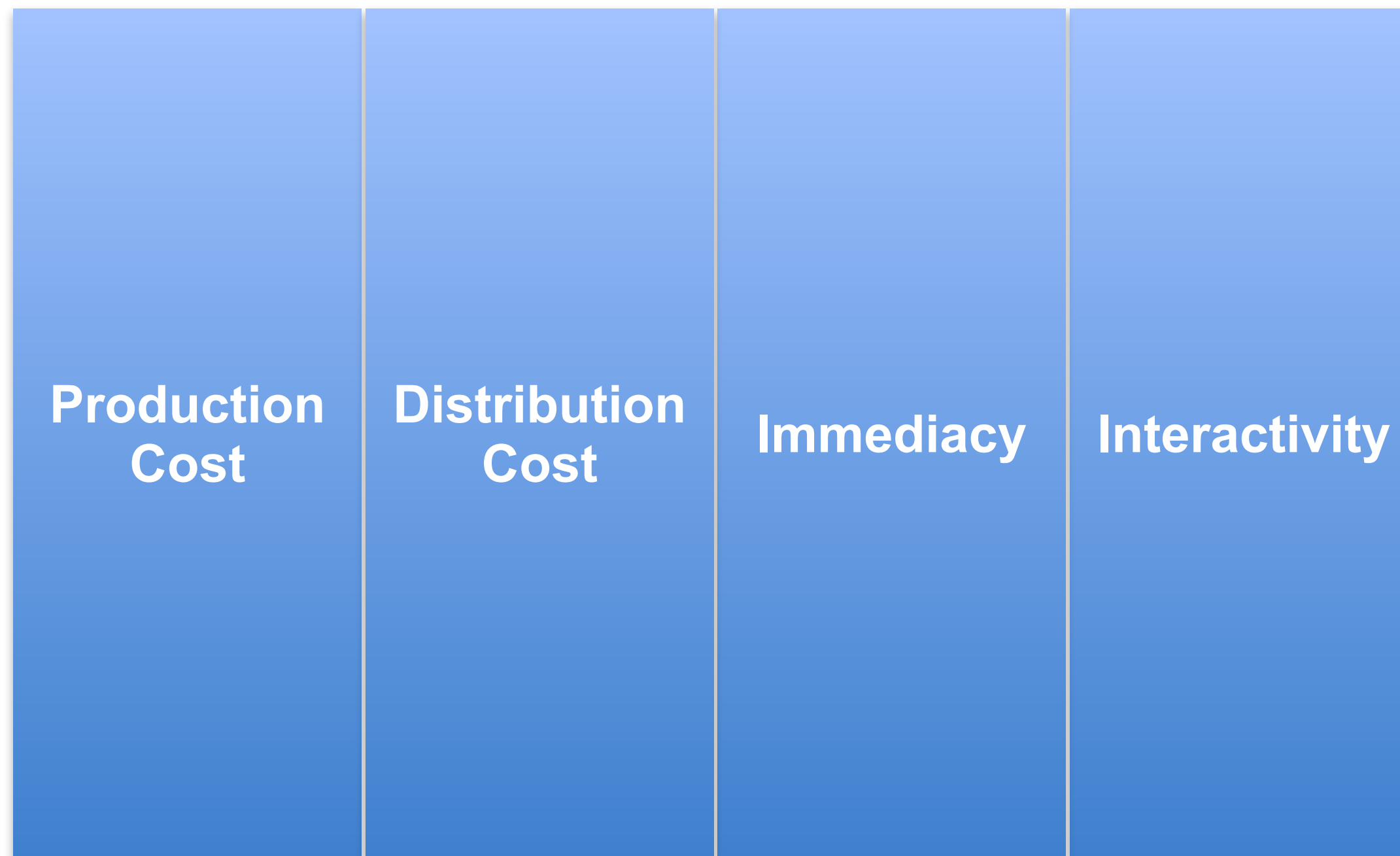
Digital Publishing

Benefits of Digital Publishing



Digital Publishing

Benefits of Digital Publishing

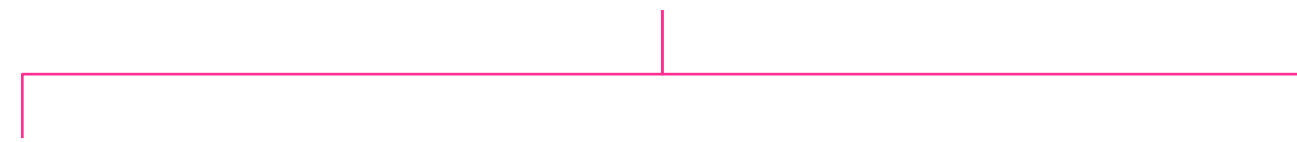


AND

Traceability

2. Business Model

Digital



Digital

**Companion
to Print**



Digital

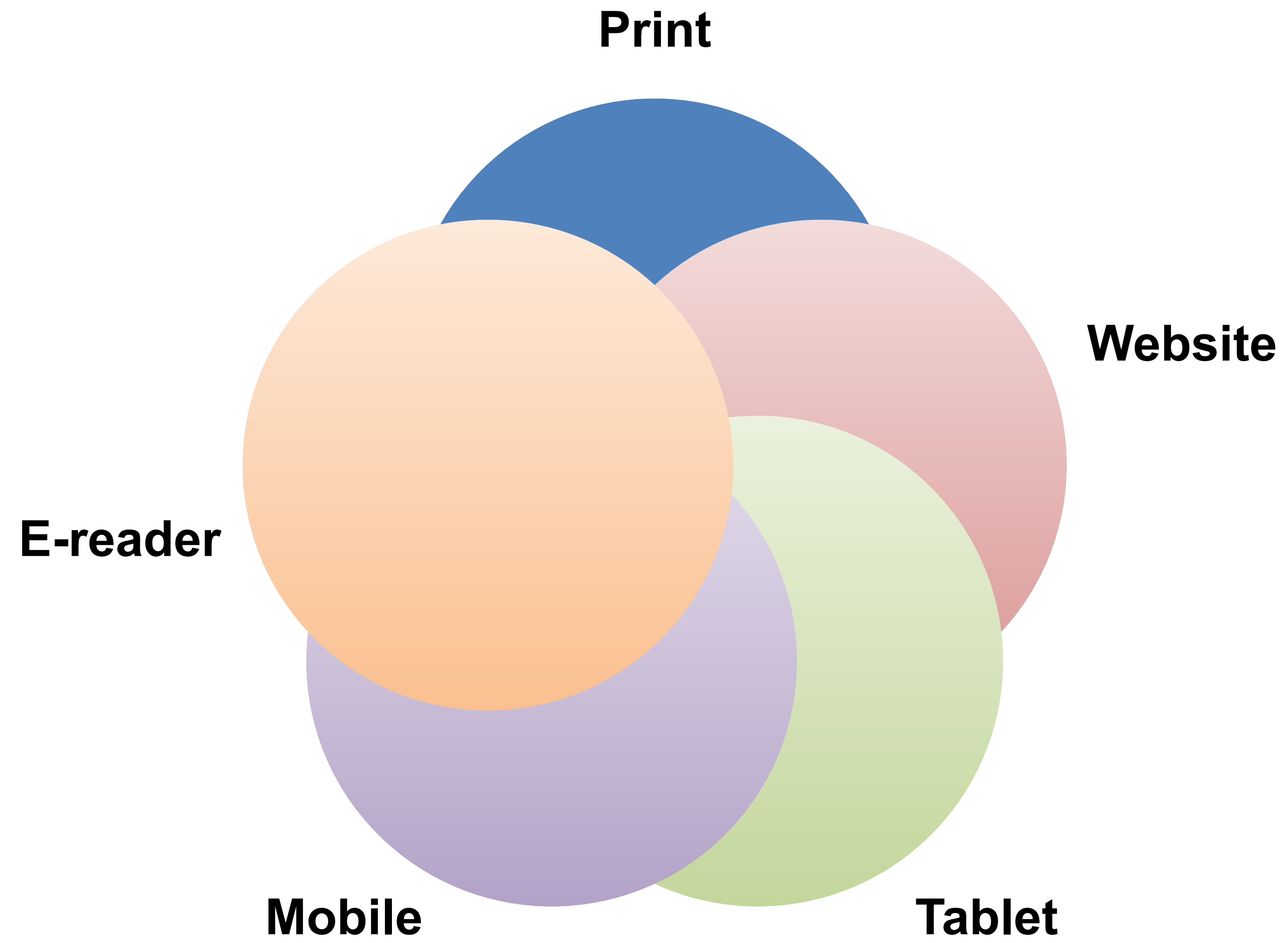
**Companion
to Print**

Standalone

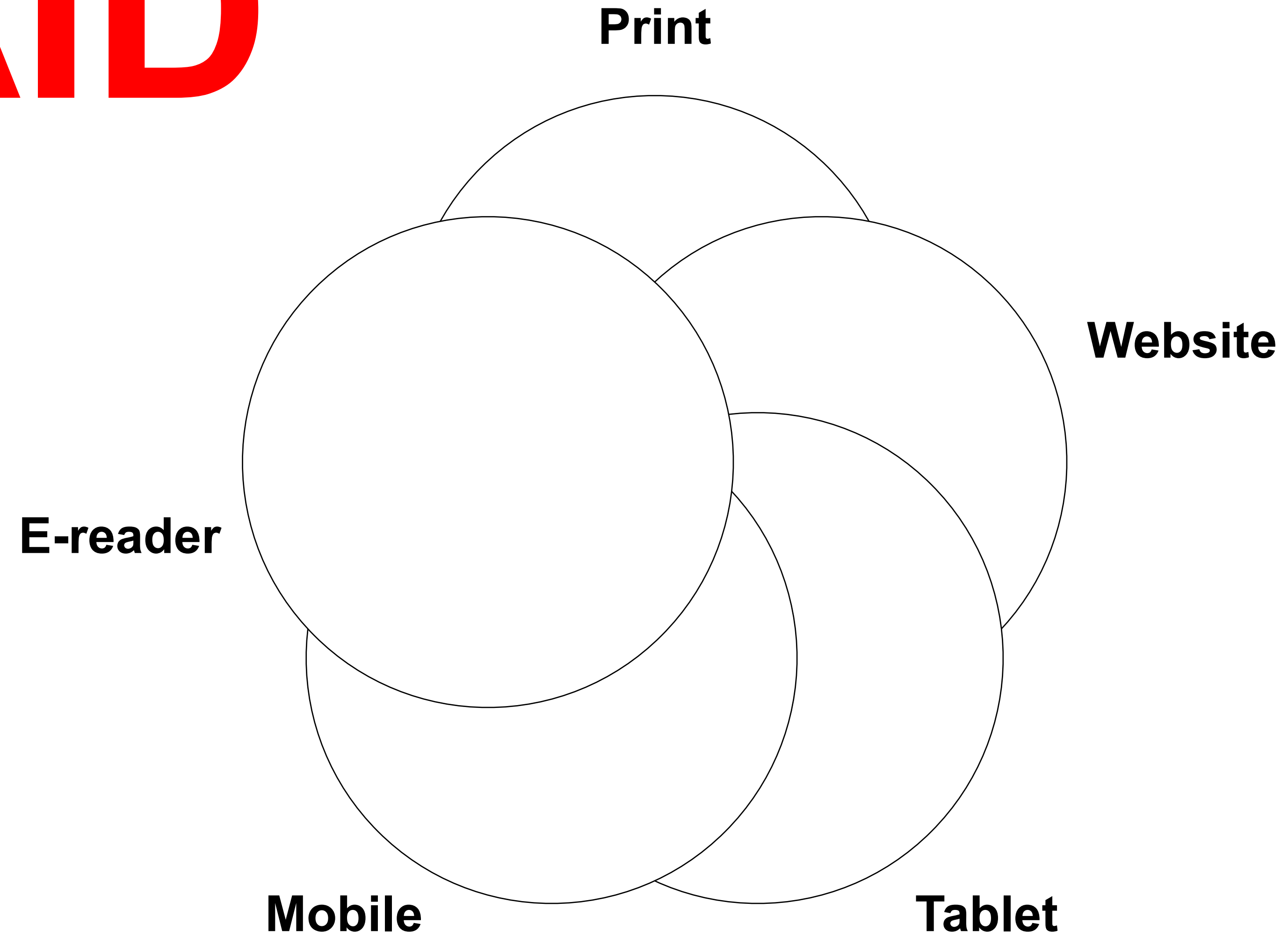
Monetization

How to generate & maximize revenue?





