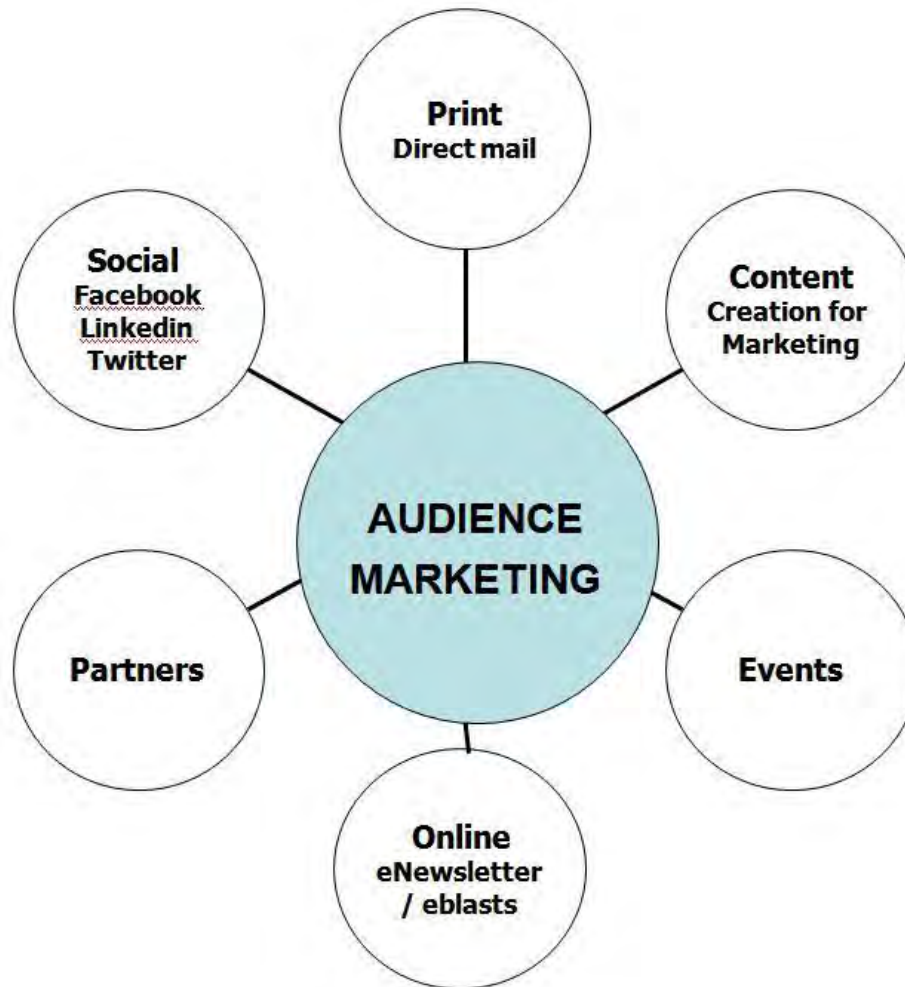


we get audiences

MONETIZING ONLINE CUSTOMER TOUCH POINTS--BEST PRACTICES FOR BUILDING ENGAGEMENT & SALE

AUDIENCE MARKETING IS...



