Strategic: C-Level Publishing Trends How to Bring in Revenue With Digital First Strategies and Smart Brand Awareness
Strategic: C-Level Publishing Trends How to Bring in Revenue With Digital First Strategies and Smart Brand Awareness

Presented by:
Ian Alphin- Director of Partnerships & Patrick Mersinger- General Manager of InLoop
Understand Them

Where to find it:
• General Audience Insights

Purpose:
• You will find general insights about the type of people who visit your site. It’s an invaluable tool for marketers, especially if you’re having trouble identifying your core demographics.

What it shows:
• Age and Gender
• Geographic Indicators
• Technology Use (using mobile, vs desktop vs other devices)

Decisions:
• How to optimize your site to capitalize on the traffic and audience you want while de-emphasizing content for a non-core members.
• Advance: Building and creation for your future needs
Where to find it:
• Behavior Insights tab

Purpose:
• The Behavior tab is all about how your users behave once they actually get to your site.

What it shows:
• Here, find information such as the most popular pages of your website, each page’s bounce rate, and how long your users tend to stay on your site before they leave.

Decisions:
• Determine which pages of your site are the most valuable or popular to your visitors, and apply their common characteristics to your other pages.
• If you have an ongoing features attracting a decent audience size. Look at adding images, video’s, recaps, promoting archived content to drive more from your existing assets.

• Advanced: portion Behavior Flow
Where to find it:
• Acquisition Analytics

Purpose:
• The main purpose of the Acquisition section is to provide insight on how your users are finding your site.

What it shows:
• How they found your site: typing your URL directly in, keywords from search engines, social media, or an external link.

Decisions:
• This information is especially useful in determining which of your marketing strategies is the most effective, but it’s also useful for determining what types of people are visiting your site and why. For example, if you find that most of your users are finding your site through content you’ve syndicated on social media, you could double your content writing and syndication efforts to attract an even greater number of users.
# Total Solution Selling

## How a publisher Sell it

### Website:
- Followers: 35,000
- 20,000 AE
- 5,000 Games

### Newsletter:
- 1x sends per week at 5,000

### Twitter:
- 10K followers

### Pinterest:
- 500 followers

### Facebook:
- 20k followers

## How You Need to Sell it

<table>
<thead>
<tr>
<th>Qualified Audience</th>
<th>Placement</th>
<th>Worth</th>
</tr>
</thead>
<tbody>
<tr>
<td>12K event planners in our network based</td>
<td>300,000 impressions, 20,000 sends, 5k pushes</td>
<td>$46 CPM, $15,000</td>
</tr>
</tbody>
</table>
Industry standard VS. Your Assets

What unique assets can you leverage?
Access to Industry Experts?
Writers or Designers?

Capitalize on what is valuable and leverage unique assets