

Back to the Future Basics

Old Tricks for New Audience Marketing Channels

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New Audience Marketing

- Email Blasting
- Social Media
- Website placements
- Smartphones
- iPads and notebooks

Circulation 101 still applies!
(you just have to do it faster)

Circulation 101

The Promotion (say, direct mail)

- target lists
- copy meets legal & audit requirements
- package appeal
- easy response vehicle
- premium/freemium offers
- testing

Circulation 101

Promotion Fulfillment

- order acknowledgment
- product delivery
- invoicing
- renewals
- response tracking
- reporting/budgeting

Circ 101 & New Channel Promo

- Target!
- CAN-SPAM and Audit Bureaus
- Think about images vs text vs device
- Limit clicks to respond
- Use prepop forms
- Easier to test – do it!

Circ 101 & New Channel Fulfillment

- Confirmation pages & emails
- Instant fulfillment: magazine, premium, freemium
- Digital channels want digital invoices and renewals – except when they don't
- Track response – and get as granular as you can

The Circ 101 Foundation

- Promotion Data Tracking/Forecasting
- Master Expense Tracking Sheet
- Promotion Codes

For all reporting:

- easily accessible
- quick manipulation formats (Excel)
- do it as you go! (don't play catch up)

Setting these items up is your biggest time saver
and circulation support!

The Reports List

- Promotion Tracking by Channel
- Production Report (year over year)
- Print Order Tracker
- Master Expense Tracker
- Publisher Report

Nice to have/use sometimes:

- Audit Reports (geo for sales)
- On/Off Report

Promotion Tracking Sample – Email Campaigns

BROADCAST EMAILS		COMPUTER MAGAZINE																									
bold-final	KEY	TERM	OFFER	DATE	TIME (PT)	FORMAT	LIST	SUBJECT LINE	ATTEMPT	DELIVER	DEL %	UNIQUE OPENS	OPEN %	UNIQUE CLICKS	clicks/deliv	clicks/opens	ORDERS	DELIVERY GROSS %									
			updated	8/22/11																							
	NEW BUSINESS LEADS - INTERNAL																	434,891	357,212	82%	23,545	7%	4,038	1%	17%	183	0%
X1FED1	12	\$28.00	6/29/11	10:00 AM	HTML	ECG Programmer Split A	Practical Solutions for Software Development - Save 20% Now!	18,163	17,688	97%	2,340	13%	168	1%	7%	9	0%										
X1FED2	12	\$28.00	6/29/11	10:00 AM	HTML + Landing Page	ECG Programmer Split B (1page)	Practical Solutions for Software Development - Save 20% Now!	18,171	17,706	97%	1,980	11%	361	2%	18%	9	0%										
NEW BUSINESS LEADS - INTERNAL (expires)									4,805	4,422	92%	144	3%	265	6%	184%	81	2%									
X1DX1T	12	\$28.00	4/8/11	7:00 AM	TEXT (test)	MSDN 2010 Expires	Are You Missing Something?	818	800	98%	n/a	n/a	70	9%	n/a	3	0%										
X1DX10	12	\$28.00	5/2/11	7:00 AM	HTML	MSDN 2010 Expires	Are You Missing Something?	309	301	97%	51	17%	3	1%	6%	1	0%										
NEW BUSINESS LEADS - LIST RENTALS									32,749	32,272	99%	2,150	7%	146	0%	7%	2	0%									
NEW BUSINESS LEADS - CODE PROJECT									341,965	341,773	100%	n/a	n/a	1,955	1%	n/a	95	0%									
CONTROLLED - REQUAL EMAILS									54,983	49,299	90%	n/a	n/a	3,818	8%	n/a	2,549	5%									
CONTROLLED - SIGN UP REMINDER EMAILS									51,533	50,568	98%	n/a	n/a	n/a	n/a	n/a	1,636	3%									

Promotion Tracking Sample – ENewsletters

From		1/1/2011		to		9/29/2011													
Newsletter	Cir/day Presentation																		
Promised Audience:		1,000																	
Optins	1,000	100%	7/1/2011																
Optins	1,000	100%	6/1/2011																
Optins	1,000	100%	5/1/2011																
Optins	1,000	100%	4/1/2011																
Optins	1,000	100%	3/1/2011																
Optins	1,000	100%	2/1/2011																
Optins	1,000	100%	1/1/2011																
Date	Sent	Bounce	Delivered	Success	Opens	Total	of delivered	Unique	Unique	Total	of delivered	Unique	Unique	Unsubs	Notes:				
							Total	Opens	Opens %	Clicks	Total	Clicks	Clicks %						
09/29/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
09/23/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
09/15/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
09/08/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
09/01/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
08/25/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
08/18/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
08/11/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
08/04/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1	8/4/11 - 100 records from online agent					
07/28/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
07/21/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
07/14/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
07/07/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
06/30/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
06/23/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
06/09/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
06/02/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
05/26/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
05/19/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
05/12/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
05/05/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1	5/5/11 - 100 records from association tradeout promo					
04/28/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
04/21/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
04/14/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
04/07/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
03/31/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
03/24/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
03/17/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
03/10/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
03/03/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
02/24/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
02/17/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
02/10/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
02/03/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
01/31/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
01/27/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
01/20/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
01/13/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
01/06/2011	1,000	500	999	99.9%	900	90.1%	800	80.1%	500	50.1%	400	40.0%	1						
Totals	39,000	19,500	38,961	99.9%	35,100	90.1%	31,200	80.1%	19,500	50.1%	15,600	40.0%	39						

