The Future of Mobile in Association Publishing

@jonnykaldor, Pugpig
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A little mobile context...
Over 10 hours spent with media every day in the US*

*often simultaneously

Daily minutes spent consuming media by channel

- **Print**: 0-60
- **Radio**: 0-60
- **TV**: 180-240
- **Digital**: 240-300
- **Other**: 0-60

(eMarketer April 2019)

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Mobile continues to dominate digital

Minutes spent online in US (Comscore Jan 2019)

- Desktop: 35%
- Mobile apps: 52%
- Mobile Web: 13%
And while the platforms offer incredible reach

It’s their platform, not yours
(They have their own agenda, so you’ll always get a raw deal)

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In fact, it looks like publishers have just about had enough

How does your attitude to the digital platforms compare to 3 years ago?

- Much more positive
- Slightly more positive
- About the same
- Slightly more negative
- Much more negative

(INMA survey May 2019)
Google and Facebook own advertising
(and check out Amazon...)

% total US digital ad spend
(eMarketer Feb 2019)
And Apple want to own publishing
(while offering little upside to publishers)

A new Spotify-style magazine service has media executives calling Apple ‘greedy’

By Garrett Sloane. Published on February 12, 2019.
All these forces are driving more and more traditional publishers to pursue a paid content strategy.
The key is to acquire then drive up value.
Four non-association models that might offer some interesting ideas...
# 1

The Wall Street Journal

(More for more, less for less)
More for more, less for less

- **Free**
  - Limited content

- **$9.99**
  - 50 stories a day

- **$40 per month**
  - Premium content
  - Membership
  - Events

- **$100+ per month**
  - Premium membership
  - Targeted content
  - Special events

**WSJ on Apple News+**

**WSJ Individual**

**CEO council**
**WSJ Premium**

**Off platform and on WSJ.com**

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# 2

Hearst Magazines

(Partnering with influencers on your own terms)
@rossedgley
370k followers
4 week project
$0 marketing spend
100,000 app downloads
Over 4,000 sales @ $70
30% to Google/Apple
Ross takes his cut
Hearst keep the rest

And a few more to launch in the coming months...
# 3

Tortoise

(Building a membership business from scratch with mobile at the core)
All content is consumed on platform

- **Tortoise content off-platform**
  - Free Teaser content
- **Guest pass**
  - Free Shared content
- **Guest membership**
  - $30 per ThinkIn event
    - Plus guest pass
- **Full member**
  - $300/$60 per year
    - Full access

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And the entire experience is designed mobile first
So far we’ve looked at:

- More for more, less for less
- Partnerships with influencers
- Building an entire editorial product around mobile
So how does all this apply to association publishing?
Which of these are most important to you right now?

More important:
- New memberships
- Member retention
- Circulation/Audience
- Member feedback/interaction (to give them what they need)
- Data and insight
- Managing costs

Less important:
- Sponsorship
- Advertising
- Subscription
- Events
Where do you think mobile can have the biggest impact?

**More important**
- New memberships
- Member retention
- Circulation/Audience
- Member feedback/interaction (to give them what they need)
- Data and insight
- Managing costs

**Less important**
- Sponsorship
- Advertising
- Subscription
- Events

**Important factors**
- Higher impact
- Lower impact
- Engagement (time they spend)
- Scale (size of audience you’re speaking to)
Where do you think mobile can have the biggest impact?

- Scale (size of audience you’re speaking to)
- Engagement (time they spend)
- Sharing and networking
- Member feedback/interaction (to)
- Data and insight

More important

- New memberships
- Member retention
- Circulation/Audience
- Member feedback/interaction (to)
- Data and insight
- Managing costs

Less important

- Sponsorship
- Advertising (a little)
- Subscription (a little)
- Events
How could each channel offer you scale and value?

- Your page on Facebook
- Your account on Twitter
- Your account on Instagram
- Your newsletters
- Your group on LinkedIn
- Your event apps on Mobile
- Your website on Desktop
- Your Website on Mobile
- Your print publication
- Your Events
- Your content apps on Mobile
- Your podcasts

Although mixed results in the past.
How does frequency of publishing affect engagement?

- Continuous feed
- Weekly edition
- Monthly edition (full features)
So what next?

Work out which channels will give you the most return on investment
Determine how mobile can help power those channels
And have a go - it’s much simply and lower cost than you may think!
Questions?