# The True Story of Our Journey to the Core

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**Randall Reilly**

# Print is dead!!!

**Newspaper Death Watch**

Founded March 5, 2007    Chronicling the Decline of Newspapers and the Rebirth of Journalism    Paywall-Free

**R.I.P.**    ■ **Tronc Eviscerates New York Daily News**    Search NDW
*North American metro dailies that have closed since this site was created in March, 2007*    **With 50% Staff Cut**
*Traton Citizen*    ✎ By paulgillin | July 24, 2018 - 7:54 pm - Posted in Hyper-local, Layoffs    Subscribe by RSS or E-mail

## Why Print Really Could Die

The Print Death Watch Has Begun

Death of Print Journalism?

The slow death of print

**Ø the ONION**®

NEWS

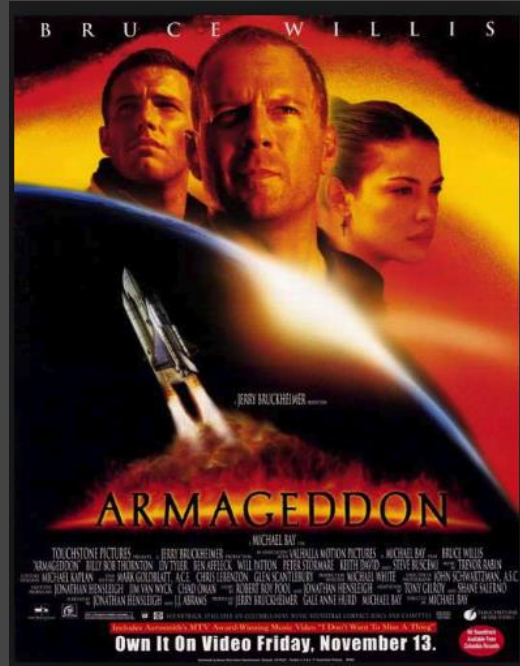**Print Dead At 1,803**

**Newsweek**

Newsweek

**#LASTPRINTISSUE**

# Print is dead!!!

# Print is dead!!!

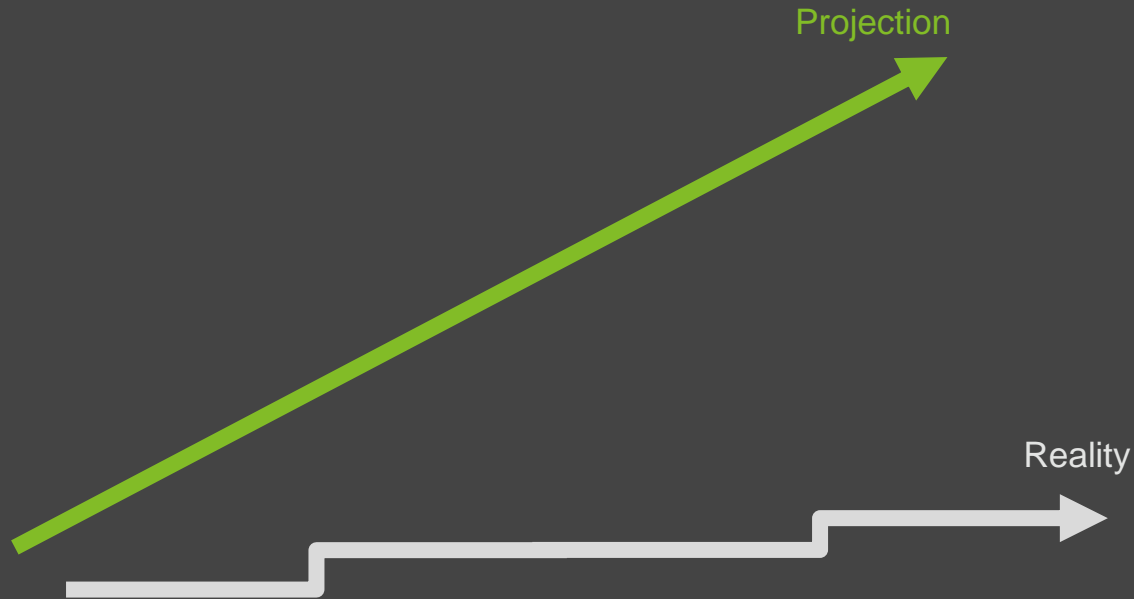We needed a silver bullet

# We tried digital magazines

**Are You Ready for the Digital Magazine Explosion?**

**Why digital magazines don't have to suck!**

Survey says: Digital readers highly engaged with advertisers

Digital magazine readers rely less on print – really!

