

# HOW TO SUCCEED WITH A PAID CONTENT STRATEGY

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# YOUR MODERATOR: JOSS CRIPPS



- ❖ 20 years' in publishing and media
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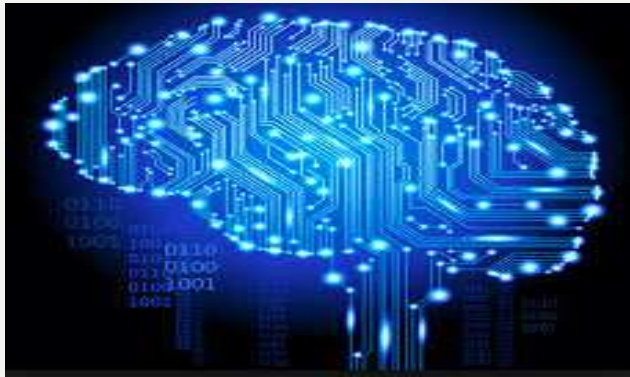




2000s

Today

# HOW IS CONSUMER BUYING BEHAVIOUR CHANGING?



# HOW HAS DIGITAL TECHNOLOGY CHANGED CONSUMER BEHAVIOUR?

Customers are led by the opinions of their 'friends' or 'followers'.

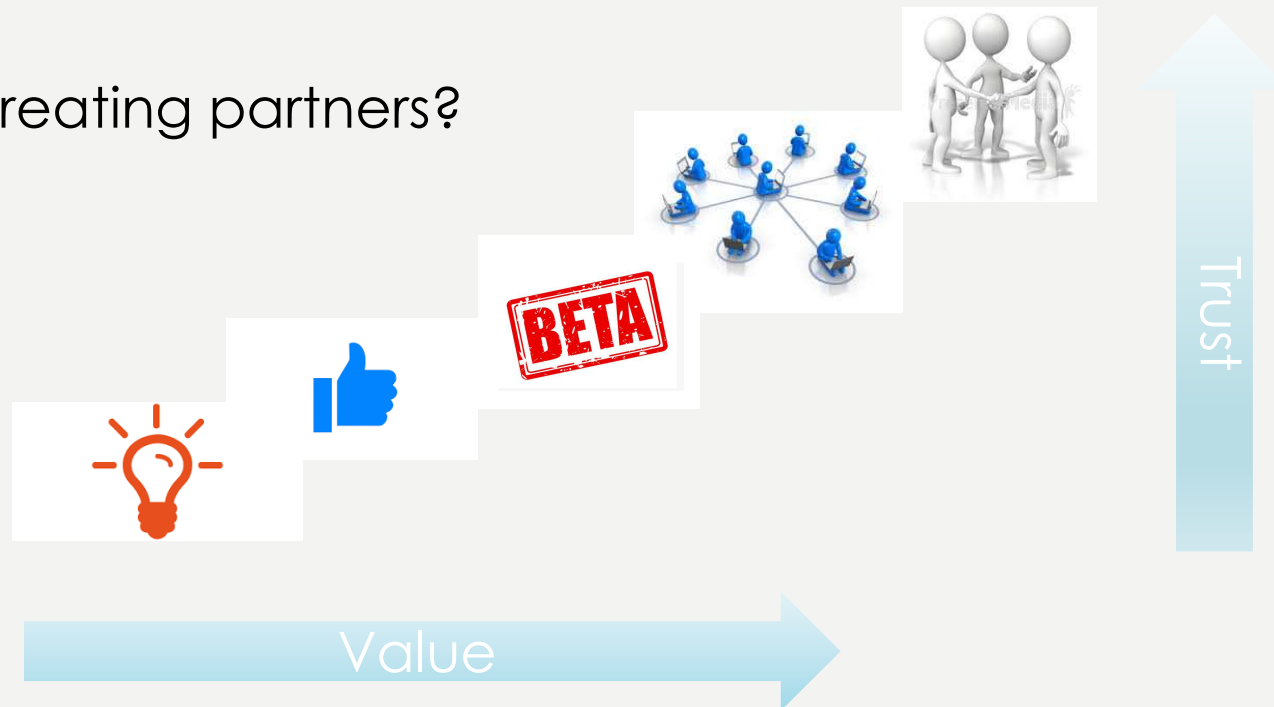
Consumers are exercising their data rights.