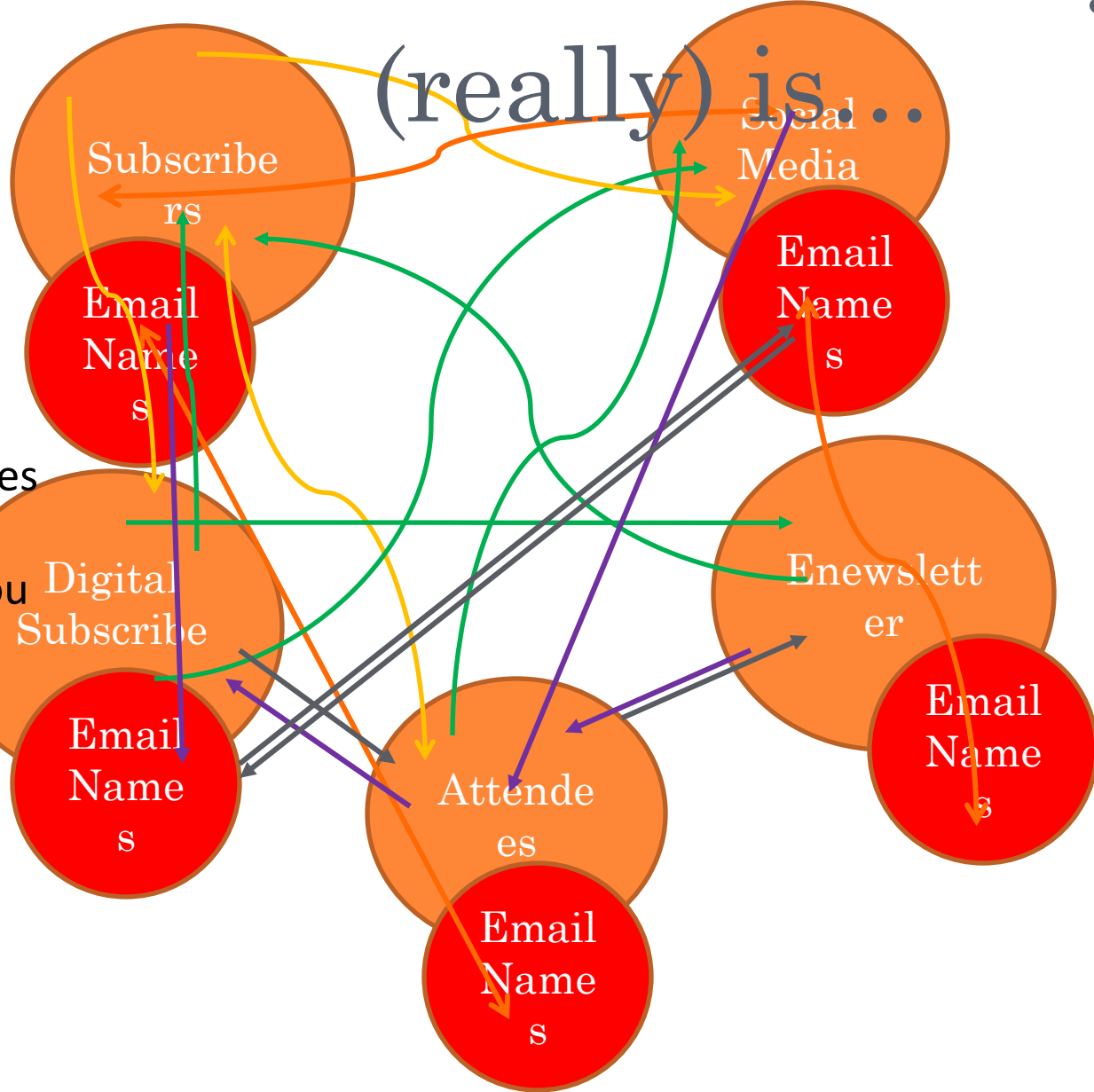
- +You **own** the names
- +You build the strategy to reach more names
- +You build the marketing programs to the names



Audience marketing


(really) is...

- +Complex sets of intertwining information
- +Often housed in different databases
- +Don't necessarily want all things you have to offer



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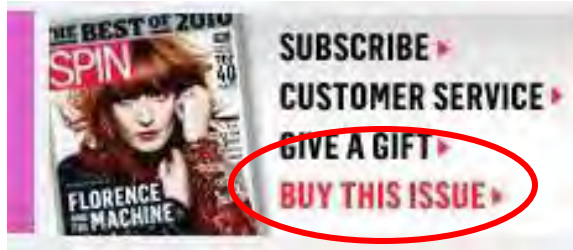


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- ← +web people
- +old people →
- +e-confirmation
- +surveys
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- +insert cards for emails



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We realize that you may have overlooked it so we wanted to give you a final opportunity to take advantage of the [FREE renewal offer](#).

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If I like Yoga Journal and decide to continue, I'll pay just \$16.95, and receive a full one-year subscription (9 issues in all), a 62% savings off the newsstand price! If for any reason I decide not to continue, I'll write "cancel" on the invoice and owe nothing.

