



Consumer Funnels at GateHouse Media

INMA Subscription Summit 2017

Irina Platonova – Director Consumer Marketing
Robert Saurer – VP Consumer Marketing

GateHouse Media: The Back Story

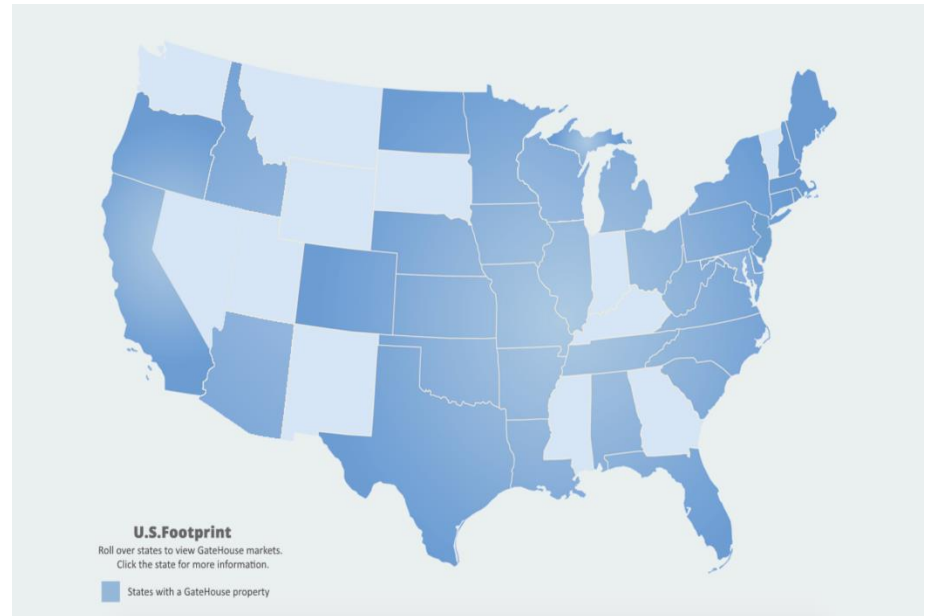
"The ONLY consistency is our inconsistency"

Products

- 135 plus daily newspapers
- 636 community publications
- 450 plus web sites
- 555 markets served

Infrastructure

- *18 plus instances of circ systems*
- *Previously 6 plus ESPs*
- *No way to deploy scalable marketing efforts*
- *Social media and digital spend ONLY 1% of total spend*
- *“Publisher Driven Model” – soon to be centralized*