Customer expectations are rising.

All customers are becoming multichannel users.

# HOW DO YOU THINK ABOUT CUSTOMERS IN YOUR ORGANISATION

Value-creating partners?



# RIP UP THE RULE BOOK..

Here's some guidance

1. Be clear about why people should pay for your content.
2. Get granular.
3. Deliver a seamless introductory experience.
4. Nurture customers from the get-go.
5. Exceed customer expectations.
6. Be prepared to change your mind.









# BE CLEAR WHY PEOPLE SHOULD PAY FOR YOUR CONTENT?

“If you’re going to be paid for, you have to have that key kernel of difference from your competitors - find out what makes you different and focus on that. The ones that have made a success of paid models have been really specialist.”

Alan Hunter Head of Digital, Times & Sunday Times



# GET GRANULAR

	VOLUME	PRICE	C?R
I. Light package			
I. Free trial			
I. Paid trial for £1/\$1/€1	 +15%!		

# DELIVER A SEAMLESS INTRODUCTORY EXPERIENCE.

- ❖ Paying any amount raises expectations of quality.
- ❖ Focus on gain creators and pain relievers.
- ❖ User journey mapping.



# NURTURE CUSTOMERS FROM THE GET-GO.

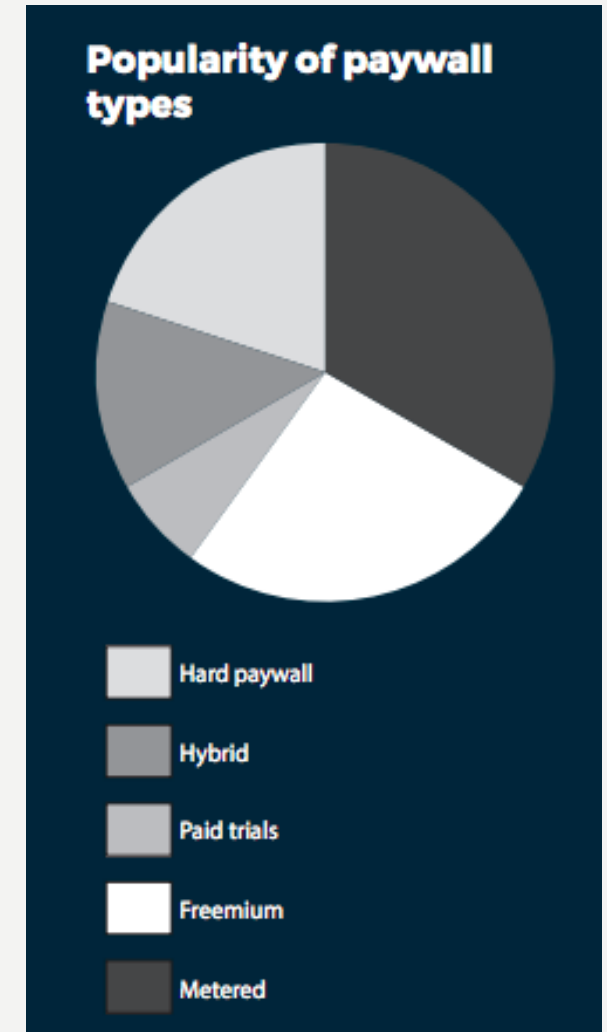
- ❖ Are you helping them discover relevant content and tools?
- ❖ Are they on the the most appropriate tariff?
- ❖ Red flag metrics to show when subscribers are dis-engaging.
- ❖ KPIs which put customer in focus across the organisation.

# EXCEED CUSTOMER EXPECTATIONS.

Customers have high expectations for	2013	2017	2020
Personalisation	4%	31%	88%
Ease	11%	47%	90%
Speed	4%	24%	77%

# BE PREPARED TO CHANGE

- ❖ It generally takes more than two or three years to test, adapt or change the paid model until the right proposition is found.
- ❖ Conversion from free to paid readership lies at the core of most paid content strategies.
- ❖ Other models: patronage, crowd funding.