PAID



PAID

1. All-you-can-eat

E-reader

Mobile

Print

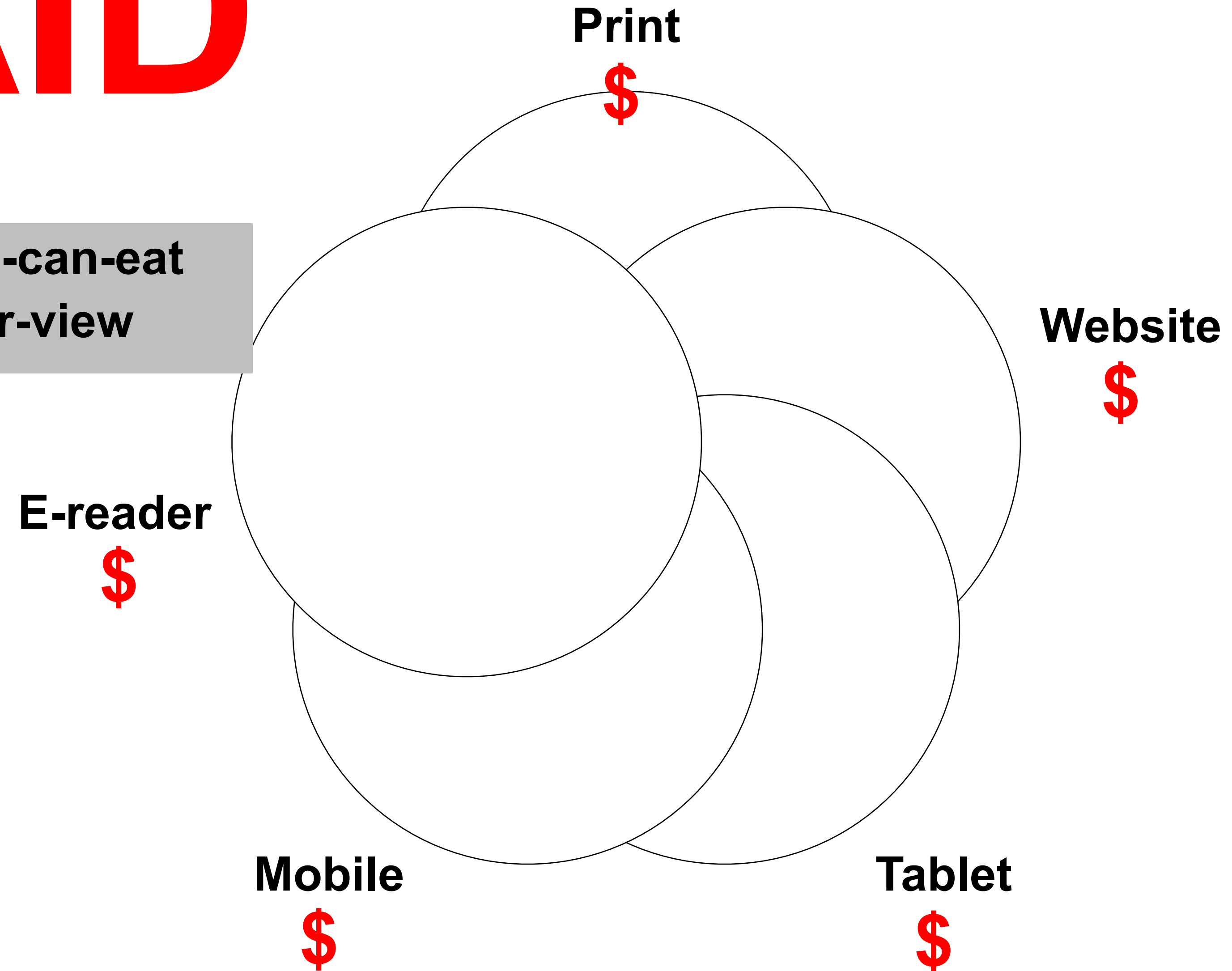
Website

Tablet

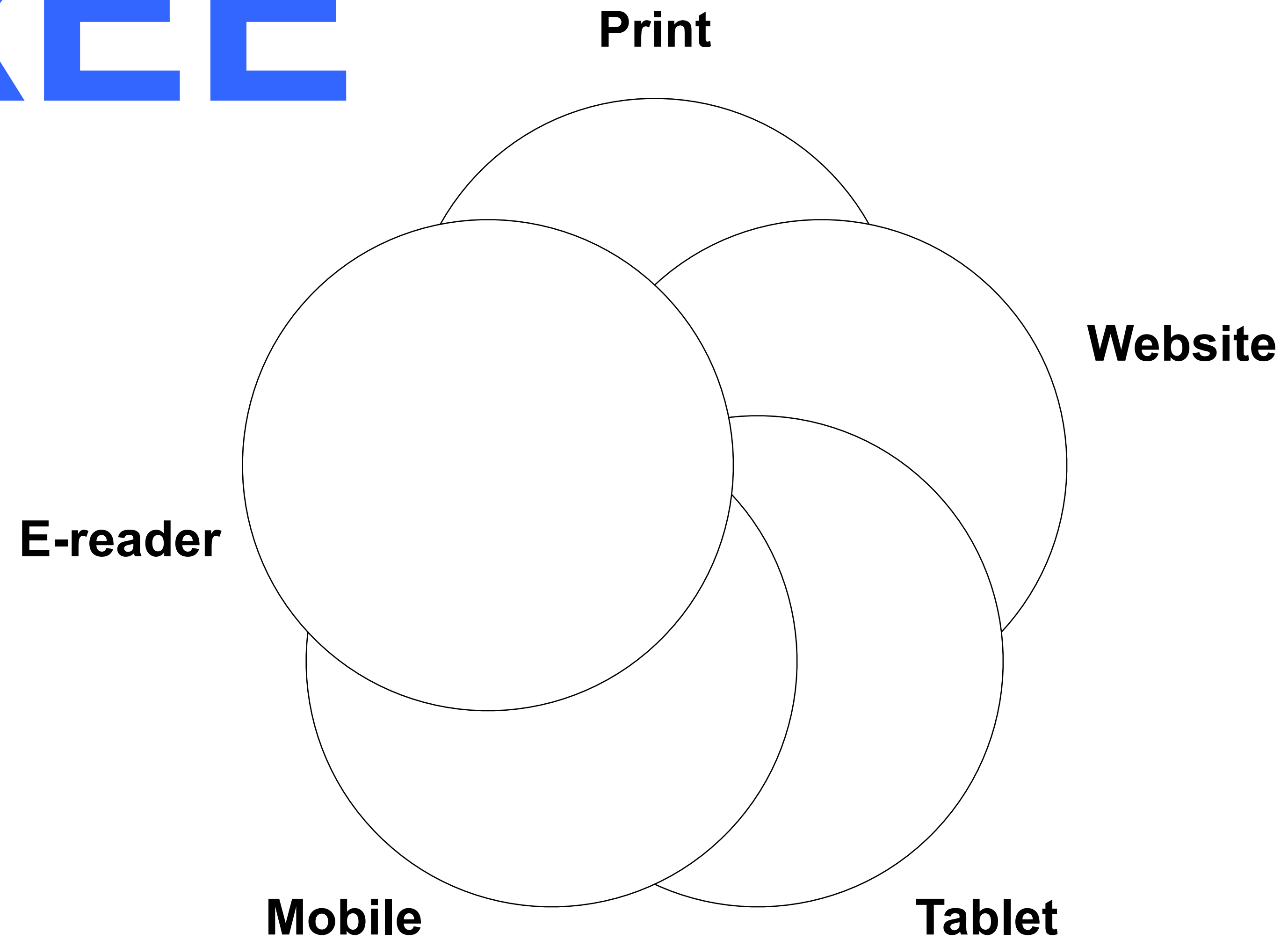


PAID

1. All-you-can-eat
2. Pay-per-view



FREE



FREE

Print

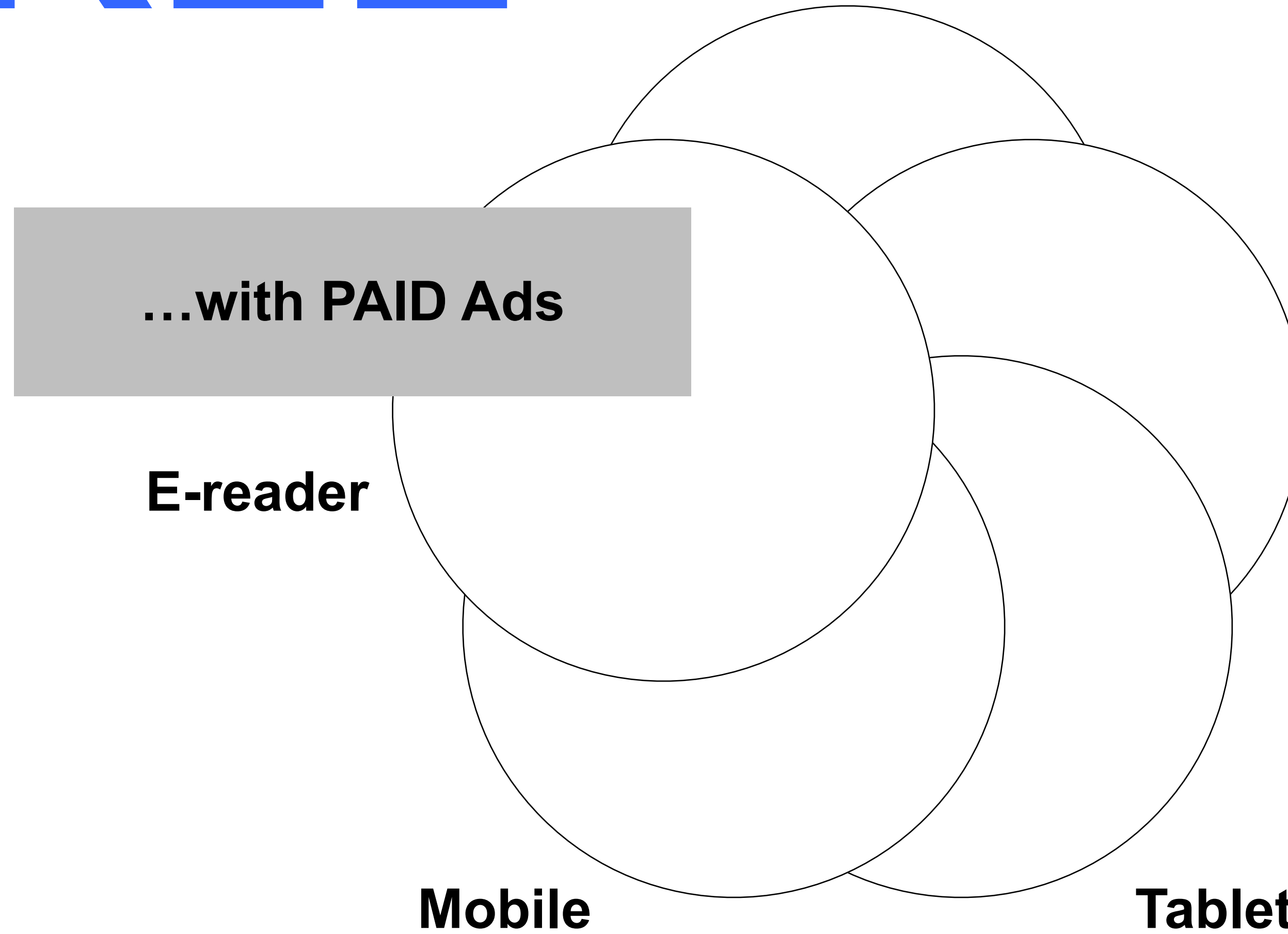
Website

...with PAID Ads

