WHEN TO REFRESH, REDESIGN, OR REIMAGINE
Fun Facts

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Today’s Session

• Format and Flow
• Setting Expectations
• An Exercise
Why Data? Which Data? When to Act?

Research to Inform Strategic Decisions
Why Data?

• Unbiased
• Answer questions
• Diagnose
• Fact based
• Recommendation fuel
• Decision fodder
Which Data?

- Reader studies
- Publication audits
- Communication evaluations
- Satisfaction surveys
- Member behavior/usage
- Advertiser/vendor feedback
- Revenue trends
- Web analytics
- Crowdsourcing
When to Act?

Sound familiar…?

• Readership decline
• No perceived value
• Decreased satisfaction
• Stagnant engagement
• Advertiser complaints
• Missed targets
• Slowed ad revenue
• Critical member feedback
Case Study #1

How a free digital resource can fill the membership funnel
Case Study #1: Challenge

- **Develop Audience**: Build membership among hard-to-detect prosumers
- **Enhance Reputation**: Influence the reputation of HOAs positively among the broader population
- **Generate Revenue**: Create opportunities for advertising revenue
The (giant) opportunity and threat in search

Through hundreds of thousands of queries, search is a frequent industry entry point

Digital presence is not optimized for search, limiting CAI's visibility to potential prospects and members that are currently being served by a growing number of competitors.

- Winning in search when it comes to brand (i.e. CAI)
- Losing in search when it comes to subject-matter specific queries (i.e. HOA, special assessment, news events)
- Search is the gateway to influence; and those that don’t already know CAI aren’t finding CAI resources in search

These graphs show respective volume of search traffic between CAI and competitors on non-branded terms. (Source: SEMRush, Google Analytics)
Case Study #1: Challenge (continued)

**CAI’s high-quality content is a strong foundation**

- **Common Ground**: Universally loved print magazine
- **Community Manager**: Targeted newsletter
- **Newsletters**: Far-reaching membership newsletters
- **Exchange**: High engagement community tool
- **Blogs**: Ungated and CAI Advocacy blogs (free to non-members)
- **Books & Courses**: Community educational materials
Case Study #1: The Solution
Why behavior-based rules are a community association manager’s best friend
Case Study #1: The Solution (continued)

Our hypothesis

CAI has all the pieces of a modern growth engine. Now, you need to organize + capitalize.

DIRECT TRAFFIC
SEARCH ENGINES
SOCIAL MEDIA
EMAIL
REFERRAL VISITS

HIGH-VALUE CONTENT

MONETIZED DIRECTLY:
Advertising • Content Marketing
Database Marketing • Lead Generation

BOOKSTORE
EVENTS
MEMBERSHIP
EDUCATION
Case Study #1: The Solution (continued)

**Audience Growth**
Pageviews and visits to Common Ground and CALonline.org

**Database Growth**
Conversion rate optimization, audience segment development

**Revenue Growth**
New ad dollars, referral visits to monetizable CAI pages

- 10,000 PVs in Month 1
- beta test
- 250+ Newsletter Sign-Ups
- 11.6% Conversion Rate
- $100,000+ New Annual Inventory
What’s Next?

• Aggressive **audience development** plan including SEO, email marketing

• **CRM welcome** sequence to invite users to become new members

• New salesperson, rate card, and **materials hitting market**

• New **product plan**: Interstitial ads, interactive ads, lead generation
Case Study #2

American Staffing Association Annual Economic Analysis—Great for economists and data nerds, not so great for everyone else
Case Study #2: Challenge (continued)

• Are you forcing your members to figure it out on their own? Do you know what they want and how they want it?

• Be a “content concierge”—serve your members the morsels they crave and make their engagement experience memorable.
Case Study #2: The Solution

• **Before:** Long, complicated narrative. Gray text-heavy pages. Difficult to match content to complicated graphics.

• **After:** Colorful infographics that can be repurposed. Engaging presentation (trends and take-aways).
Case Study #2: The Solution (continued)

• **Before:** Hard work for readers. Not visibly engaging.

• **After:** Easy points of entry. Ability to make it your own.
Case Study #2: Solution (continued)

- Ad index is presented alongside the chart index
- Complicated charts still exist, but with much better context
- ASA art and data used in advocacy efforts

americanstaffing.net/playbook
Case Study #2: The Solution (continued)

Changed trim size – but to a **proportional size** to avoid ad problems.
Case Study #2: Solution (continued)

- Make affordable stock art your own and carry it through the issue for a cohesive look and feel

- Plug online resources and social often @StaffingData

- Use digital and mobile versions strategically to link to key web pages and social media feeds
Case Study #2: Opportunities & Strategies

• Infographic giveaway: means your content and brand get more exposure. Use them a la carte to cross-promote.

• Drive traffic to your website. Consider ad sales and sponsorships.
Case Study #2: Opportunities & Strategies (cont.)

An **engagement tool**—supporting webinars and event sessions.

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**Highlights**

ASA has written an economic analysis of the staffing industry, published as a special issue of *Staffing Success* magazine. For 2017, ASA designed the *Staffing Industry Playbook*—a newly formed special issue of *Staffing Success* that distills decades of data and information, focused on relevant industry and economic trends, into a valuable new resource. Whether you’re an economist, analyst, investor, or staffing professional, the data-driven information and insights delivered in this book are critical to strategic planning and business development.

**During this webinar, attendees will learn:**

- Where the U.S. staffing and recruiting industry is right now
- Where the industry is headed
- How you can make the most of the business intelligence in the playbook to supplement and fine-tune your company’s operations and strategies

**Presenter:**

Cynthia Poole, director, research, American Staffing Association
An Exercise

Does Your Publication Need a Refresh, Redesign, or Reimagining?
An Exercise

• **Choose** a publication

• **Decide:** refresh, redesign, or reimagine

• **Write** down rationale
Examples Shared

Refresh, Redesign, or Reimagine?
Questions?