Components of a Must-Visit Publication Website

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Participants

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• **Mike Copps**, Executive Director, Vacation Rental Management Association
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• **Theresa Witham**, Managing Editor/Publisher, Credit Union Executives Society
• **Henry Howard** *(moderator)*, Deputy Director of Media and Publishing, The American Legion
Developing the Strategy:

Identifying the purpose of a targeted publication website
3 Top Goals

- Member Resource
- Ad revenue
- Lead generation
Apra Connections

• Knowledge center for member contributions
VRMA

Arrival

• Core of an omnichannel content strategy (website, print publication, newsletter, podcast...)
Knowledge Community:
A group of professionals who engage in the exchange of talent, expertise, and passion around a particular area, with the goal of sharing knowledge and expanding understanding on the subject and learning from one another.

The Content Hub:
Understanding what best fits the needs of the audience
VRMA

Arrival

• Core of an omnichannel content strategy (website, print publication, newsletter, podcast...)
Content by Type
Digital Archive

CUmanagement.com
Knowledge Community:
A group of professionals who engage in the exchange of talent, expertise, and passion around a particular area, with the goal of sharing knowledge and expanding understanding on the subject and learning from one another.

Biggest Takeaways:
What we have learned about developing publication sites
3 Top Lessons

• Realistic timeline
• Never “done”
• Design + Develop
Recommendations

• Ways to improve the quality and number of editorial submissions and save staff time and effort:

• Create and post a clear-cut mission statement—a program description that specifically outlines what types of articles or books you publish.

• Post submission guidelines that offer further detail about what you’re looking for and—equally important—what won’t work. Also need to include a list of elements essential to any proposal—and likely response/turnaround times.

• Create and post interviews with your best authors, leading contributors, top editors. That is: Personalize your publications.
Commercial example

- Chelsea Green Publishing
Association
e
eexample

- NSTA
Questions?