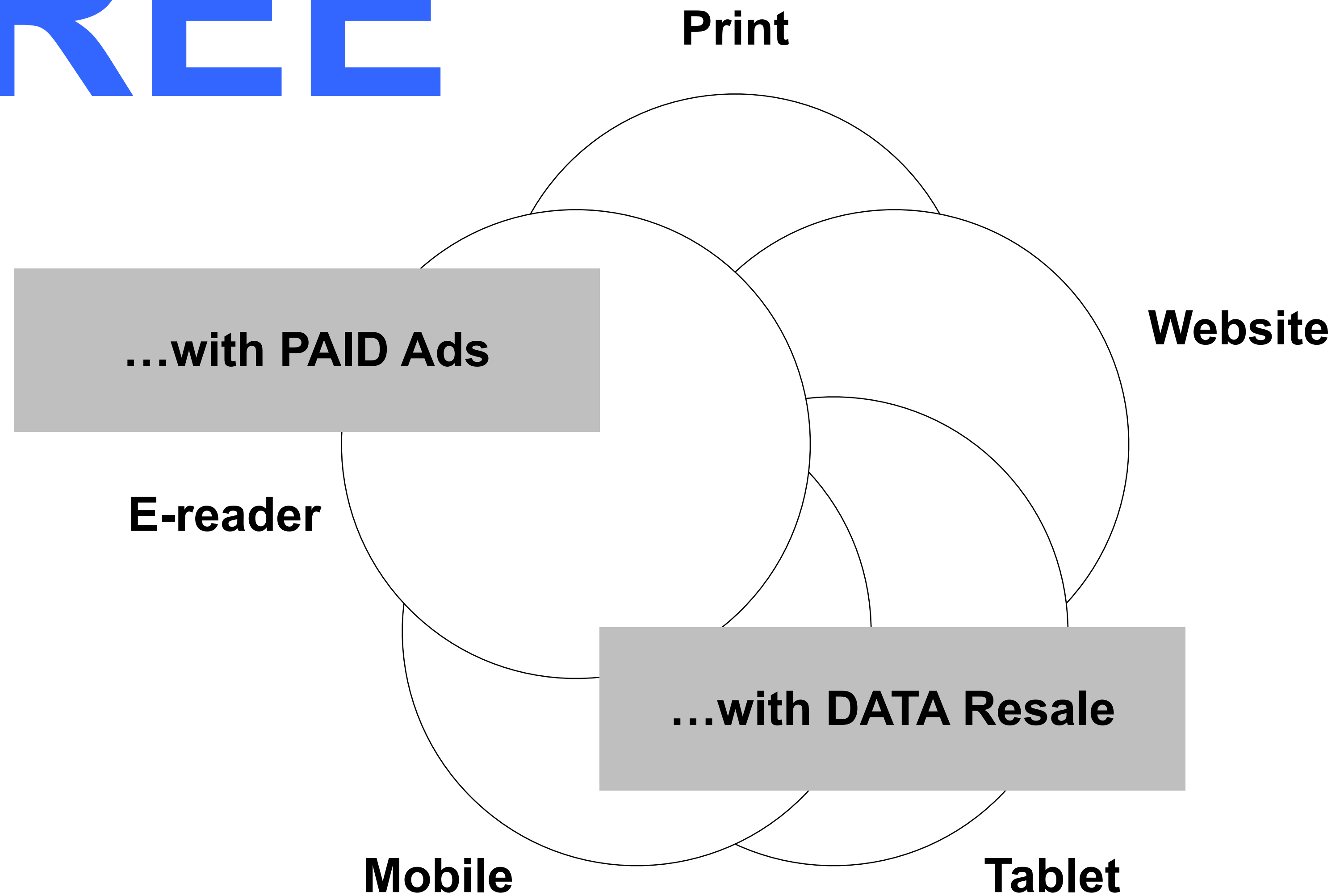
E-reader

Mobile

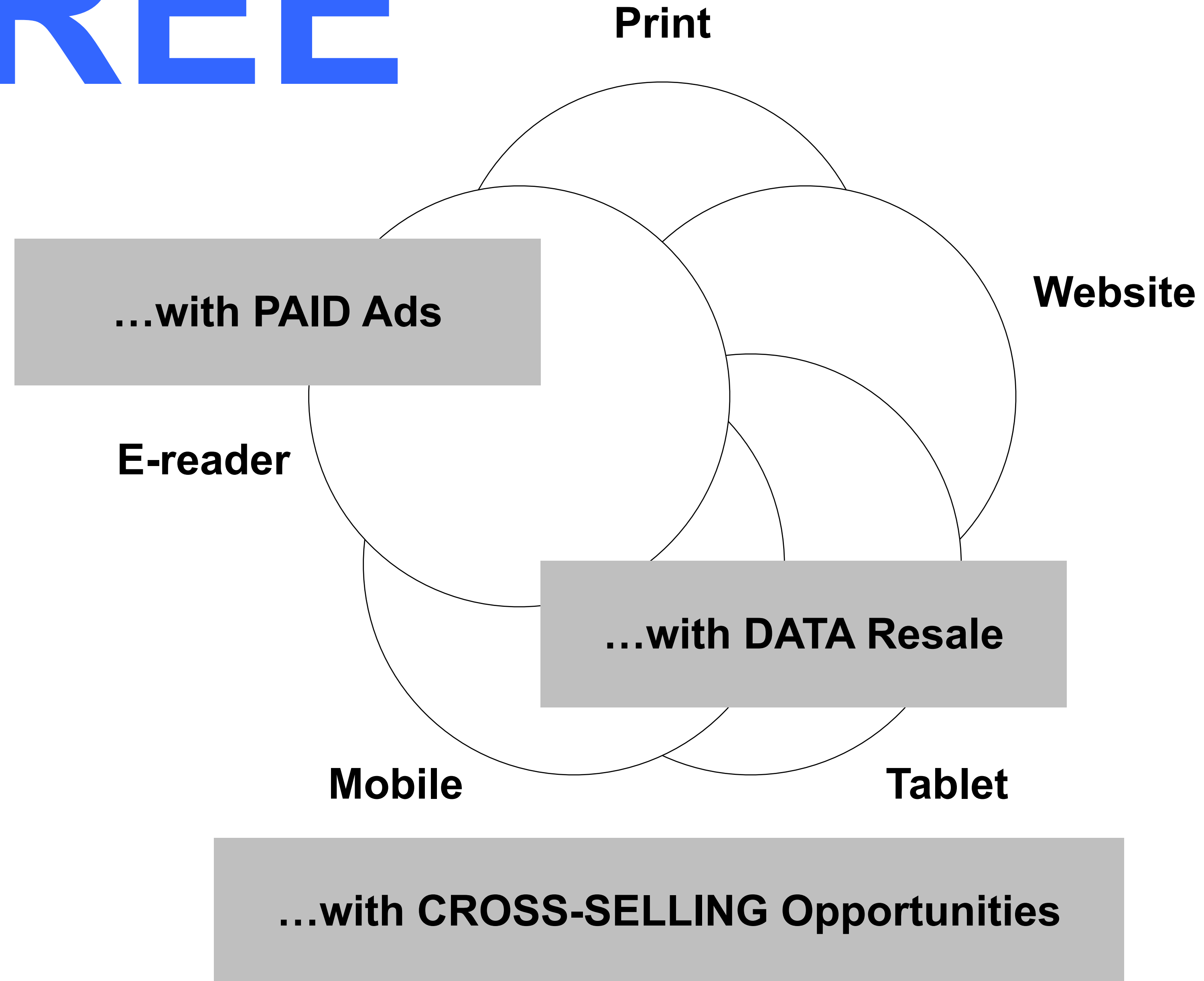
Tablet



FREE



FREE



Business Model

- Companion to print VS standalone
- Paid Model
 - All-you-can-eat
 - Pay-per-view
- Free Model
 - With paid ads
 - With data resale
 - With cross-selling opportunities