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MOST INNOVATIVE
COMPANIES

THE 100 MOST
CREATIVE PEOPLE
IN BUSINESS

INNOVATION
BY DESIGN

THE UNITED STATES
OF INNOVATION

THE LEAGUE
OF EXTRAORDINARY
WOMEN

THE SECRETS OF
GENERATION FLUX

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FAST COMPANY LIVE

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New York & San Francisco

INNOVATION BY
DESIGN AWARDS AND
CONFERENCE
New York

FAST COMPANY MEET-UPS

INNOVATION ICON
SALON DINNERS

FAST TALKS

FAST COMPANY
SPEAKERS BUREAU

@ ADVERTISING WEEK
New York

@ CANNES LIONS
INTERNATIONAL
FESTIVAL OF CREATIVITY
Cannes, France

@ SKSW
Austin

@ C2-MTL
Montreal

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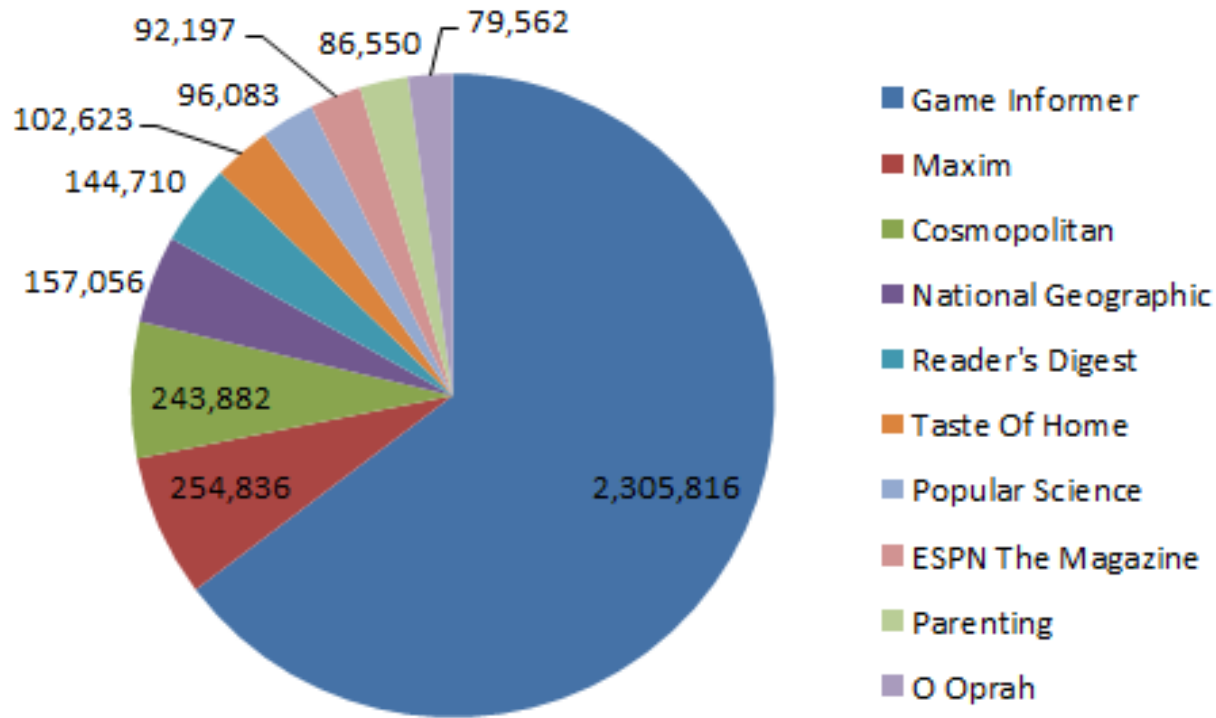