# And came up short….

Projection

Reality

# And native advertising

**How to Boost Your Digital Strategy With Native Advertising**
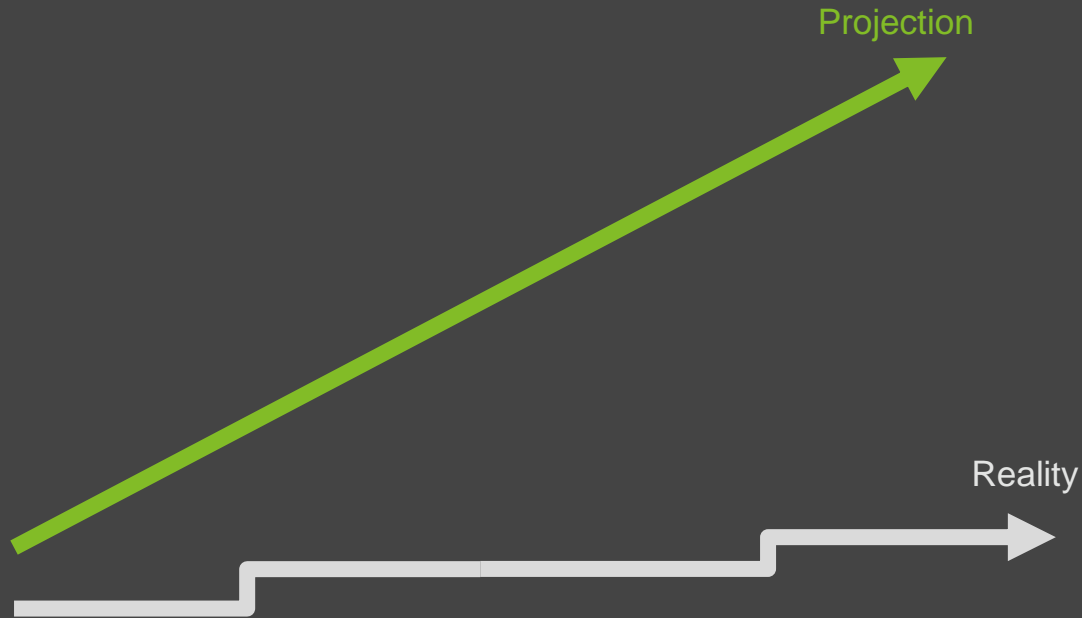
**Hearst Magazines Digital Media Launches Five Unique Native Advertising Products**

**Native Advertising Has to Smell Right**

**Of Course the Washington Post is Selling "Native Ads"**

**How Native Ads Will Scale**

# Still not the answer….

Projection

Reality

# Pivoted to video

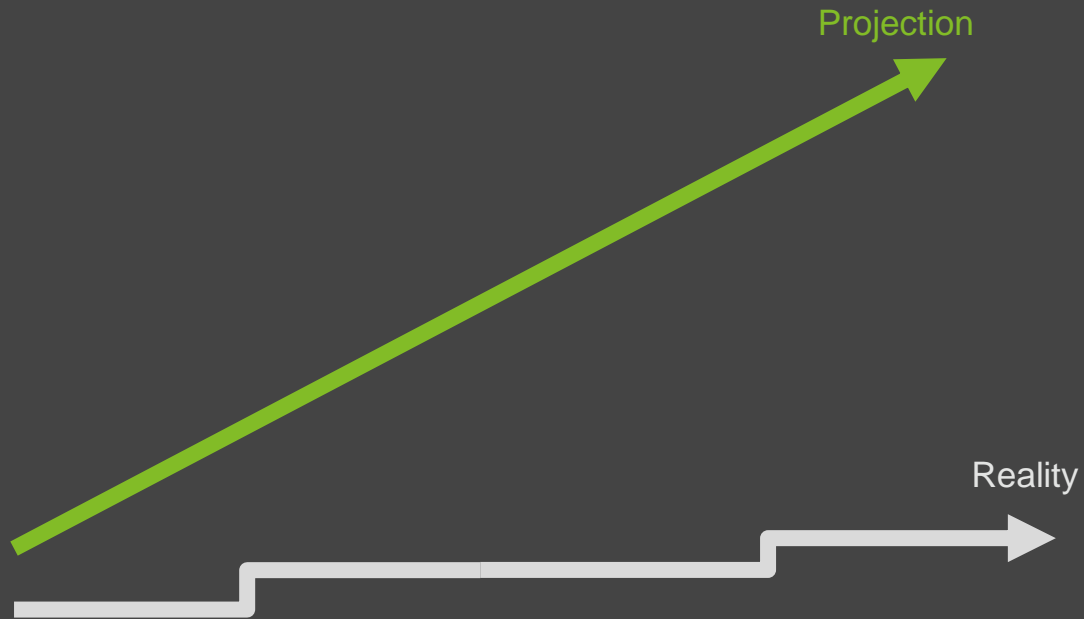**Why Branded Video Is a Must-Have Product for Publishers**