3. Content

ENGAGEMENT



THEN



**Web, Mobile
& Social**

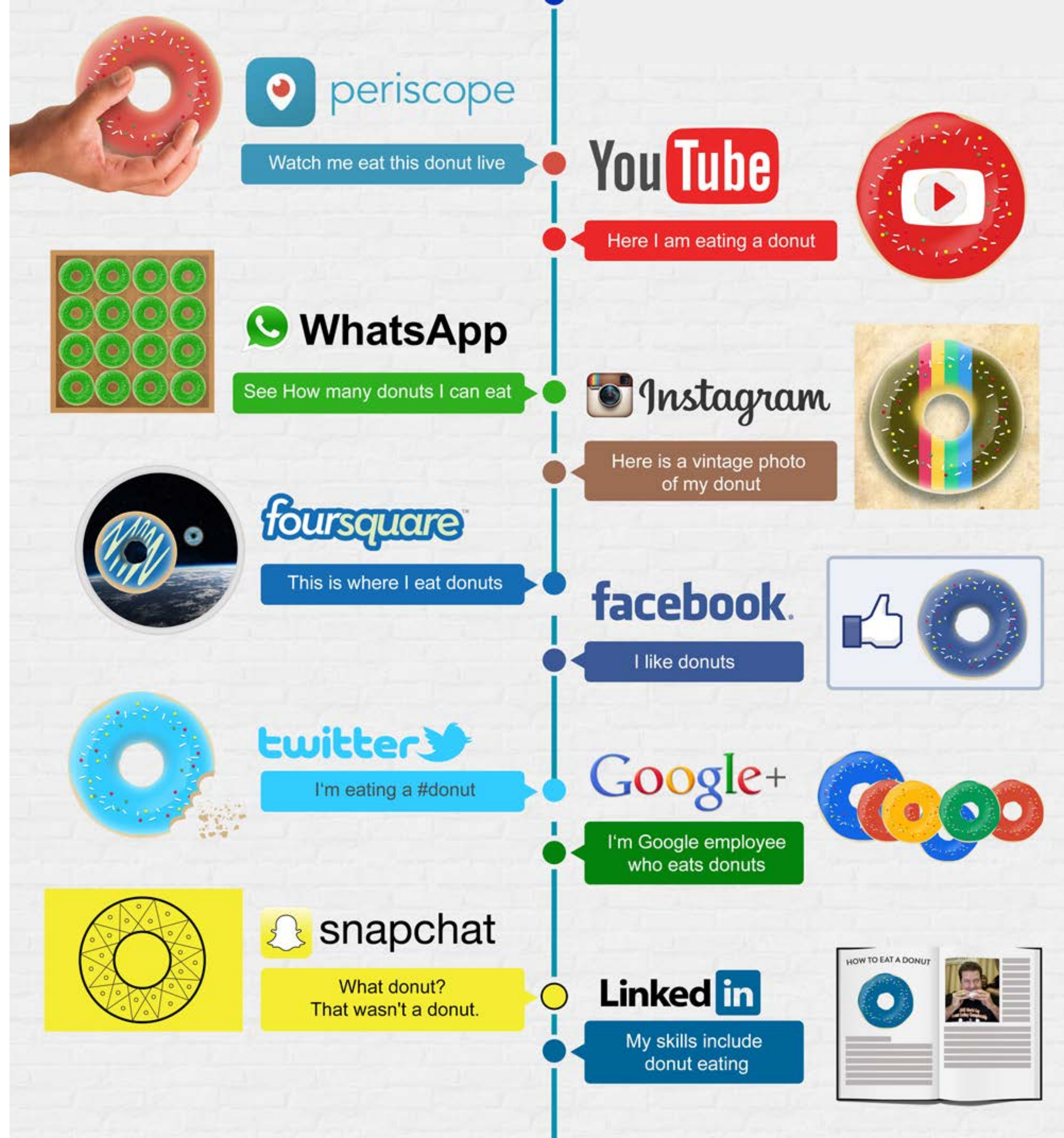
NOW



WORDPRESS



Best for
constant
updates



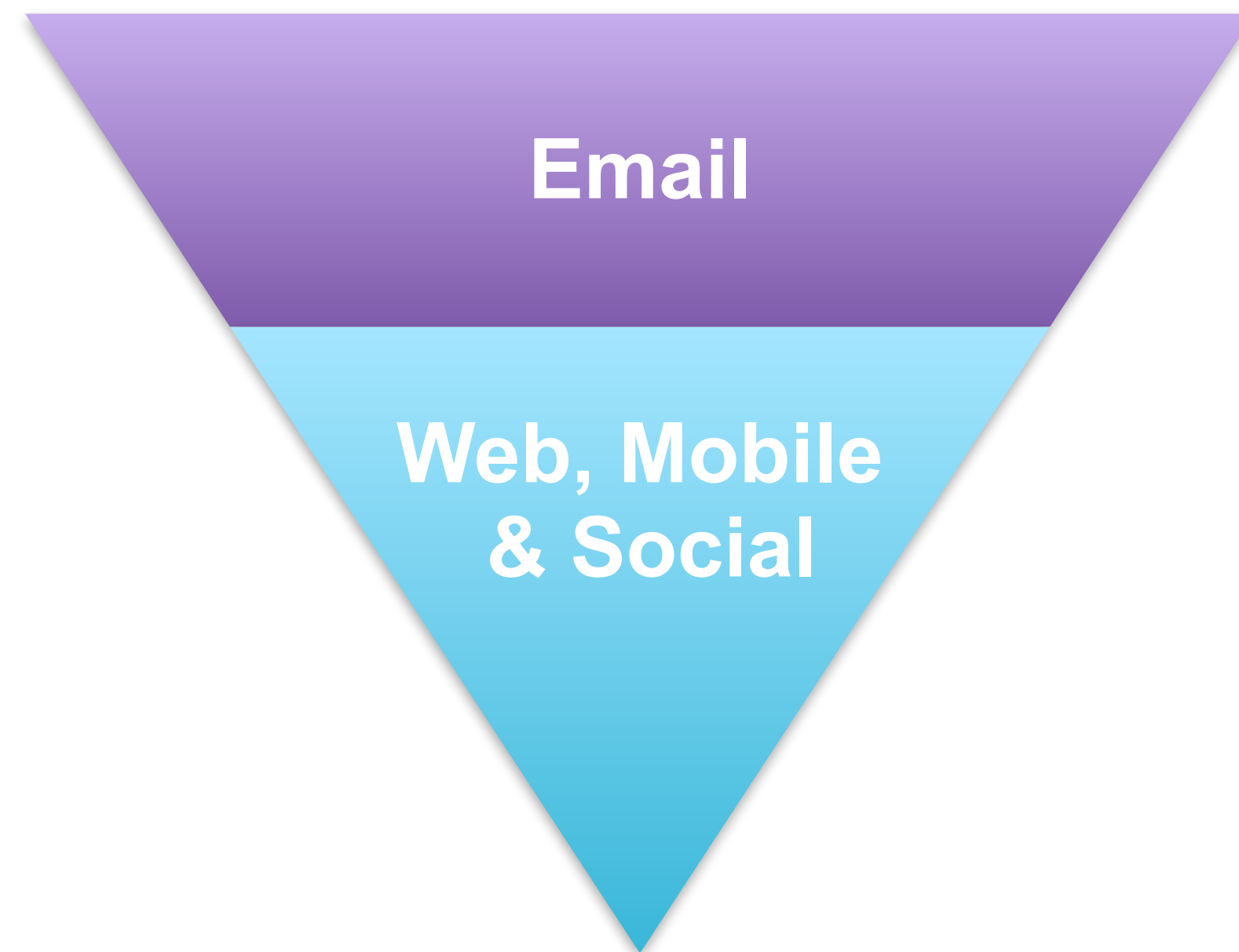
Best for
video

Best for
image

Best for
B2C

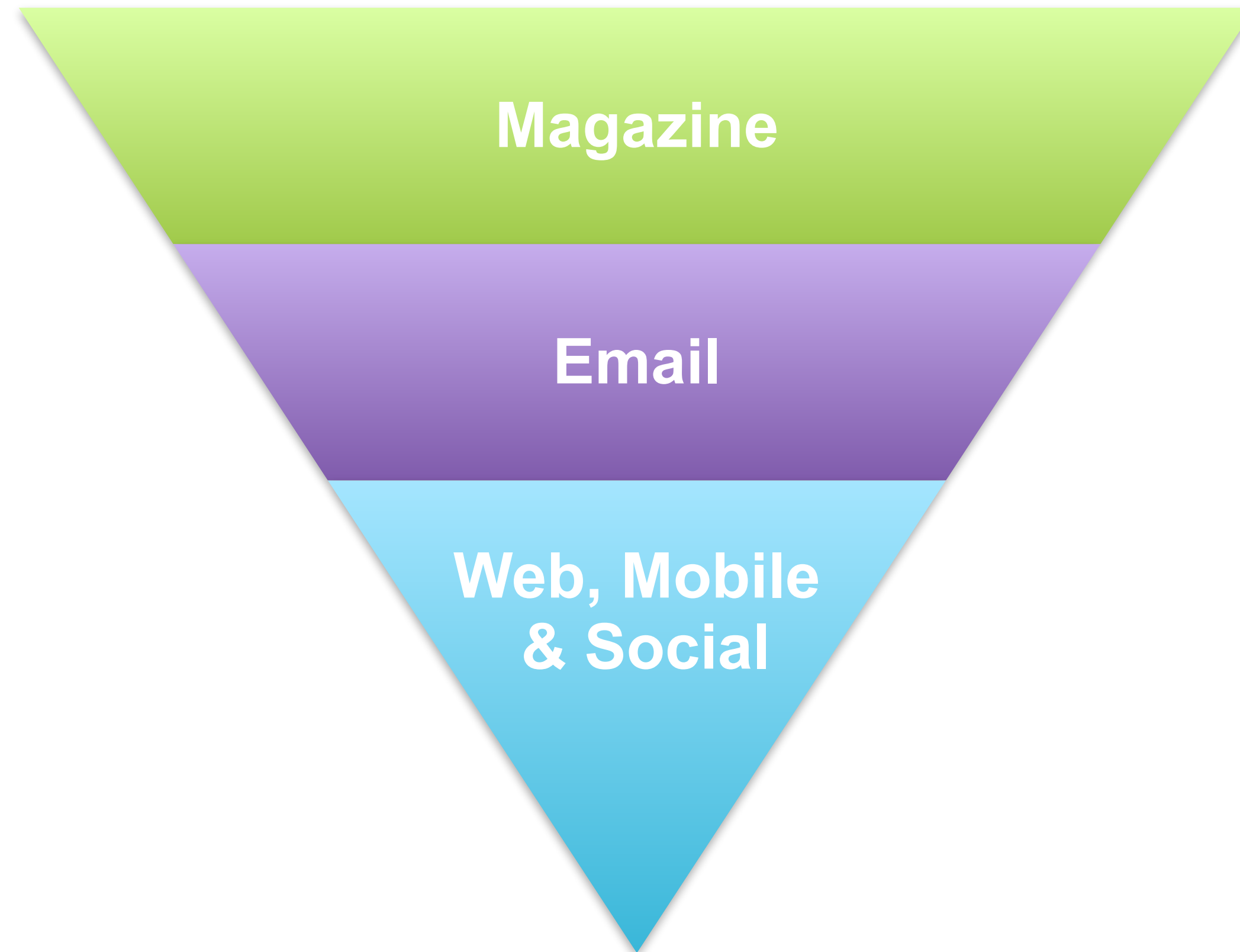
Best for
B2B

THEN



NOW

THEN



NOW

Any language ▾

Any type ▾



BROWSE

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[New arrivals](#)
[Most discussed](#)
[Most bookmarked](#)

TIME

[All time](#)
[Today](#)
[This week](#)
[This month](#)

CATEGORY

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[Auto & Vehicles](#)
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All categories This month's Most popular



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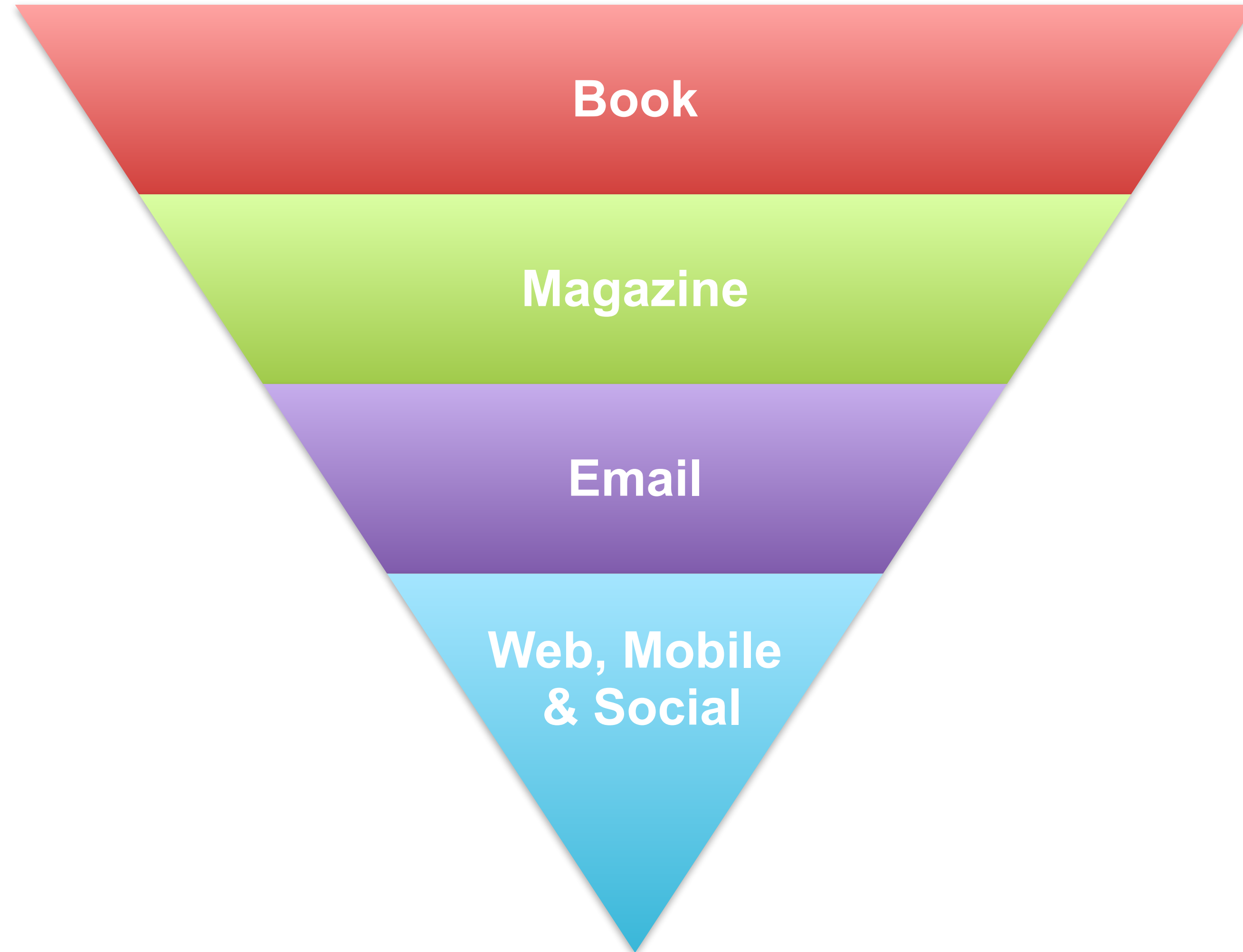
Gazeta bezpłatna

By [radioelka](#)