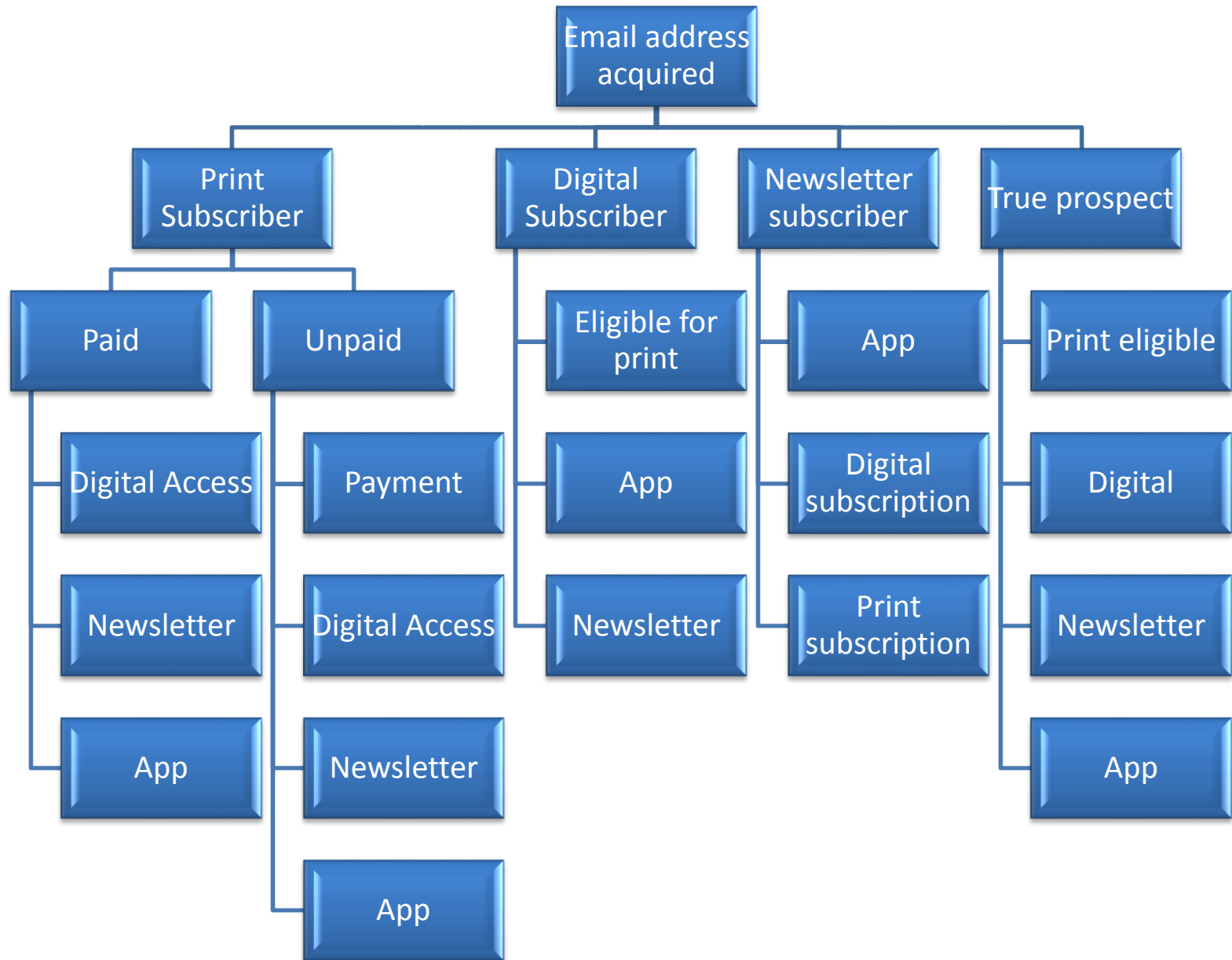


Typical Sales Funnel – Times 5

Print Funnel



Marketing Funnel



Typical Sales Funnel – Times 5

Print Funnel



Digital Funnel



Typical Sales Funnel – Times 5

Print Funnel

Digital Funnel

Retention

Newsletters

Rewards

- *How do they connect?*
- *Who's first?*
- *How do we manage preferences?*



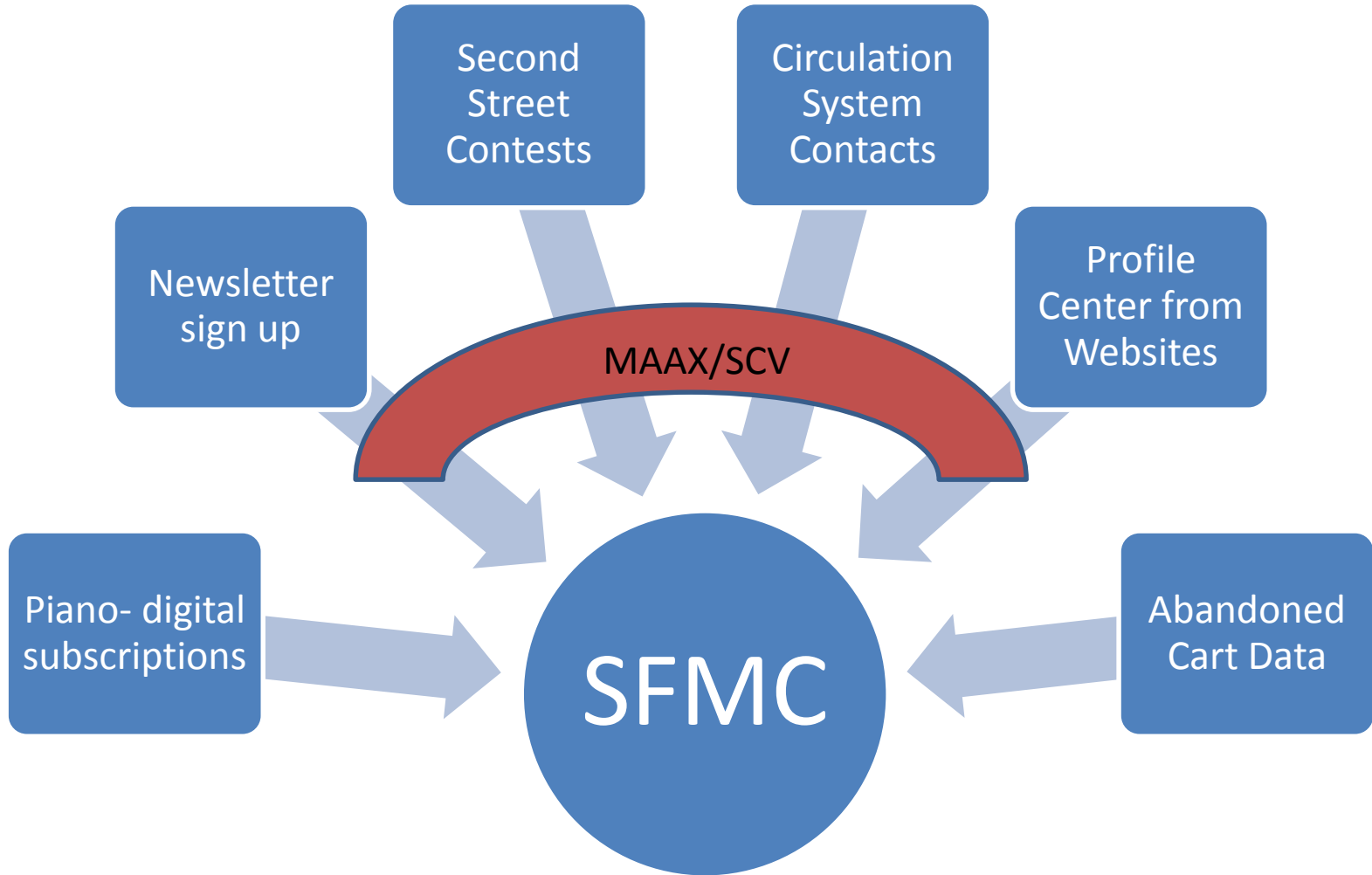
GateHouse Business Challenge

- *Amp up our digital efforts in general*
- *Make all solutions scalable*
- *Manage customer preferences as well as our own segmentations*
- *Do the above with limited FTEs*

Sales Force Marketing Cloud

- **Email marketing**
 - Consumer marketing
 - Newsletters
- **Social Studio**
 - Social targeting
- **Mobile Connect**
 - SMS and APP push
 - Account alerts
 - News alerts
- **Predictive Intelligence**
 - Content recommendations on the web
 - Content recommendations in email

SFMC Data Architecture



Marketing Journey

Customer journey: A series of touch points through which a contact engages with the brand. “The Customer Journey” spans the whole customer lifecycle.

- *We are building customer life journey from the moment we acquire their email address*
- *Each point of entry has its own journey path depending on where customer comes from and who/what they are*
- *Each journey consists of several communication touch points*

Renewal Journey Flow

1

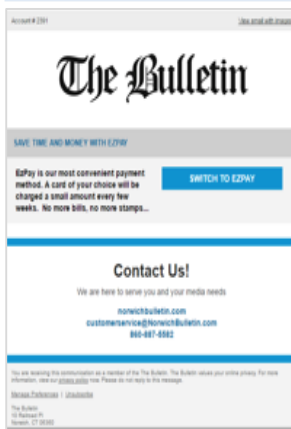
Renewal Marketing Email 1 – Benefits Email



SL: Thank you for being a subscriber