Success With Video in a Soft Economy

The Video Frontier

Is the Future of Video Advertising Now?

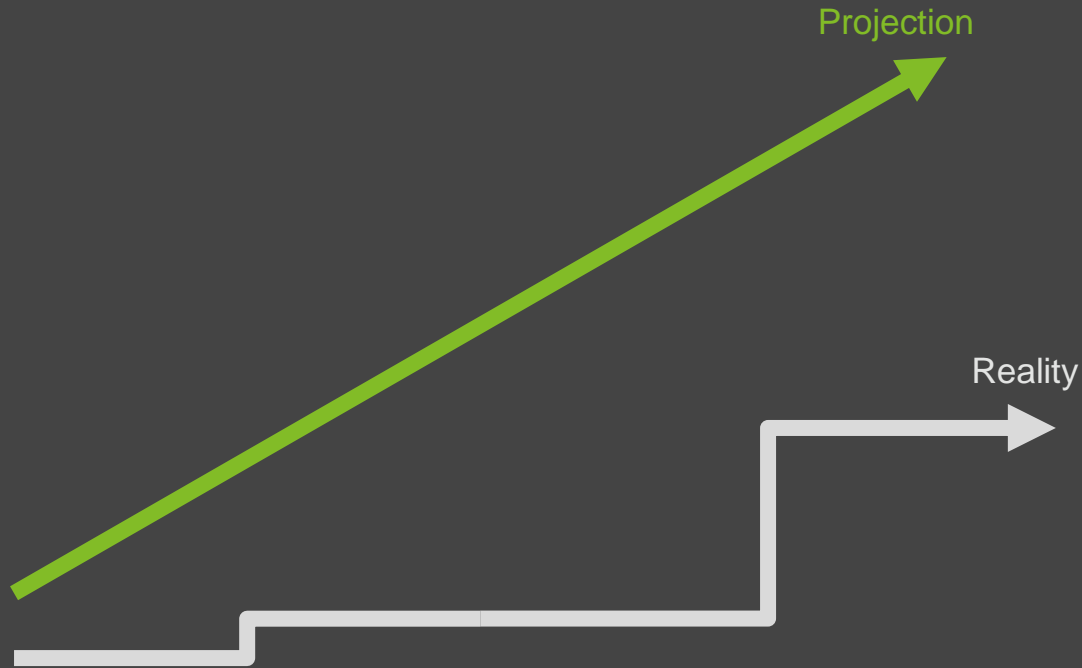5 Tips for Monetizing Online Video Advertising

# Um, nope….

Projection

Reality

# Surely newsletters would do it!

**How to Build E-Newsletter Revenue and Circulation**

**5 Tips for E-newsletter Success**

**The Case for Daily E-newsletters**

# Better, but still….

Projection

Reality

# The Silver Bullet

The million-dollar question:

How does media stay relevant?