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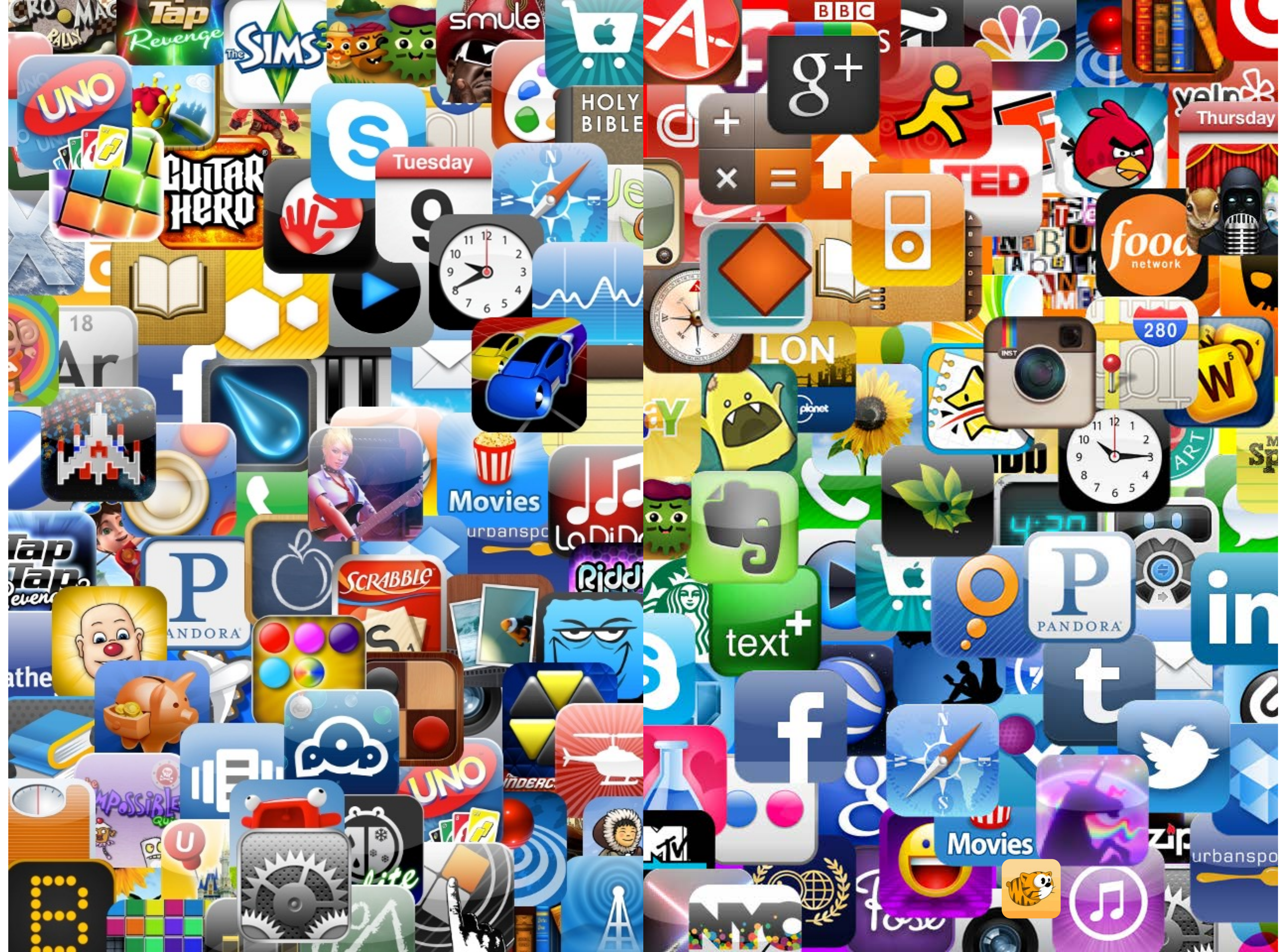


THEN



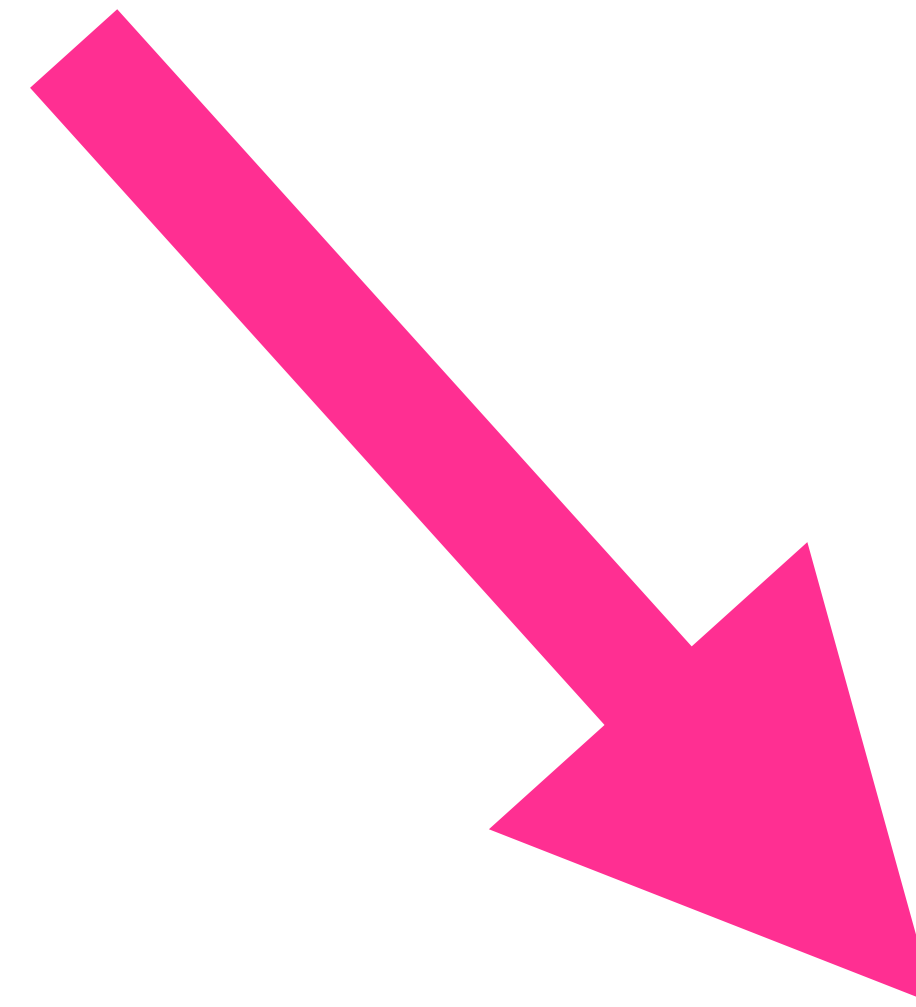
NOW

4. Discovery



DISCOVERY

How to
get found?



discovery |dis'kəvərē|noun
(pl. discoveries)

- the process of finding what you want or do
not know you want.

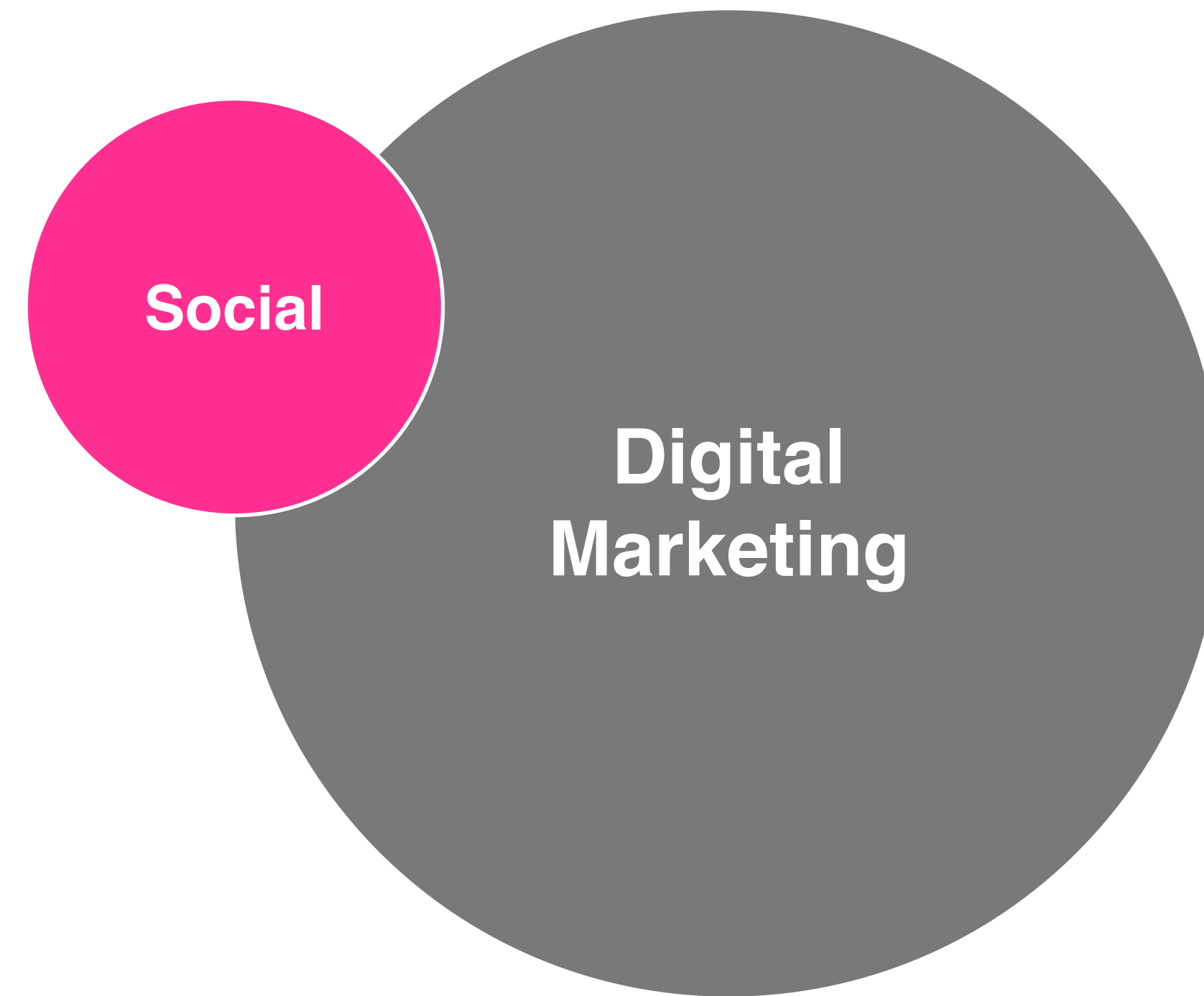
discovery |dis'kəvərē|noun
(pl. discoveries)

– the process of finding what you want or do
not know you want.

WEBSITE Forum BLOG
Technology media video
SOCIAL MEDIA user
CONTENT
SHARE NETWORK TREND
APP ONLINE Follower
INFORMATION SEO
MARKETING
HOMEPAGE **KING**
COMMUNICATION
RELATIONSHIP DOMAIN



5. Digital Marketing

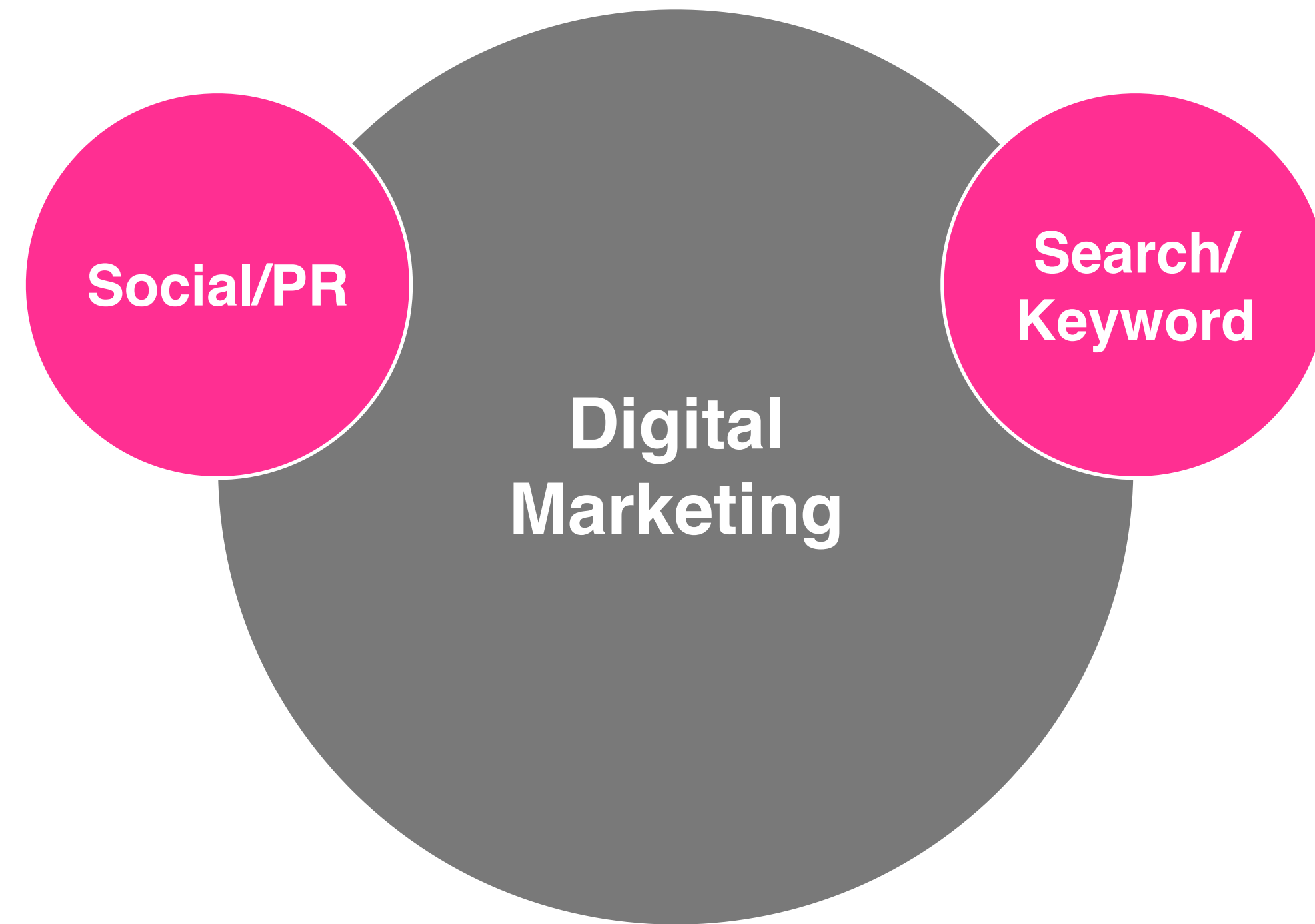




I  YOU

90% of consumers trust
peer recommendations
while only 14% trust ads

Source: Facebook, Grunwald
Associates, Nielsen, *Marketing to
the Social Web*, Socialnomics





earphone with microphone



Advanced search

Search

About 8,270,000 results (0.32 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Brooklyn, NY
11217