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DIGITAL DASHBOARD



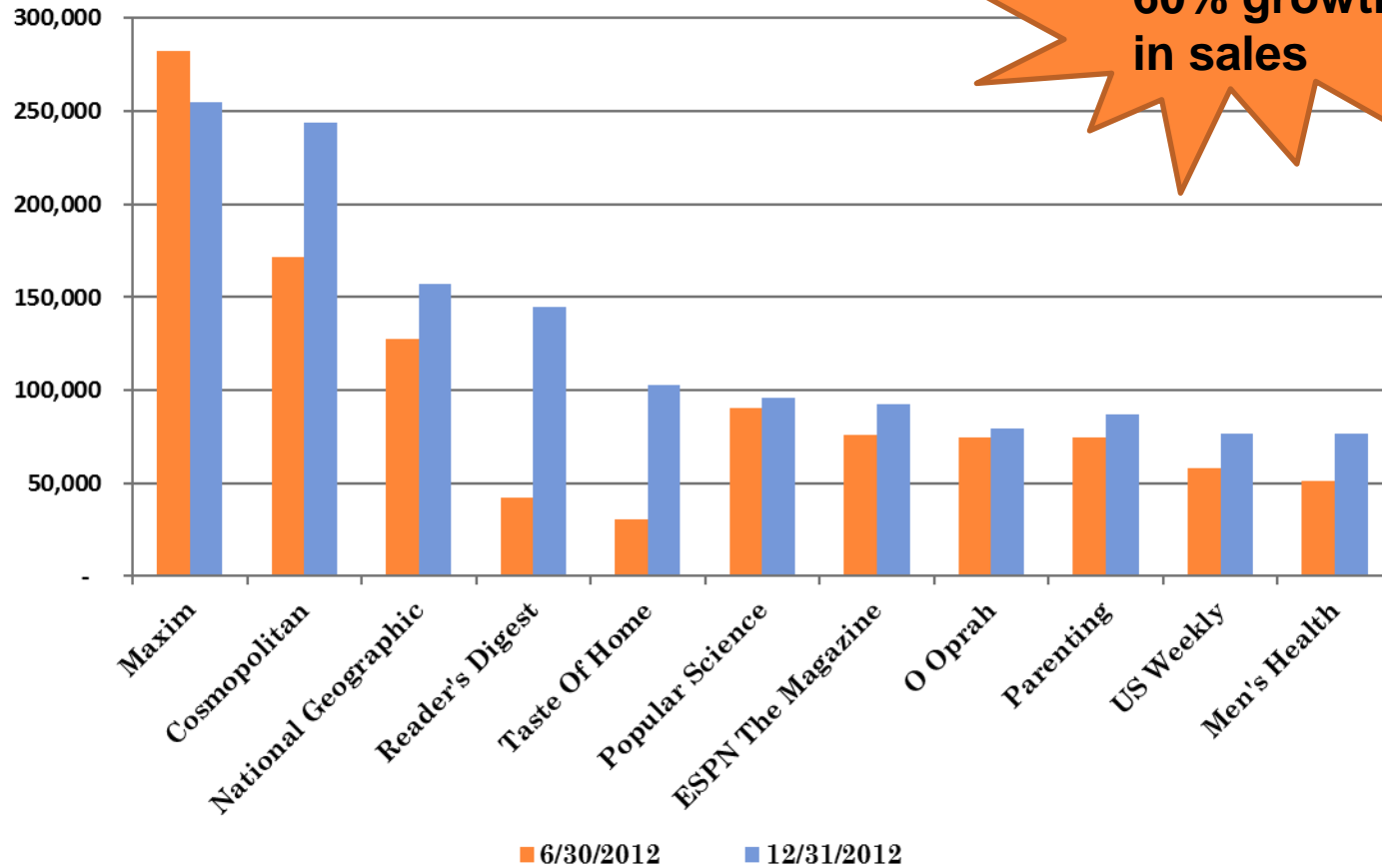
Total Digital Subscriptions 12/31/12



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DIGITAL SUBSCRIPTIONS



**60% growth
in sales**



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TOP TEN DIGITAL SALES

Top 10 Digital - Period 6/30/12

	Publication Name	Subs Print %	Subs Digital %	Single Copy Print %	Single Copy Digital %	Total Digital %
1	Game Informer	85	14.9	0.1		14.9%
2	Maxim	73.3	11.2	7.6	0.1	11.3%
3	Cosmopolitan	47.6	5.7	44.3	0.5	6.2%
4	National Geographic	92.6	3	4.2	0.2	3.2%
5	Popular Science	85.6	6.7	6.4	0.2	6.9%
6	ESPN The Magazine	92.2	3.5	0.5		3.5%
7	O Oprah	81.6		18.1	0.3	3.3%
8	Parenting	86.8	3.3	0.3	0	3.3%
9	US Weekly	67	2.9	28.8	0.2	3.1%
10	Men's Health	74.7	2.7	20	0.4	3.1%
	Total %					7.6%

Top 10 Digital - Period 12/31/12

	Publication Name	Subs Print %	Subs Digital %	Single Copy Print %	Single Copy Digital %	Total Digital %
1	Game Informer	70.6	29.3	0.1		29%
2	Maxim	74.6	10	6.2	0.2	10%
3	Cosmopolitan	51.6	8.1	39	0.4	8%
4	National Geographic	92.7	3.8	3.4	0.1	4%
5	Reader's Digest	84.1	2.6	3.3	0	3%
6	Taste Of Home	88.3	3.1	3.6	0	3%
7	Popular Science	85.5	7.3	5.8	0.2	7%
8	ESPN The Magazine	91.5	4.3	0.5	0	4%
9	Parenting	86.3	3.9	0.2	0	4%
10	O Oprah	79.7	3.3	16.8	0.2	3%
	Total %					10%

