

Editorial Marketing in Post-Truth Digital Era

Several practical suggestions
which always work
but are most often neglected

The Darkest Mirror Ever

(ref. not to the Netflix series but to 1Cor.13:12)



- ▶ I am neither Ray Kurzweil nor Michio Kaku to give you the receipts what's going to work and what's not in the nearest and distant future.
- ▶ Our world is changing too fast to allow us following the cutting edge of technologies all the time (sacrificing all that you've done by now)
- ▶ The date is set - [Technological singularity](#) before 2040!
- ▶ How not to get trapped in this realm of rapidly changing technologies, habits, rules and realities of modern publishing?
- ▶ How to compete with Google

Media in the III Millennium

Challenges to the modern publishers

- offer keywords and ideas for further search
- offer competent views and opinions
- offer people rather than events (“rumors effect”)
- offer interactivity

How can traditional media successfully compete with

Google™?



Things That Never Fail even in VUCA world

- ▶ VUCA world - volatility, uncertainty, complexity and ambiguity
- ▶ I suggest we focus on **two groups** of ideas and methods:
 - ▶ Keeping the basic principles which still (and will ever!) **work for any media** - be it a printed magazine, a web site, a radio program/podcast or a vlog on YouTube
 - ▶ Following your common sense while Listening to the Lord and walking along His ways
- ▶ Guess what - this is what most of the editorial teams tend to neglect the most!

Main tasks of your editorial work (whether you want it or not)

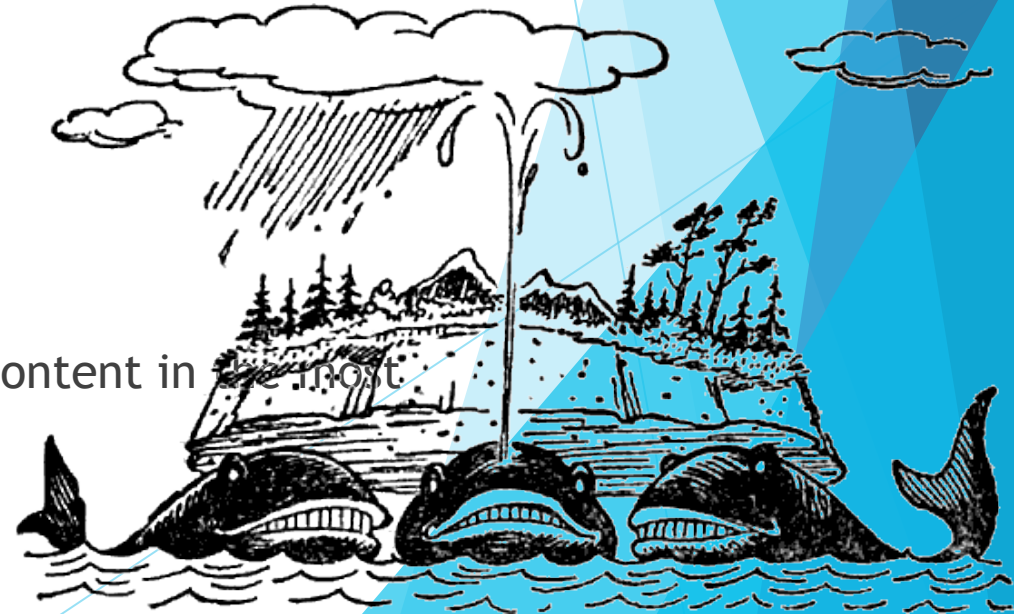
- ▶ Mind Your Publication - what you do
- ▶ Mind Your Reader/listener/viewer - who you do it for
- ▶ Mind Your Team - who you do it with
- ▶ Mind Your Information Sources - who you follow
- ▶ Mind Your Instruments/Values - how you do it

Poll: What is the main purpose of any media project?

- Educate people on the subject
- Change audience's worldview/behavior/life
- Teach/give certain practical skills
- Make difference in the world
- Make people spend their time with your project

Mind Your Publication - what you do

- ▶ What makes your publication good?
- ▶ The 3 whales of any piece of media
 - who I do it for
 - what they want to hear
 - what I want to say and why
- ▶ This shapes every aspect of your publication - topical range, language, design, frequency, etc.
- ▶ Never do your publication if you want to
 - express the creative potential of yourself / your team
 - change the reader's mindset/life/attitudes (especially in digital media - 2s click away danger!)
 - please your publisher/sponsor/organization/spiritual leaders - you can if you want to focus on just one reader!
- ▶ Mind service, not a product - reader should get his favorite content in the most suitable format.
- ▶ Move above the content



Media in the III Millennium

Moving above the content means to...

- **learn** to get from the community the information about the closest topics
- **find out**, assemble, and check the reader's reaction on information by analyzing various sources
- **dig deeper**, weigh opinions more thoroughly, look for the topics longer.

- **shift** from content providers to community discussion facilitators
- **develop** skills of community management
- **bring** together bloggers, social media and official sources
- **establish** rules for information supply and processing



Mind Your Reader/listener/viewer – who you do it for

- ▶ The better you know the better you do
- ▶ Not a bunch statistical figures but a person:
personalize and visualize!
 - ▶ mentality
 - ▶ habits
 - ▶ lifestyle
 - ▶ interests
 - ▶ perception peculiarities
 - ▶ etc.
- ▶ Look at every publication thru his/her, NOT your eyes



Mind Your Team - who you do it with

- ▶ Unity as an absolute key to success
- ▶ Each should have the same vision, same goals, follow the same strategy, same target group (try it - gaining unity of your team on its own gives 25% growth in effectiveness of work and thus in quality of publication!)
- ▶ Yet value the personality! People want to listen to people
- ▶ Create personal brands
- ▶ Go interactive as much as you can
- ▶ Make your team the least vulnerable to various persuasive technologies
 - Why social media is NOT just gossiping online: there's no person who can not be persuaded in anything (© Stanford Persuasive Tech Lab)
 - Practical suggestions - newsfeed, balanced choice of info sources, opinion spectrum



Mind Your Information Sources – who you follow

- ▶ Becomes extremely important in the post-truth era
- ▶ 3 questions you should always ask yourself when work with info sources
 1. Why did I get this info?
 2. Who did I get it from?
 3. What is the purpose of sharing this info with me?
- ▶ Analyze this!
 - Try to always hear the opposite sides
 - Project the information back on its source and try to figure out motives and hidden agenda behind it
 - Avoid reposting fake stuff
 - Test both text and media files for authenticity
 - Choose communication channels carefully



Mind Your Instruments/Values – how you do it

- ▶ In choosing from the variety of digital services and resources always follow your tasks and goals.
- ▶ Start from objectives and end up with specific resource and media environment - NOT vice versa!
- ▶ How to fight the lies? - The truth is always the cheapest solution. The further you go from that truth line the more you're going to pay for this virtual reality!

Questions?..

Thank
you!