Change location

Any time

Past hour

Past 24 hours

Past week

Past month

Past 3 months

Past year

Custom range...

All results

Sites with images

More search tools

Earphones With Microphones | Skullcandy.com

www.skullcandy.com/Microphone

Mic'd Earphones for Smart Phones, Lifetime Warranty & Free Shipping!
Free Beanie w/ Purchases Over \$50 - Mic'd Headphones - 25% Off Select Items

Earphone | radioshack.com

www.radioshack.com

radioshack.com is rated ★★★★★ 6,865 reviews
Shop Our Selection Of Earphones Today At Your Local RadioShack®!

Bose® Headphones | Bose.com

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Earphone Microphone - Compare Prices, Reviews and Buy at ...

www.nextag.com/earphone-microphone/compare.html

Matches 1 - 30 of 821 – Earphone Microphone - 821 results like the Earphone For Tungsten C, W, Multimedia Headset with Microphone, NDS Lite earphone with ...

Shopping results for earphone with microphone



JLab J3m- Black
JBuds J3m
Micro Atomic In-

\$7



Apple
Earphones with
Remote and Mic

★★★★★ 121
\$10

Find nearby



MEElectronics
M2P Earset -
Stereo - Black -

★★★★★ 31
\$6

Find nearby



Skullcandy
50/50 headset -
In-ear ear-bud,

★★★★★ 37
\$27

Find nearby



iMicro SP-IM942
Multimedia
Stereo

\$4

Find nearby

Ads

Ads



Apple Earphones with
Remote and Mic - White
\$9.95 - All4Cellular



JBuds J3M Micro Atomic
In-Ear Earphones with ...
\$25.18 - Amazon.com
Free Shipping on
Qualified Orders!



Jbuds J3m Micro Atomic
In-ear Earphones W/ Mic
\$36.49 - eBay
Great Deals on
Electronics!

Ear Phone With Mic

www.amazon.com

amazon.com is rated ★★★★★
Buy ear phone with mic at Amazon!
Qualified orders over \$25 ship free

Microphone and headphone

www.walmart.com/Camera-Microphones

walmart.com is rated ★★★★★
Everyday Low Prices on Cameras
Microphone And Headphone.

Shure Headset

www.sweetwater.com

sweetwater.com is rated ★★★★★
Free Shipping On Most Items And



earphone with microphone



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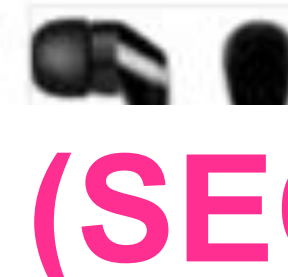


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Organic (SEO)

Ads

Ads



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Remote and Mic - White
\$9.95 - All4Cellular



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Microphone and headphone

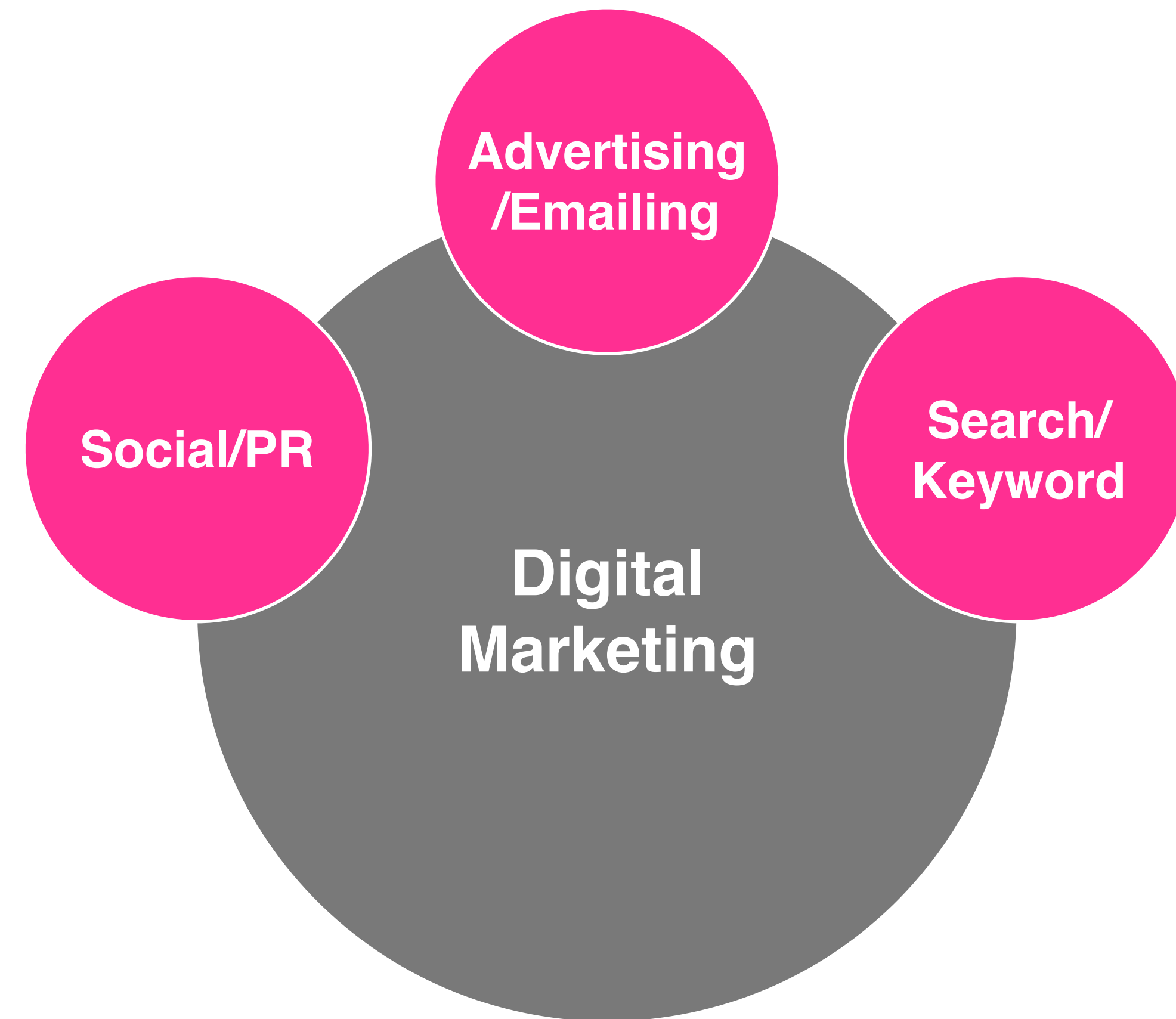
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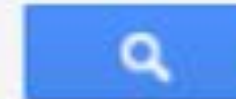
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earphone with microphone



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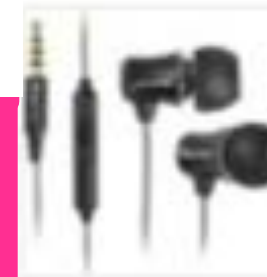


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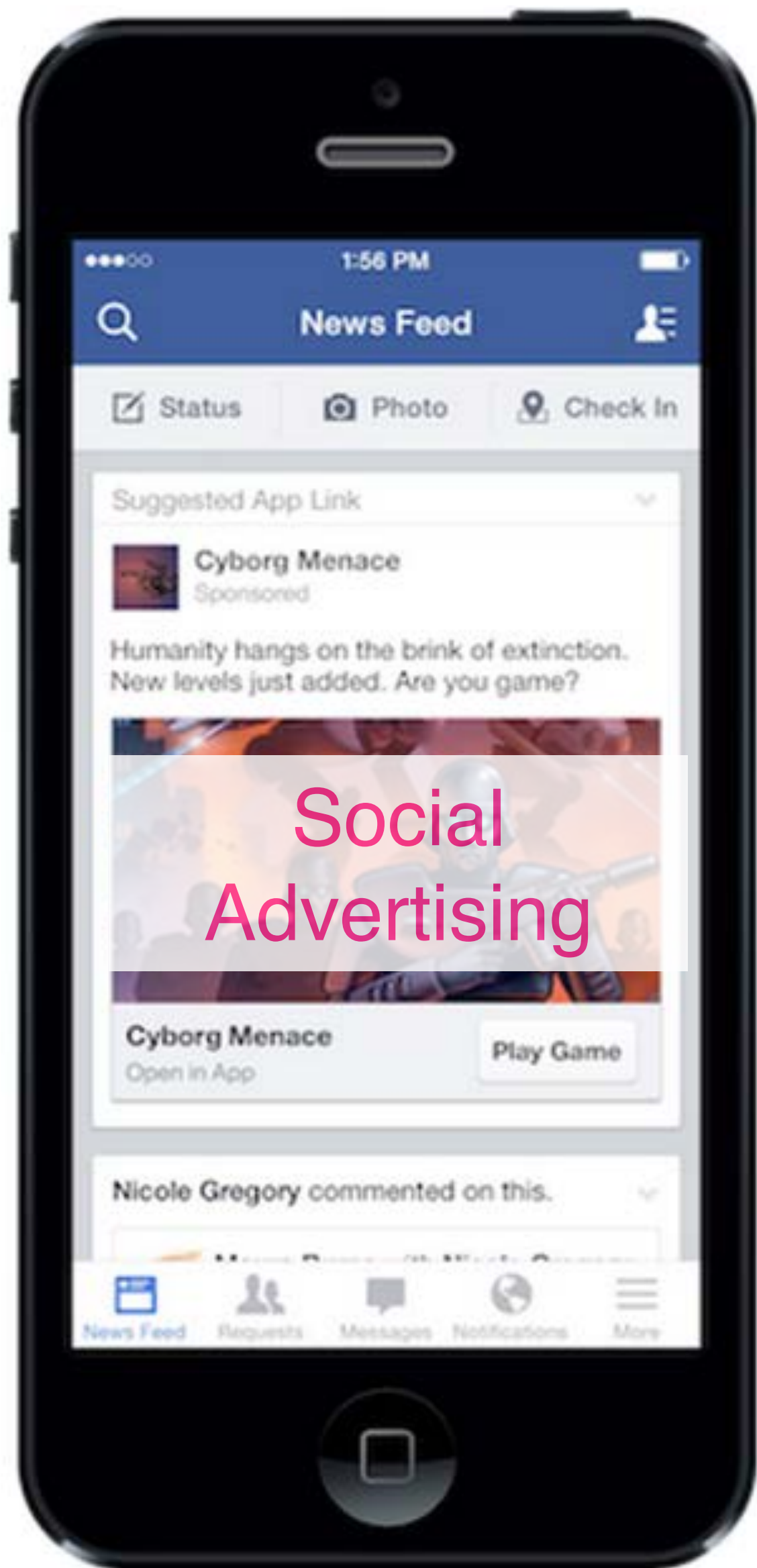
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Shure Headset