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CATEGORIES & COUNT

Amazon Kindle - Newsstand

Category	1/1/2013	6/7/2013	Variance
News, Politics, & Opinion	60	76	27%
Sports	111	65	-41%
Lifestyle	273	41	-85%
Business & Investing	42	35	-17%
Women's Interest		35	
Health & Fitness		34	
Home & Garden		34	
Automotive		33	
Men's Interest		25	
Cooking, Food & Wine		24	
Science, Technology & Nature	46	24	-48%
Entertainment	167	22	-87%
Arts & Photography		20	
Religion & Spirituality		16	
Travel & Adventure	45	16	-64%
Computers & Gaming		14	
Crafts & Hobbies		11	
Family & Beauty		8	
Music		7	
TOTAL	744	540	-27%

Apple iPad - Newsstand

Category	1/1/2013	6/7/2013	Variance
Business & Investing	445	707	59%
Fashion & Style	415	621	50%
Entertainment	438	574	31%
Automotive	265	394	49%
Health, Mind & Body	234	348	49%
Computers & Internet	225	321	43%
Home & Garden	212	306	44%
Arts & Photography	188	269	43%
Crafts & Hobbies	176	231	31%
Cook, Food & Drink	135	225	67%
Children's Magazines	70	104	49%
Electronics & Audio	67	96	43%
History	39	58	49%
Brides & Weddings	45	55	22%
TOTAL	2954	4309	46%

Nexus - Google Play

Category	1/1/2013	6/7/2013	Variance
Sports	66	98	48%
Crafts & Hobbies	23	90	291%
Women's Lifestyle	52	77	48%
Entertainment	42	72	71%
Home & Garden	39	58	49%
Automotive	54	57	6%
Science & Technology	30	53	77%
Arts & Photography	32	48	50%
Special Interest	19	41	116%
Health & Fitness	20	35	75%
Men's lifestyle	10	29	190%
Food & Drink	15	27	80%
News & Politics	12	20	67%
Business & Finance	12	15	25%
Travel	8	13	63%
Parenting & Family	12	12	0%
TOTAL	446	745	67%



BENEFITS OF DIGITAL NEWSSTAND SALES

- ✓ Build digital sales while accessing an entirely new audience
- ✓ Diversify revenues streams
- ✓ Up-sell audience through specific calls to actions
- ✓ Increase audience engagement
- ✓ Improve overall brand awareness
- ✓ Target technically savvy readers



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THE BASICS

- Build a good app
 - ✓ Video, slideshows, animation, quizzes, polls, podcasts, etc.
 - ✓ Showcase bonus content
 - ✓ Reader experience is key
- App category
 - ✓ Think how your traditional newsstand category affects your sales
- Pricing strategy
- App page
 - ✓ Optimize with keywords, description, icon, screen shots, ratings, reviews.



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APP DESCRIPTION



You have 4,000 characters for your app description which must include keyword rich sentences and copy that shines. Include the following:

- ✓ Describe what your app does in the first 2 lines.
- ✓ Highlight bonus features, for example, rich media elements.
- ✓ Update your description when you have a new update, new award, or a great review.
- ✓ Promote ease of use.

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APP STORE RANKING

Factors that impact your App Store rank:

1. Download volume
2. Velocity of those downloads
3. Apple is now testing ratings to incorporate into ranking. Google and Amazon already use.



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BUILDING DIGITAL SALES & ENGAGEMENT

1. Think channel
2. Add smartphones
3. Direct sales
4. Offer interactive advertising
5. Use email blasts to promote pre-sale
6. Social Media
7. Strategic Partnerships
8. Maximize your push notifications
9. Price promotions
10. Use your strengths!



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BUILDING DIGITAL SALES & ENGAGEMENT

1. Think Channel



kindle fire



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2. Insta-25% Lift

Smart Connected Device Market by Product Category, Shipments, Market Share, 2012-2016 (units in millions)

Product Category	2012 Unit Shipments	2012 Market Share	2017 Unit Shipments*	2017 Market Share*	2012–2017 Growth*
Desktop PC	148.4	12.4%	141.0	6.0%	-5.0%
Portable PC	202.0	16.8%	240.9	11.0%	19.3%
Tablet	128.3	10.7%	352.3	16%	174.5%
Smartphone	722.4	60.1%	1,516	67%	109.9%
Total	1,201.1	100.0%	2,250.3	100.0%	87.3%

Source: IDC's Worldwide Smart Connected Device Tracker Forecast Data, February 28, 2013

* Forecast estimates.