Source: The Media Briefing

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# **CASE STUDY**

**THE ECONOMIST: BRAND RESPONSE**

# The challenge: re-ignite subscription growth

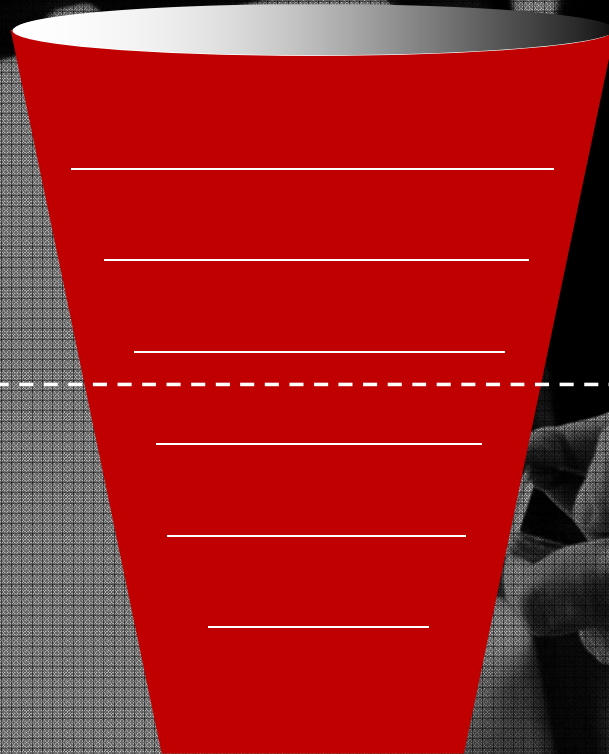
Digital  
display

Social

Email

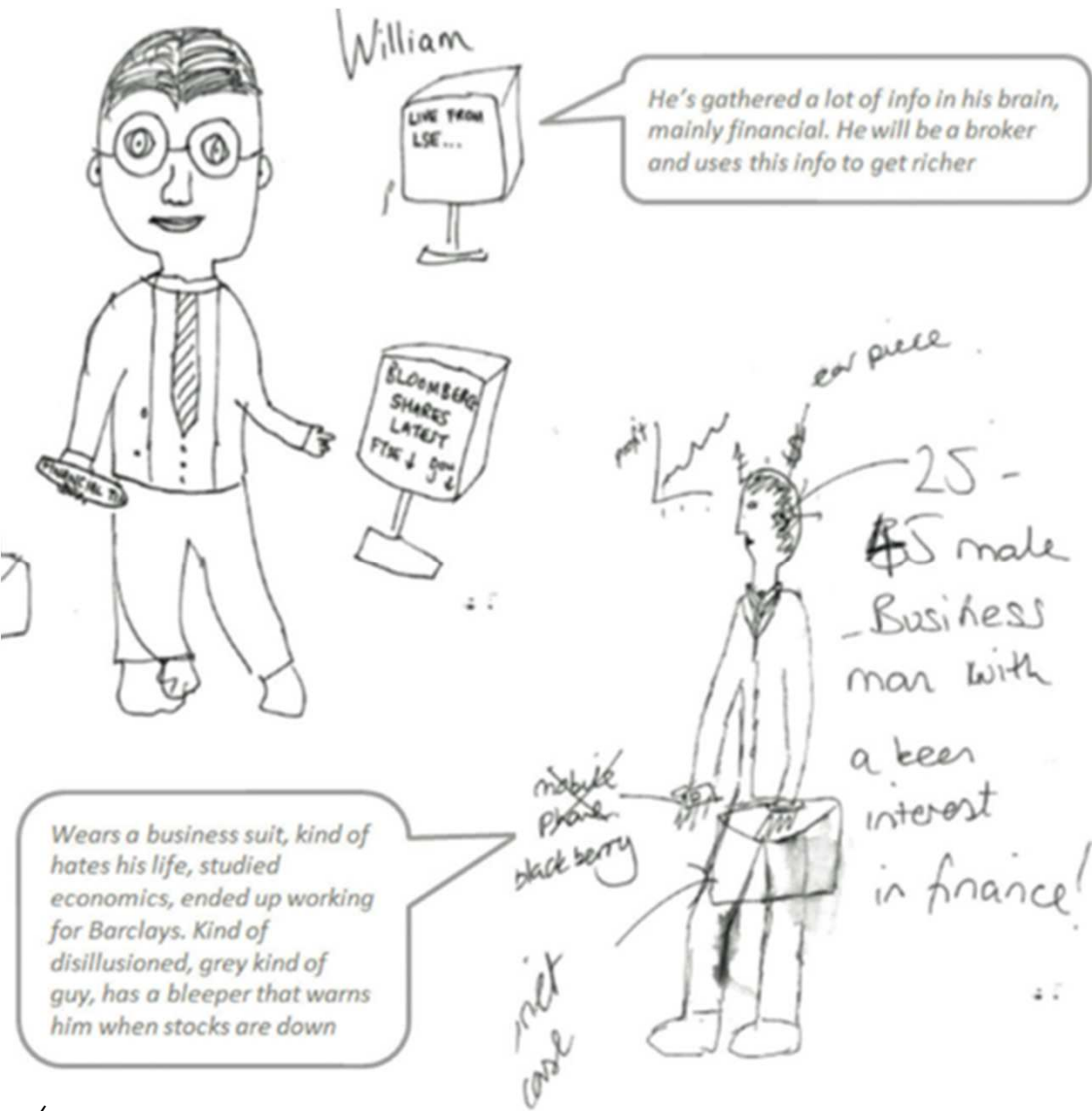
Search

Order page



2009-14: Dazzled by the ROMI tracking power of digital, most of the investment went to activation channels.

Demand suffered.  
Subscriptions flatlined.



Those who did know of The Economist, thought it was irrelevant to them.

An image-challenge caused by one of the world's most loved ad campaigns.





“I never read  
The Economist.”

Management trainee. Aged 42.

BA, FCA, PhD, MBA, PM.

(A selection of our readers' letters.)

The Economist

# They looked to subscribers for inspiration

**“Which statements best describe your main motivations in subscribing to The Economist?”**

What motivates subscribers to pay is clear: they want to understand what is going on so that they can act or be prepared to act.

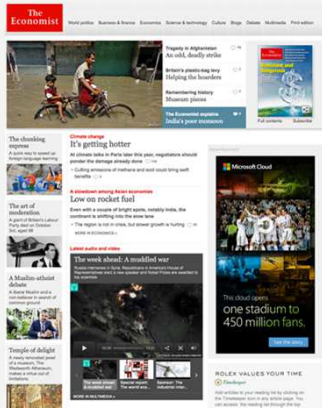


## The same held true for prospects

People feel uncertain and unprepared. They want to be informed and confident in their views - they are seeking self-assuredness from many sources.

They can get that from *The Economist*, but it was not on their radar.