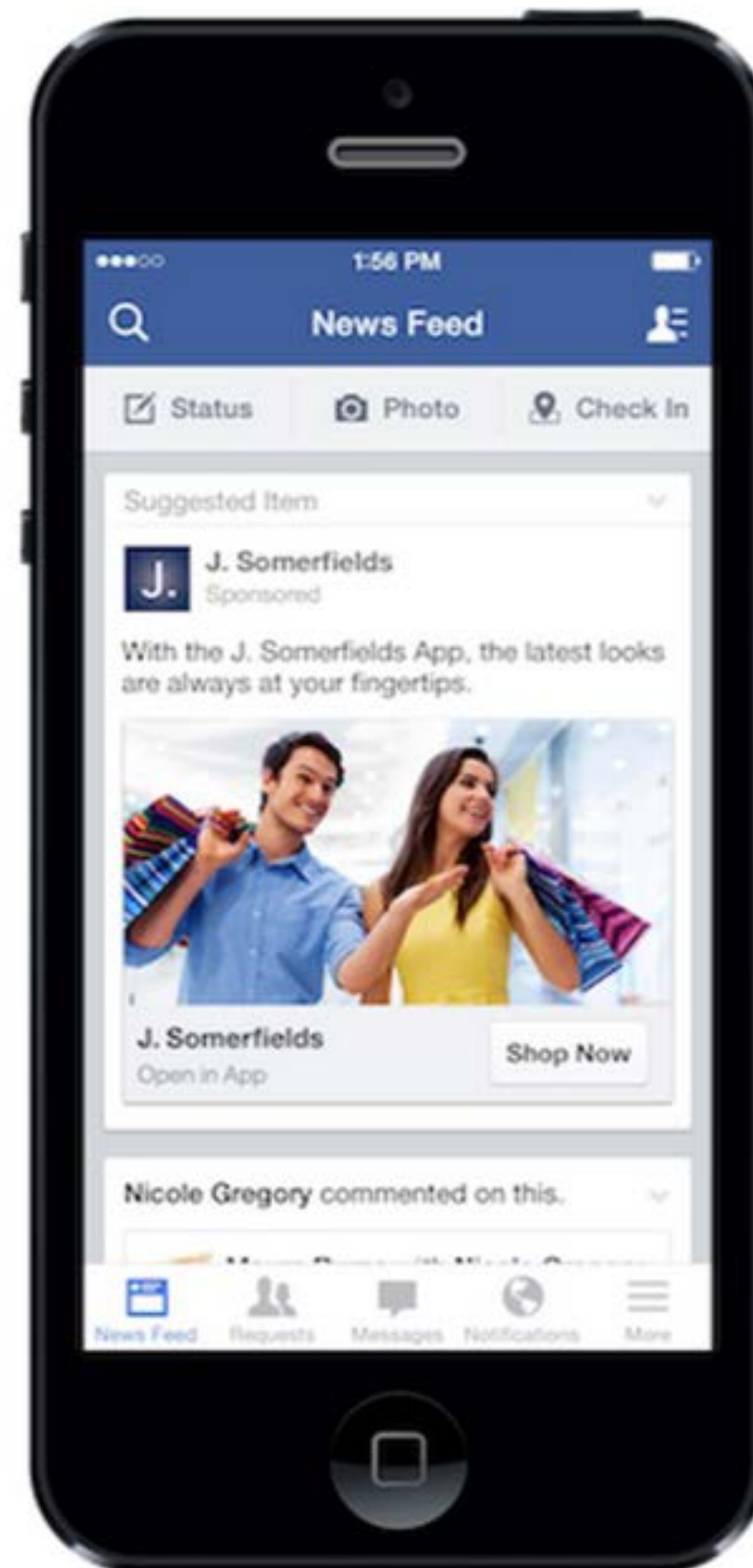
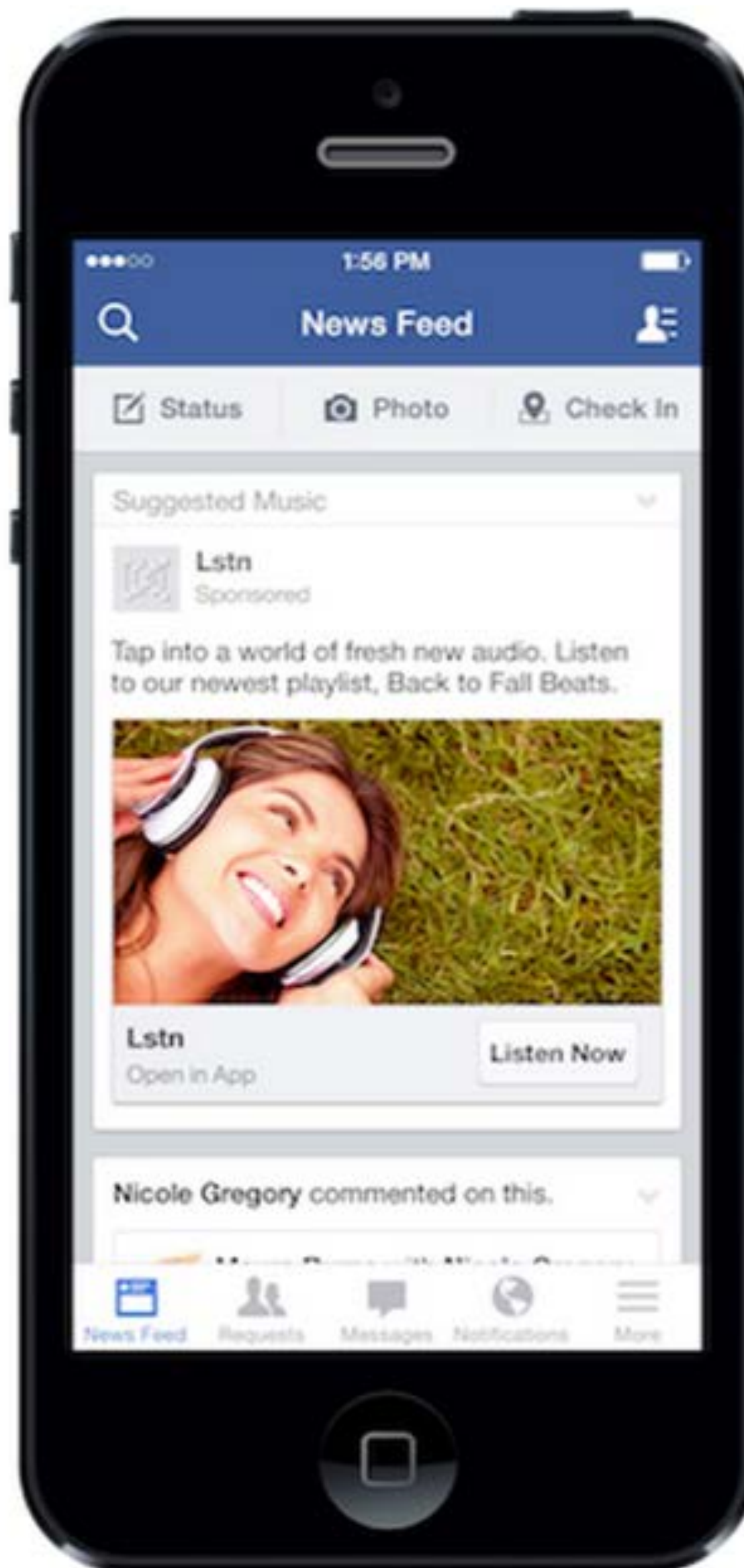
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Paid (SEM)



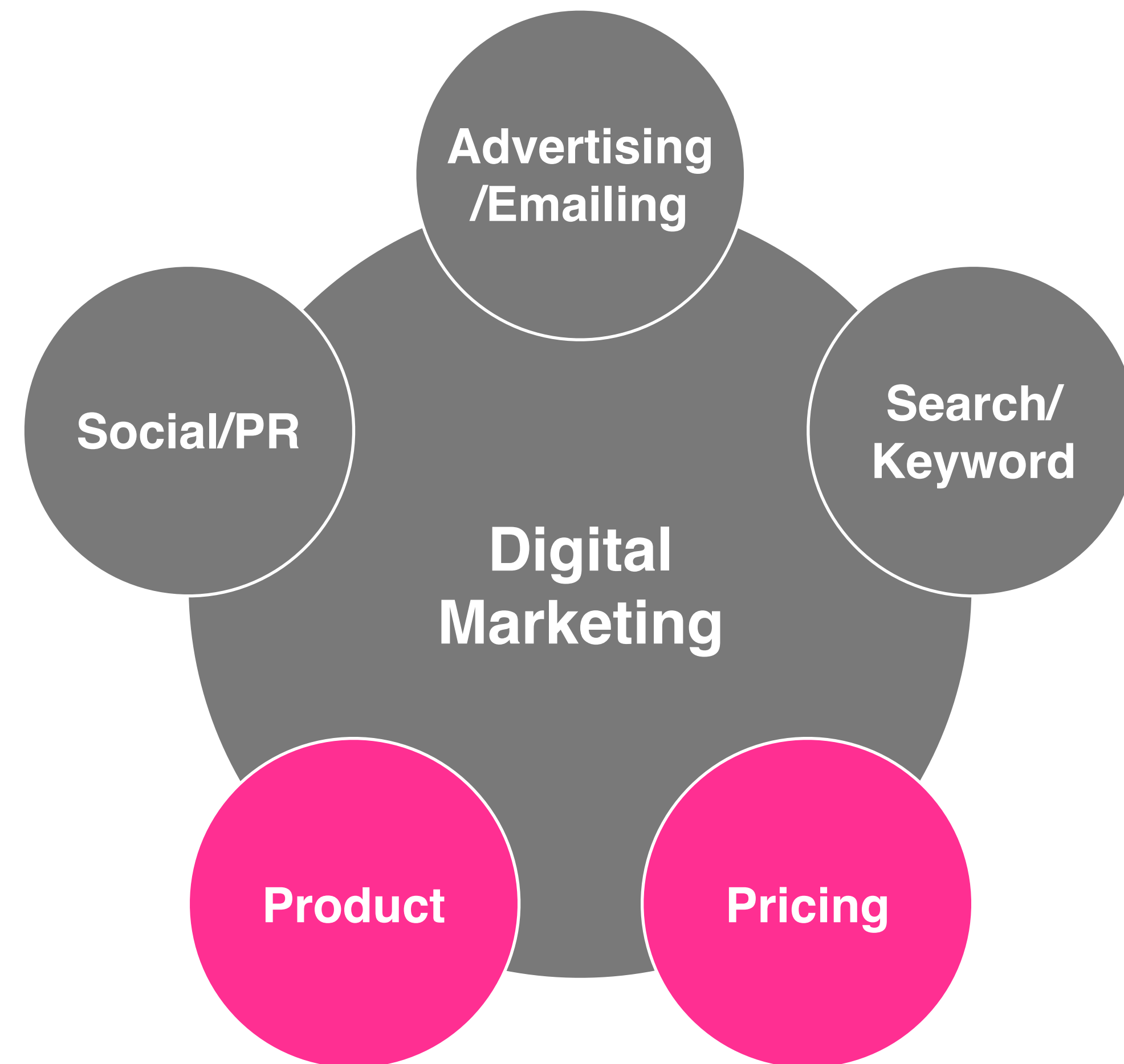
Social
Advertising







Show your customers that you care.
Send them cool offers!



Merchandizing

Bible

By LifeChurch.tv

[View More by This Developer](#)

Open iTunes to buy and download apps.



