

Marketing your digital paper

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Getting the message out

- Just getting started with your digital edition?
- Or
- Are you looking for a way to grow your audience after a few years?

Marketing tactics

- With a slight twist, many marketing ideas can be used for starting up your e-edition, or re-invigorating it. Here are some things we've tried

Tout the features

- The software has many features. Use demos liberally
 - Offer a sample paper for users to play with
 - Create a flash “tour”
 - Offer a free trial in exchange for some demographic information and an e-mail address
 - Get out and show it off

In-paper

- Don't overlook your greatest asset – your own publication
 - Create in-house ads
 - Get editorial space
 - When you launch, get the editor to write about it
 - Regularly, attach simple promos to stories in print (ie, "Visit our archive for more background" with a link to sign up for your e-edition)
 - Get some consistent spot to place info about your e-edition

In-paper 'standing' promo

E-TRIBUNE

Only the Tribune offers its complete daily newspaper online
– just as it appears in print. Sign up today at
eastvalleytribune.com

Online subscribers get these bonuses:

- Customize with "My Paper" feature
- Save articles in "My Collection"
- Search archives back to 2002
- Use keywords to find articles and ads

Online

- Prominent login box on your home page with easy info for new signups
- Link to online demo
- Link to online sample edition
- Link from individual stories
- Be sure it's on your subscription page and subscriber help page online
- Login/password help online

Northwest Florida example

The logo for the Northwest Florida Daily News Online. It features a stylized 'f' icon in a circle to the left of the text 'Daily News' in a large, bold, serif font. Above 'Daily News' is the text 'NORTHWEST FLORIDA' in a smaller, sans-serif font. Below 'Daily News' is the word 'ONLINE' in a large, spaced-out, sans-serif font.

An icon showing a newspaper being delivered by a person. To the right of the icon is the text 'ONLINE DELIVERY' in a bold, sans-serif font. Below this is the text 'The entire paper exactly as in print' in a smaller font. At the bottom, there is a link: 'SAMPLE PAPER | USER GUIDE | ONLINE PAPER'.

In the community

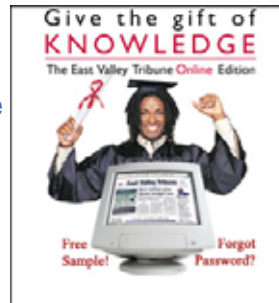
- Go to computer clubs, local libraries, schools and demonstrate your digital edition. Be ready to sign up customers on the spot
- Market to schools and libraries. Offer seat licensing (authenticate based on IP address)
- Create materials to distribute at events your publication sponsors

Contests and giveaways

- Give away e-editions as prizes to spread the word (chamber mixers, golf tournaments, etc.)
- Offer trials to key movers and shakers in your community.
Appeal to their *need to know* when they or their company are mentioned in your publication, and show how the “my paper” feature works for them.

And don't forget gifts

- On various occasions, promote your e-edition as the perfect gift
 - Graduation
 - Father's Day
 - Get creative!



Position it as a delivery solution

- Have a problem with late deliveries to some subscribers in far-flung areas?
- Snow?
- Hurricanes?
 - Tell them the e-edition is always delivered on time ... no waiting for the delivery guy and seldom impacted by bad weather

Sounded good, but

- E-mail blasts with flash message
 - Delivered about 20,000 e-mails to purchased addresses in targeted ZIPs – was not successful

My greatest challenge

- How to communicate the many features offered by the e-edition in simple messages? I'm always looking for your examples.
- Figure out what is most attractive to current users and look for more users like that

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