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3. Sell directly, too.

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CLICK HERE TO GIVE AS A GIFT

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4. Add Interactive Advertising



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5. Use Email to promote before...

tricycle

Digital Edition

We have exciting news!

The *Tricycle* fully interactive digital edition will be launching on October 18th, 2013.

Now you can enjoy *Tricycle* on your favorite tablet or smartphone device.

Available on
10/18/13



Bonus Features:

- ✓ Videos
- ✓ Podcasts
- ✓ *Tricycle* Gallery

Available on :



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5....at launch...
(also in-app)

The advertisement for the Tricycle Digital Edition Newsstand App features the following elements:

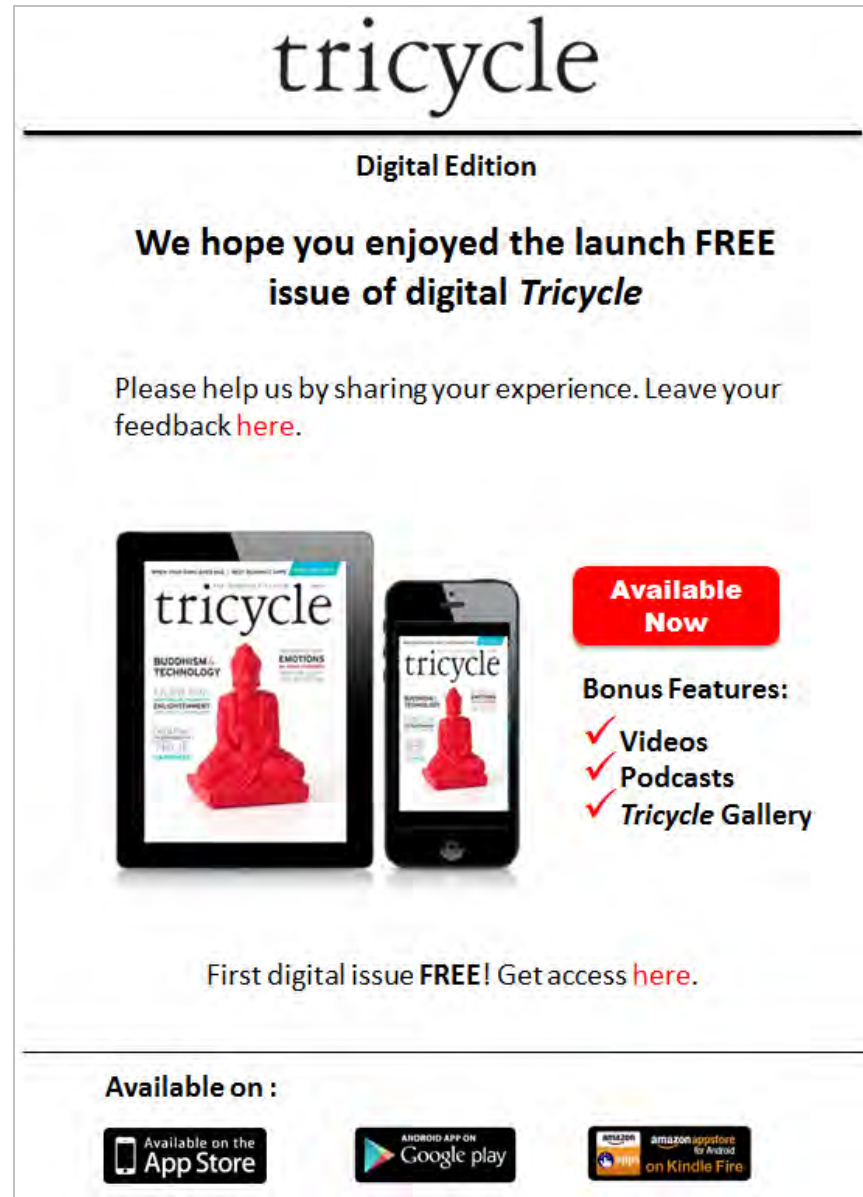
- tricycle** logo at the top, with a red horizontal line below it.
- Digital Edition** text below the logo.
- Introducing our Newsstand App** headline.
- Available Now** in a red button above a tablet and smartphone displaying the app interface.
- Bonus Features:**
 - ✓ Videos
 - ✓ Podcasts
 - ✓ *Tricycle* Gallery
- First digital issue **FREE!** Get access [here](#).
- Available on :** with logos for the App Store, Google Play, and Amazon Kindle Fire.