+ \$5.99 Buy

+ This app is designed for both iPhone and iPad

Offers Apple Watch App for iPhone

FreeCategory: [Reference](#)

Updated: Jun 18, 2015

Version: 6.0

Size: 36.7 MB

Apple Watch: Yes

Languages: English, Afrikaans, Albanian, Arabic, Bokmål, Norwegian, Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, Finnish, French, German, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian, Malay, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Ukrainian, Vietnamese

Seller: LifeChurch.tv

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[Rated 4+](#)**Compatibility:** Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.**Customer Ratings**

Current Version:

★★★★★ 1773 Ratings

All Versions:

★★★★★ 764023 Ratings

Description

On more than 180 million devices around the world, people are reading, listening to, watching, and sharing the Bible using the #1 rated Bible App—completely free. Over 1,000 Bible versions, in hundreds of languages. Hundreds of Reading Plans, in over 40 languages. Add your own Verse Images, highlights, bookmarks, and public or private

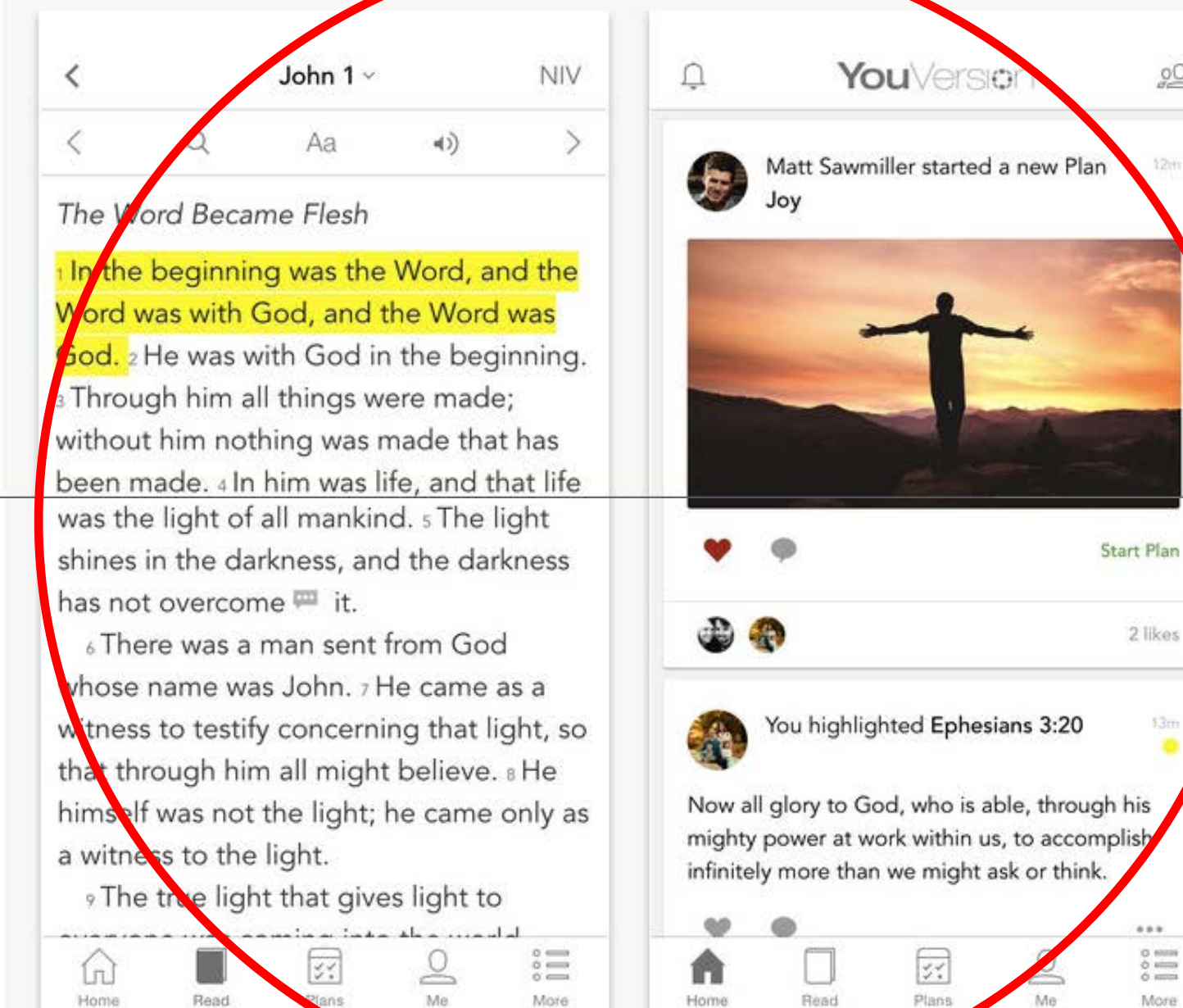
[LifeChurch.tv Web Site](#) [Bible Support](#)[...More](#)**What's New in Version 6.0**

Completely reimaged to be the best Bible App ever for your iPhone, iPad, iPod, and Apple Watch.

- Simpler navigation: Crisp, clean menus put you just one tap away from the things you do most.

[...More](#)**Screenshots**

iPhone | iPad

**Customer Reviews**Love it!!! ★★★★★
by Aksnowbunnyyy

I have 3 different bible apps I use depending on my preference and what type of style I prefer at the time, I do love almost everything about this bible app. I especially like the new and improved updates that have taken place recently. Thank you for making it have a cleaner interface! Also, thank you for making the audio work because the

[...More](#)**mediaIDEAS**

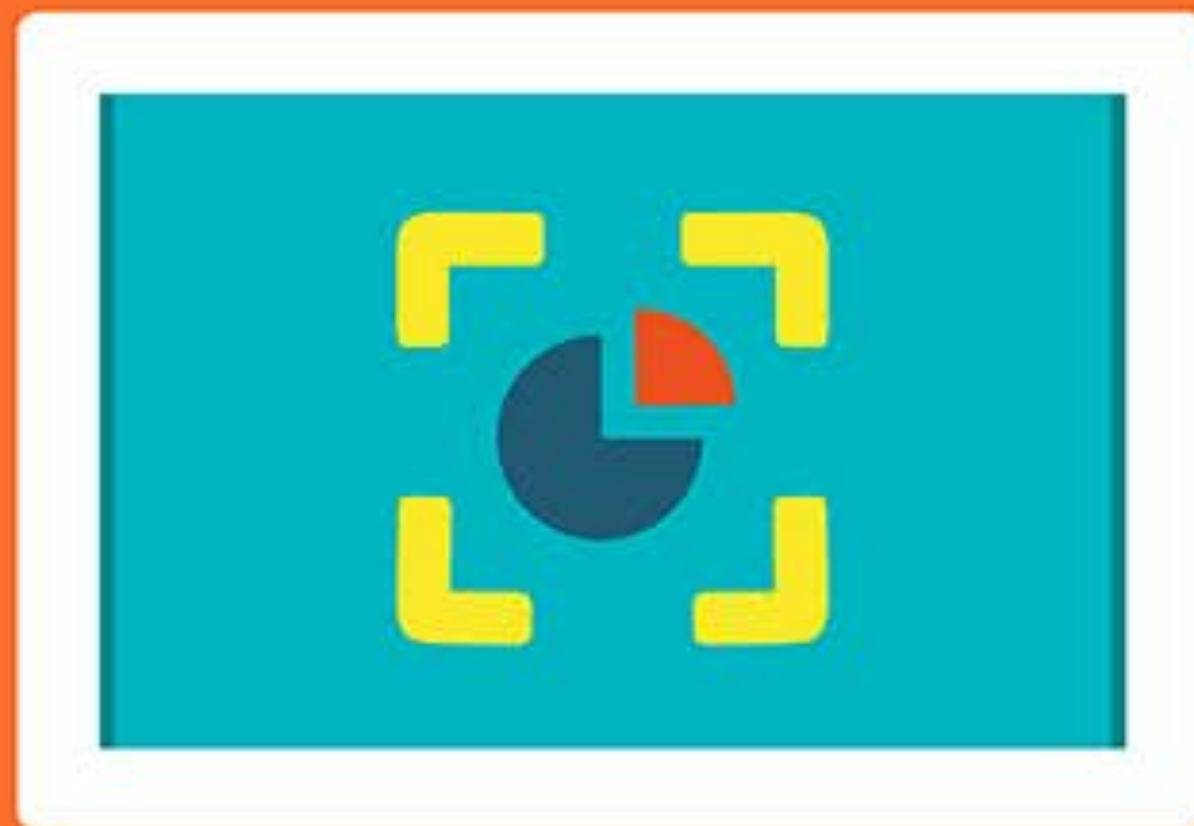
envisioning the future of publishing

Discovery

- Content
- Social Media
- Search
- Advertising (SEM & Social)
- Merchandising (images, titles and text, price, ratings and reviews)



6. Analytics



Performance



Competitors



Top 5 Google Analytics Metrics To Monitor



SESSIONS

In Google Analytics, a "session" refers to a group of interactions that take place on your website within a given a time frame (usually 30 minutes.)

A session ends when a user either becomes inactive for 30 minutes or at midnight.

Knowing the number of sessions your website receives is vital as it lets you know just how many times your website has been visited.

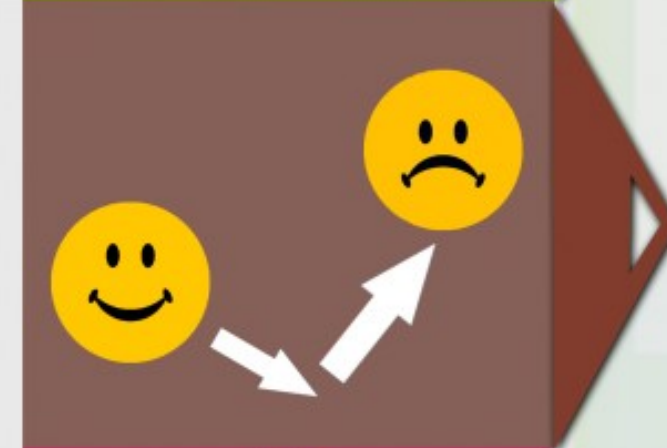


USERS

Google Analytics classes a user as somebody who has had "at least one session within the selected date range. Users are classified as new and returning visitors

Knowing the exact numbers of new and returning visitors is important for anyone who may have just launched a new marketing campaign as a large number of "new visitors" indicates that your campaign is working.

If it's not a new campaign than new and returning visitors figures should be balanced indicating that they enjoy the existing content.



BOUNCE RATE

In simple terms, bounce rate is when a user only visits one page of your website before leaving and is calculated by tracking the amount of users who leave your site from the page they entered on.

As most users will enter your site through your landing page, it is always a good idea to check the bounce rate of this particular page to ensure it is doing its job effectively. A high bounce rate on a landing page indicates that some work needs to be done in order to stop visitors from clicking that exit button.



ENGAGEMENT

How your users engage with your site is extremely valuable information. One of the best ways to measure this engagement is by finding out just how long visitors are spending on your site and what content is the most popular.

If you have a blog, you want this figure to be a longer period of time as it means that people are enjoying what they are reading and are taking the time to read other posts. For other websites, such as online travel agents or banks, shorter periods of time are better as this indicates the website is well laid out and that customers can complete their purchases and transactions quickly.



TRAFFIC & REFERRALS

Knowing where the visitors on your site are coming from is important as it will let you know which platforms are most effectively helping you to you reach your audience.

- Organic – the user found your website using certain key words
- Direct – the user typed your site's URL into the browser
- Social – the user clicked a link to your website from a social media platform
- Referral – the user clicked a link on another website and was brought to your site
- Paid search – the user came to your website via a Google AdWords ad or another paid, online campaign.



**KEEP
CALM
AND
TEST
EVERYTHING**

Project

Digital Publishing

First Milestone

- Create a social media/SEM ad of 3 short phrases (≤ 6 words/phrase) to promote your brand.
- Create a social media/SEM ads of 3 short phrases (≤ 6 words/phrase) to promote one of your three products/services.

AD: 3 Components

Offer - Connection - Call to Action

Second Milestone

- Week 4 you have 3 very negative posts on Facebook, including this one:
“I had a horrible experience with _____. I felt that I wasted my money on it. I also tried to reach customer support and spent 2 hours on the phone without getting the support I was looking for...”
- What do you do (digital marketing wise of course)?

The Basics

- Name of your brand?
- Tagline of your brand?
- 3 words to describe your audience ?
- 3 products you are selling/giving?



Do you have the Right...

Digital Business Model

Digital Marketing

- Keywords
- Advertising
- Social Strategy
- Name, Icons & Description
- Pricing
- Ratings/Reviews Strategy

Content

- Quality
- Updates

Analytics/KPIs



david@mediaideas.net