# The million-dollar question
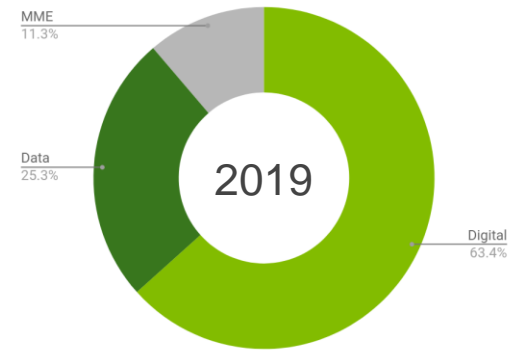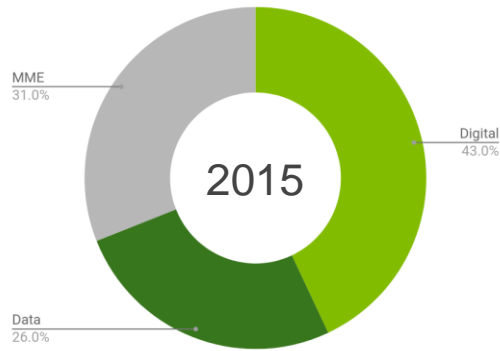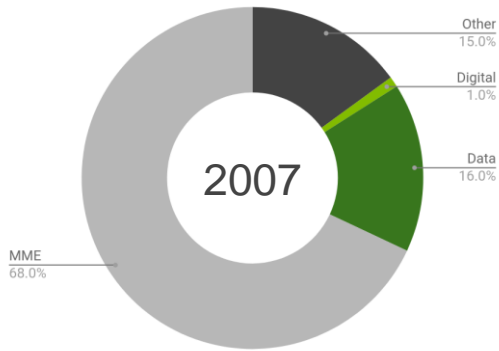
# Legacy media

## Trucking



**HARD WORKING TRUCKS**

**TRUCKERS**NEWS

## Construction



**EQUIPMENT WORLD'S BIG IRON DEALER**

**TOTAL landscape CARE**

# Randall-Reilly

## Revenue Mix Transformation



**2007**
- Other 15.0%
- Digital 1.0%
- Data 16.0%
- MME 68.0%

**2015**
- MME 31.0%
- Digital 43.0%
- Data 26.0%

**2019**
- MME 11.3%
- Data 25.3%
- Digital 63.4%

Legend:
- Media and Events
- Digital
- Data

How does media stay relevant?