# Prospects were not coming to *The Economist*: so *The Economist* decided to take their content to the audience



## Profiling

- DMP
- 1<sup>st</sup> party data



## Behaviour

- Logged in/not logged in
- Registered/non
- Engaged/non

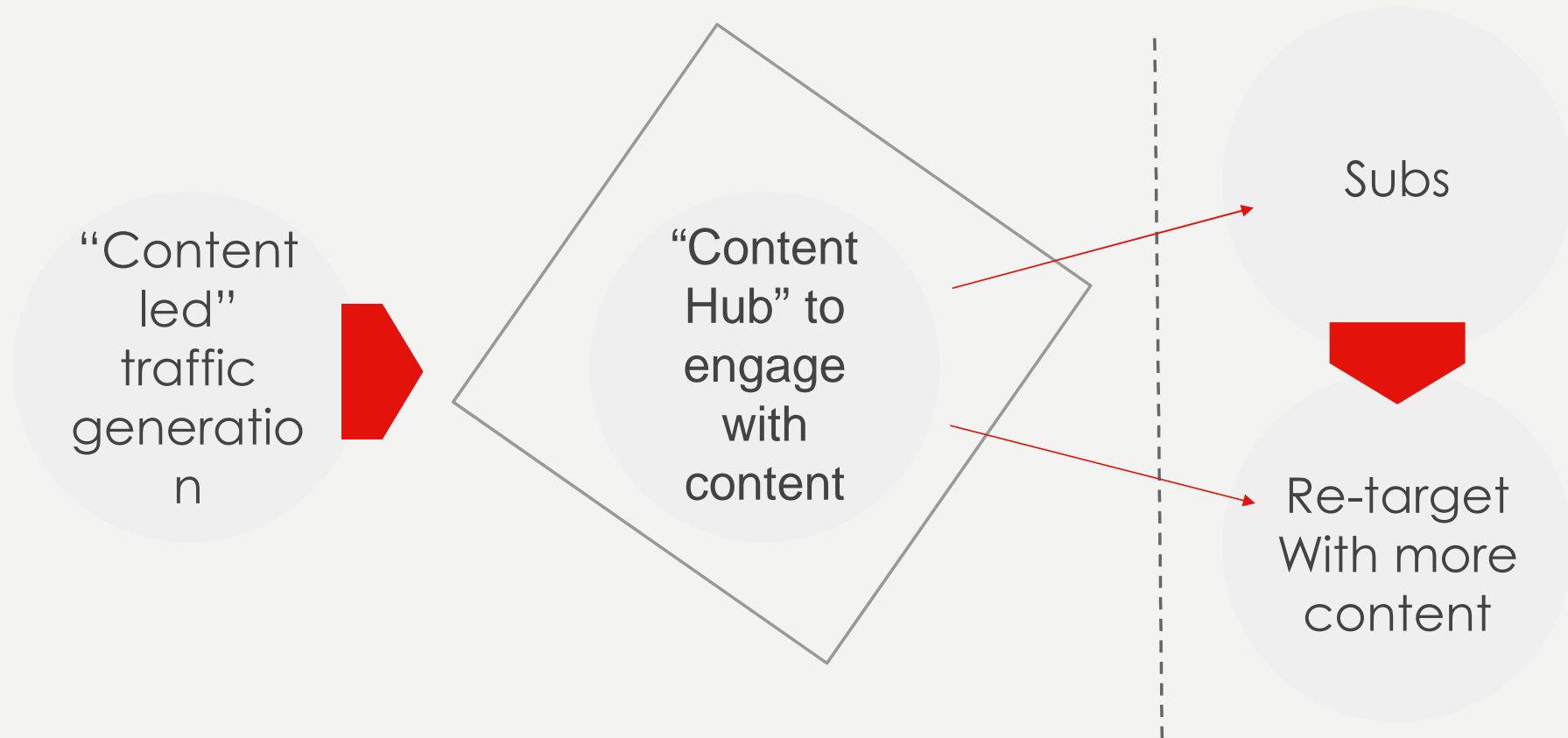


- Suppress existing subscribers
- Core budget at warm
- Incremental spend at colder profiles

## Lookalike Modeling



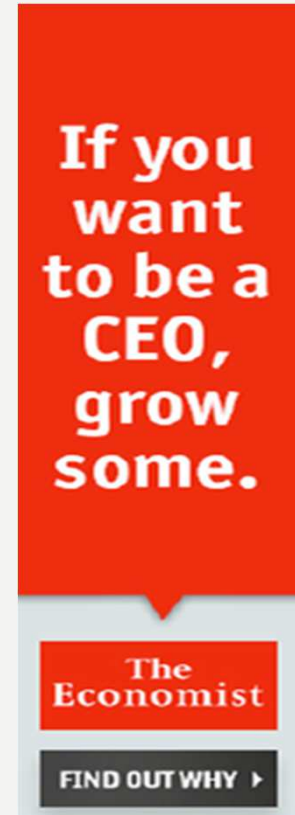
They created a new journey and called it “brand response”



# Using a vast array of assets aligned to prospect interests and editorial content

	Politics	Business	Environment	Travel	Entertainment	The Arts
<b>Bankers</b> Star content used for long duration	√	√	√	√	√	√
<b>Seasonal</b> Major events we can foresee	√	√	√	√	√	√
<b>Reactive/tactical</b> Major events we can't foresee	√	√	√	√	√	√

They created 100's of 'provocative' ads with content at their core



# Ads were automatically placed in relevant context



Contextually-placed ads linked to relevant articles





## RESULTS

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- Hundreds of millions newly exposed to messages.
- Tens of million new eyeballs hit e.com.
- Retargetable prospect pool
- Awareness, understanding and propensity to pay measures all up YoY.
- Awards: Cannes Black Lion; IPA Effectiveness; DMA Gold etc.

# THE COMPANIES THAT ARE WINNING IN THE SUBSCRIPTION ECONOMY.....

1. Build infrastructure that allows them to identify, scope and meet future customer needs.
2. Drive persistent customer value by iterating and testing: Products/services, experiences and marketing.
3. Dissect what's behind the numbers. And then act.