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