# Mapping media relevance
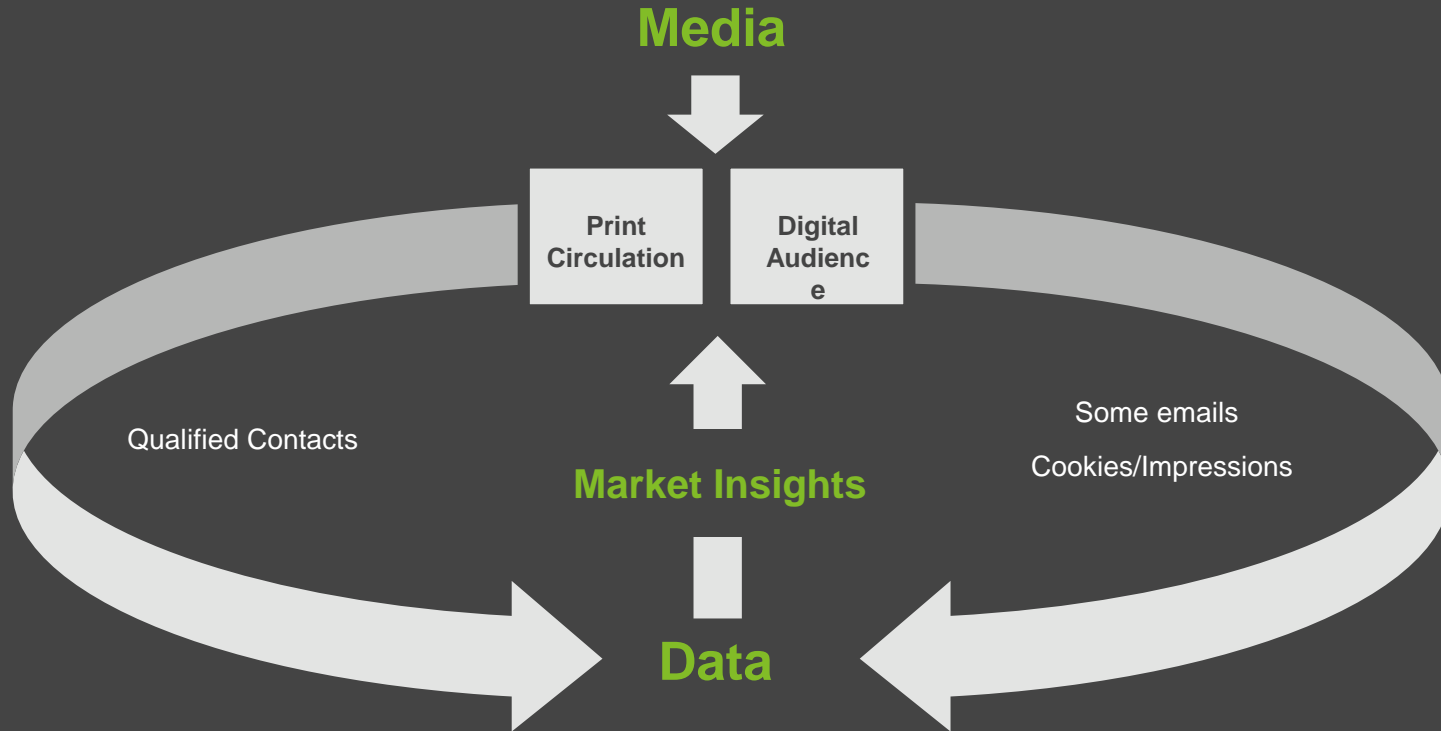
**Media**

**Print Circulation**

**Digital Audience**

Qualified Contacts

Some emails

Cookies/Impressions

**Market Insights**

**Data**
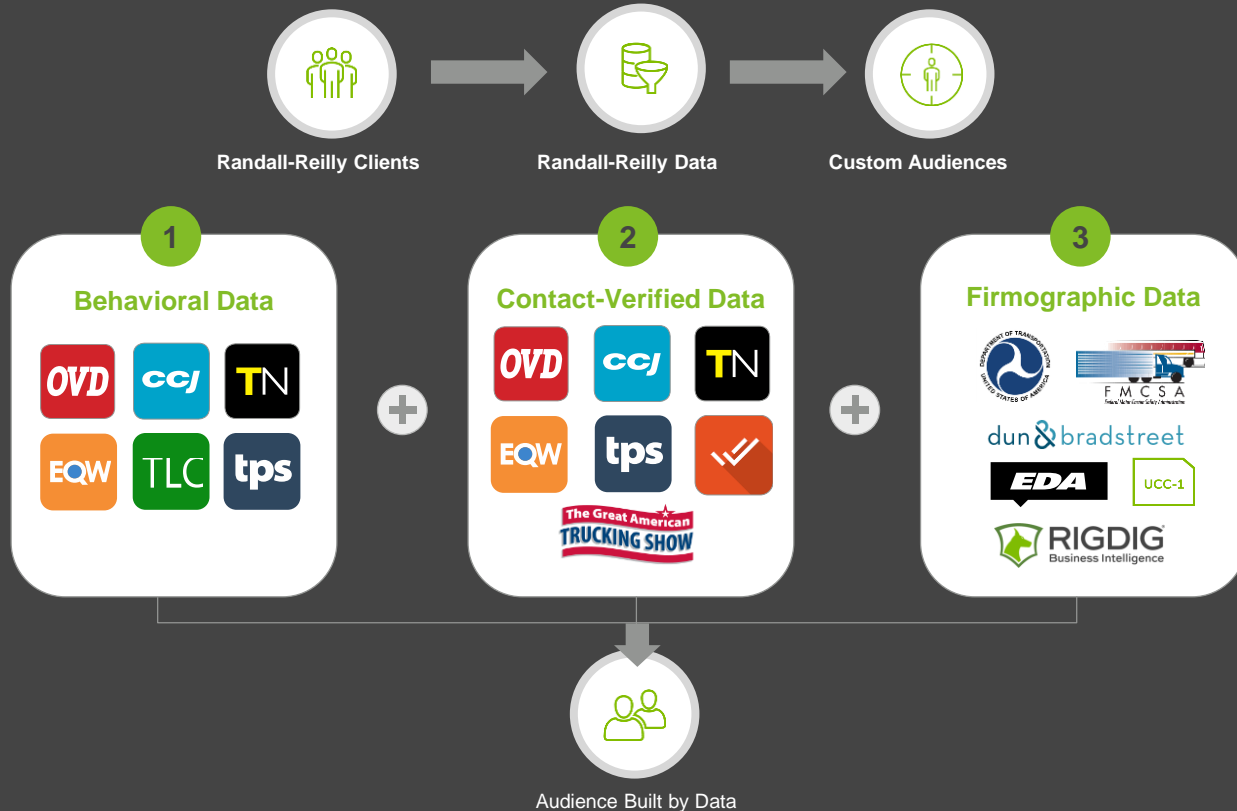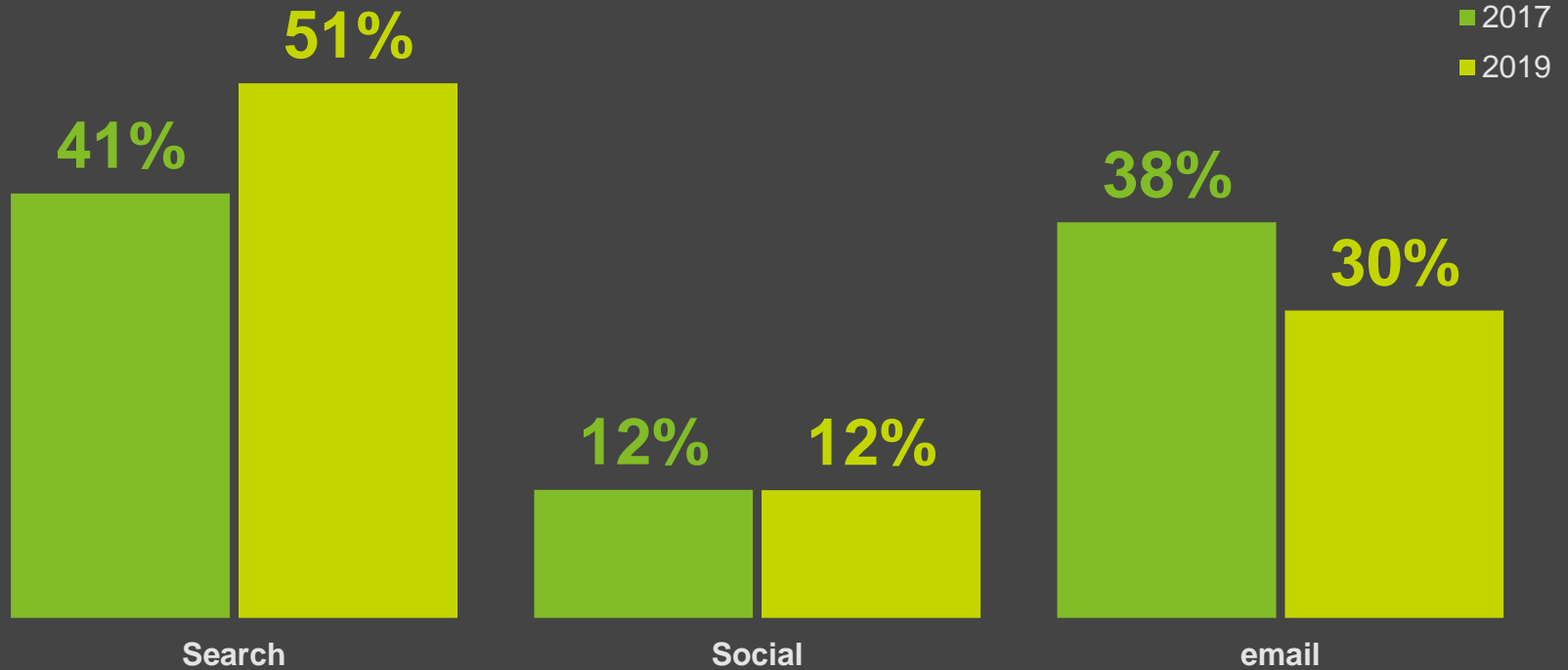
# Capitalize on strong search

**50%** to **60%** of traffic

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# Dive deep into search



- How to 15%
- Test drives 17%
- Pain points 32%
- New products 11%
- Key words 9%
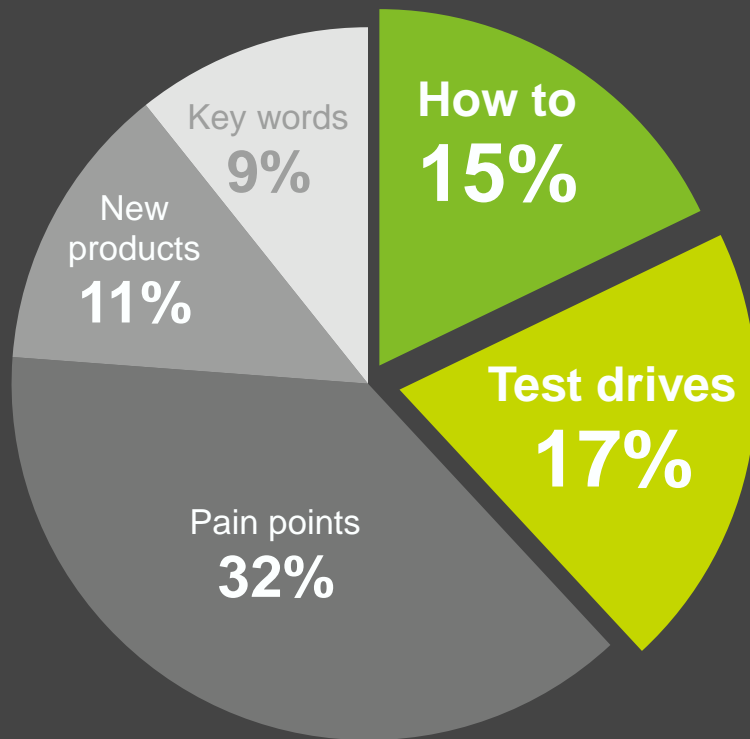
# Who are we trying to reach?

**Persona Builder**

- Titles
- Characteristics
- Skillsets required
- Job description
- Professional goals
- Personal goals
- Pain points
- Topics of interest
- Existing content
- Content needed

Could this really work?

# Case Study 1: Used truck glut

**1**

**Pain Point**
- **Glut of used trucks**
- **Top concern for more than 50% of dealers**
- **72% cite falling vehicle values**

**2**

**Align With**
- Randall-Reilly dealer data product
- Need to expand/enrich dealer decision-maker audience

**4**

**Marketing Plan**
- Newsletter, on-page text ads
