

# CREATING AN ONLINE COMPLIMENT TO YOUR PRINT PUBLICATION

## 1) Reduce your print run and bring services in house to save money

- If possible reduce the number of copies you distribute
- Retain any paid subscriptions
- Look for ways to design, print and deliver your publication
- Bring services in house if possible
- Print enough copies to preserve your publication's "presence"
- Do not print more copies than you believe will be read

## 2) Take savings to create an online version and invest in content

- Consider increasing your rates for writers to attract talent
- Search out professional writers who understand your publication
- Develop a stable of reliable writers you can turn to
- Research CMSs and decide which you want to use
- Find a professional developer to create your website
- Tell the developer what features you require
- Have input on the design of the website
- Repeat design element from your print publication on your website
- Ensure that online articles are shareable through social media
- Include features that allow online readers to comment and feel engaged

## 3) Use online ads to recoup lost print ad revenue

- Have the site's design include the ability to host online ads
- Find out what online ads in your sector are worth
- Provide advertisers with metrics and analytics
- Conduct a demographics survey to learn your readership's interests

## 4) Monitor your online publication's analytics

- Use your CMS's analytics or Google Analytics
- Watch which type of articles get the most attention
- Discover how readers are finding your online content
- Act on your analytics

## **5) Use social media to drive readership to the online version of your publication**

- Establish a Facebook page of the online publication
- Post each issue's articles individually on Facebook over time
- Pay to have your Facebook posts boosted to increase readership
- Post related content on your Facebook page to maintain followers' interest
- Establish a Twitter account for the online publication
- Tweet out each issue's articles individually over time
- Consider tagging well-known Twitter users who have a connection to your article
- Consider exploring other social media networks as well

## **6) Train yourself and others**

- Learn how to use and post on your CMS
- Learn how to use your analytics program
- Learn how to use your social media networks
- Invest in yourself and others with good training in these areas

## **7) Review your print and online publications regularly**

- The media landscape is in flux, change with it
- Always explore new social media possibilities
- Expect to overhaul your publication plan every five years
- Do not stand still; welcome change