Master Expense Sheet

Inv Date	Invoice #	Vendor	Type of Cost	Description	# of orders	Budget Month	Acctg Month	GL Code	Amount	Hit Acctg
6/30/11	36417		Fulfillment	Fulfillment		June	July	60605	\$ 6,401.17	x
6/30/11	36417		Web Mgmt	Web Mgmt		June	July	60665	\$ 400.00	x
6/30/11	36680		Email Blast	ZE Selection Prepop	10	June	July	60665	\$ 50.00	x
6/30/11	36680		Email Blast	ZE Selection Blast		June	July	60665	\$ 0.93	x
6/30/11	36680		Email Blast	Renewal Blast	22	June	July	60680-870	\$ 38.10	x
6/30/11	75128		Renewals	Renewal Lettershop	40	June	July	60683-870	\$ 245.45	x
7/5/11	26241		Direct Mail	July - Bucksliip Printing		July	July	60683-870	\$ 818.49	x
7/8/11	26259		Direct Mail	July - Form Printing		July	July	60683-870	\$ 1,253.99	x
7/5/11	26241		Direct Mail	July - CRE Printing		July	July	60683-871	\$ 1,520.06	x
7/8/11	26260		Direct Mail	July - Lettershop		June	July	60683-871	\$ 5,176.65	x
7/8/11	26259		Direct Mail	July - Outer Printing		July	July	60683-871	\$ 2,328.83	x
7/27/11			Misc Promotion	Show Forms		July	July	60683-871	\$ 493.31	x
6/30/11	D1616004736000B		List Rental	July - Omni		July	July	60684-871	\$ 18,525.00	x
7/8/11	D1616004736000B		List Rental	June - Omni		June	July	60684-871	\$ 20,300.10	x
7/8/11	D1616004736000B		List Rental	June - IT Marketplace		June	July	60684-871	\$ 3,740.80	x
7/8/11	D1616004736000B		List Rental	June - Info Mgmt		June	July	60684-871	\$ 4,318.96	x
7/8/11	D1616004736000B		List Rental	June - Visual C++		June	July	60684-871	\$ 1,636.12	x
7/8/11	D1616004736000B		List Rental	June - IEEEE		June	July	60684-871	\$ 1,455.68	x
7/29/11	36941		Fulfillment	Fulfillment		July	August	60605	\$ 6,430.73	
7/29/11	36941		Web Mgmt	Web Mgmt		July	August	60665	\$ 400.00	
8/2/11	26360		Direct Mail	July - Lettershop		July	August	60683-870	\$ 2,812.52	
8/2/11	26360		Direct Mail	July - Lettershop		July	August	60683-871	\$ 5,223.25	
7/29/11	37208		DE Notification	August DE #1		July	August	60665	\$ 0.91	
7/29/11	37208		Email Blast	Renewal Blast		July	August	60680-870	\$ 0.21	
7/29/11	37208		DE Notification	August DE #2		July	August	60665	\$ 1.82	
8/31/11	37465		Fulfillment			August	Sept	60605	\$ 6,513.97	
8/31/11	37465		Web Mgmt			August	Sept	60665	\$ 400.00	

Publisher Report



COMPUTER MAGAZINE Circulation Report Q1-Q2 2011

FINANCIALS						
Category	2011	Full Year			2011 Projected EOY	2011 Projected EOY
	Year-to-date actuals	2011 Projected EOY	2011 Budget	2010 Actual	vs 2011 Budget	vs 2010 Actual
Total Circ Revenue	\$195,990	\$392,106	\$440,057	\$419,740	(\$47,951)	(\$27,634)
Total Circ Expenses	\$267,284	\$395,332	\$394,680	\$405,403	\$652	(\$10,071)
Contribution	(\$71,294)	(\$3,226)	\$45,377	\$14,337	(\$48,603)	(\$17,563)

COMMENTS

Through Jun11 financials.

Report distribution quarterly: January, April, July, October

Think Like Your Publisher

- Top Level

- Revenue and ROI
- Costs
- File activity and what it means

- Granular

- Opt in/out activity
- Best lists
- Leveraging sunk costs

Best General Practices

- Apply traditional marketing skills
- Track and set up reporting
- Create universal templates
- Promote intelligently, not reactively
- Think like your publisher

Thank You!

Questions?

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