2

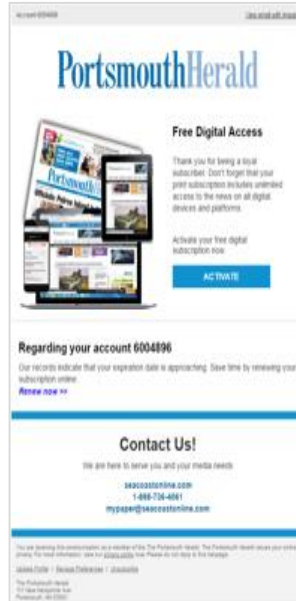
Renewal Marketing Email 2 – EzPay Email



SL: Save time and money with EzPay

3

Renewal Marketing Email 3 – All Access



SL: Activate your unlimited digital access

4

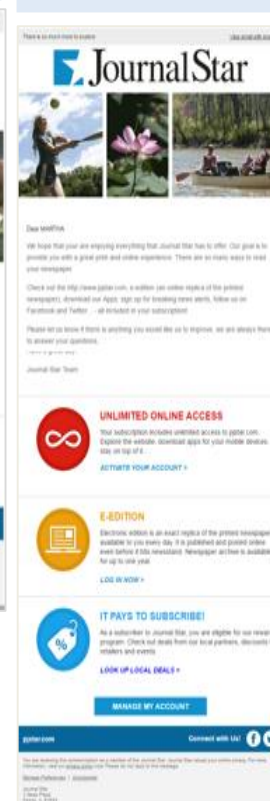
Renewal Marketing Email 4 – Newsletter Sign Up



SL: Be the first to know

5

Renewal Marketing Email 5 - Educational



SL: Take us with you

6

Renewal Marketing Email 6 – Time to Renew



SL: It's time to renew your subscription

Dynamic Template

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Profile Center

- On every Gatehouse website
- Content is dynamically populated
- Collects customer information
- Newsletter sign up
- Promo opt-in/out
- Collects interests
- Integrated with SFMC



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Results To-Date

- ✓ 2017 email sends 300M (10X 2016 levels)
- ✓ Email/digital orders flat to 2016 (other channels down 20% plus)
- ✓ Supporting 515 publications centrally with 2 FTEs
- ✓ 401 newsletters launched (send growth of 200% plus)
- ✓ More than a dozen marketing journeys (comprised of over 1,200 individual journeys – with an end state of 2,000 plus discreet journeys)
- ✓ Integrating email, social, mobile push into one communication stream

Future

- *More personalized communication based on behavior and preferences for both newsletters and consumer marketing*
- *Propensity modeling – specifically for digital audiences*
- *Differentiated revenue paths based on behavior*