- Facebook campaign to custom dealer audience
- Downloaders get drip email

**3**

**Content Plan**
- SOLD! downloadable eBook
- *Successful Dealer* audience
- Digital, newsletters, social

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# Case Study 1 Results

- 900 eBook downloads
- 24% qualified leads
- Attributable data product sales

# Case Study 2: The Driver Deficit

**1 Pain Point**
- **Shortage of qualified drivers**
- **Near 100% turnover rates**
- **Robust freight market**

**2 Align With**
- Randall-Reilly digital and data recruiting businesses
- Need to expand/enrichen fleet executive contacts

**4 Marketing Plan**
- Multi-channel campaign
- Creative tied to pain point
- Proprietary research as download

**3 Content Plan**
- Three-part series in *CCJ* magazine
- 100,000 print circulation
- Digital, newsletters, social

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# Case Study 2 Results

- More than 2,000 downloads
- 28% converted to leads
- 18 million impressions
- 8x ROI
- Neal Award Winner – Best Series

It worked! So now what?

# Audience-building roadmap

Combine Audience and
Editorial Teams

**Create
Personas**

- Titles
- Demographics
- Pain points

**Redesign
Websites**

- SEO friendly
- Capture audience

**Engage
CDP**

- Track behaviors
- Simplify campaigns

**Develop
Content**

- Meets needs
- Solves pain points

**Form-Gate
High Value**

- Research
- eBooks
- White papers

# Mapping media relevance



**Media**

Print Circulation

Digital Audience

Qualified Contacts

Some emails

Cookies/Impressions

**Market Insights**

**Data**

# Mapping media relevance



**Media**

Print Circulation

Digital Audience

Qualified Contacts

Additional Data-Gathering

**Market Insights**

Target emails

Enrichen Contacts

Demonstrate Intent

Bucket Cookies/Impressions

**Data**

# Media-data partnership

- Ongoing data-driven journalism
- Print and interactive digital
- Grand Neal Award Winner

# What we learned

- Forget the silver bullet

- Stick to your core

- Know your audience

- Deliver the high-value content they demand

- Have fun!

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# How does media stay relevant?

## High-value content
## =
## High-value audiences

# Cheers!