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5....and after for feedback/engagement




The graphic is a promotional email or social media post for the digital edition of 'Tricycle' magazine. At the top, the word 'tricycle' is written in a large, lowercase, serif font. Below it, a horizontal line separates the title from the text. The text reads: 'Digital Edition', 'We hope you enjoyed the launch FREE issue of digital Tricycle', and 'Please help us by sharing your experience. Leave your feedback [here](#).' In the center, there are two images: a tablet and a smartphone, both displaying the cover of the 'tricycle' magazine. The cover features a red Buddha statue and the text 'tricycle', 'BUDDHISM & TECHNOLOGY', and 'EMOTIONS'. To the right of the images is a red button with the text 'Available Now'. Below the button, the text 'Bonus Features:' is followed by a list of features with checkmarks: 'Videos', 'Podcasts', and 'Tricycle Gallery'. At the bottom of the main content area, it says 'First digital issue FREE! Get access [here](#).' Below this is a section titled 'Available on :' with three logos: 'Available on the App Store', 'ANDROID APP ON Google play', and 'amazon appstore for Android on Kindle Fire'.

tricycle

Digital Edition

We hope you enjoyed the launch **FREE** issue of digital *Tricycle*

Please help us by sharing your experience. Leave your feedback [here](#).






Available Now

Bonus Features:

- ✓ Videos
- ✓ Podcasts
- ✓ *Tricycle* Gallery

First digital issue **FREE!** Get access [here](#).

Available on :



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BUILDING DIGITAL SALES & ENGAGEMENT

5.5...don't forget In-app promotions for future issues



In Next Month's Tablet Edition

HOW TO **CREATE THE ULTIMATE MAC-BASED ENTERTAINMENT CENTER!**

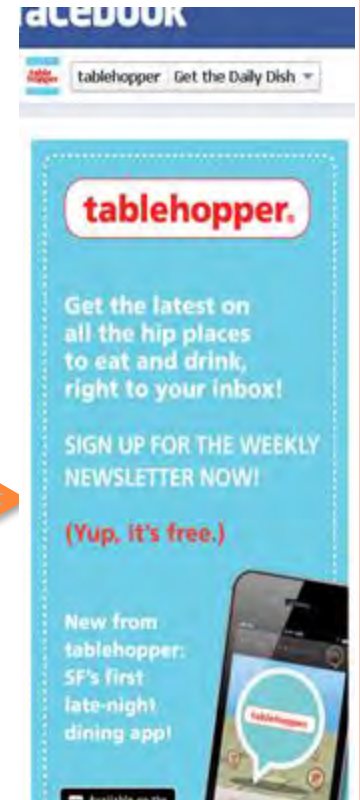
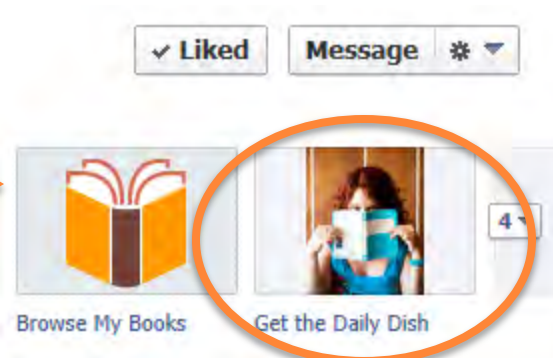


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SOCIAL MEDIA CAMPAIGNS

6. Twofer—use social to gather names and promote app



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SOCIAL MEDIA CAMPAIGNS

6. Promote through posts and SEM

○ Paid

The #1 Buddhist Magazine
Tricycle: The Buddhist Review



Tricycle is the leading independent voice of Buddhism in the West. Find out why!

36,998 people like Tricycle: The Buddhist Review.


The #1 Buddhist Magazine
Tricycle: The Buddhist Review




Tricycle is the leading independent voice of Buddhism in the West. Find out why!

36,998 people like Tricycle: The Buddhist Review.

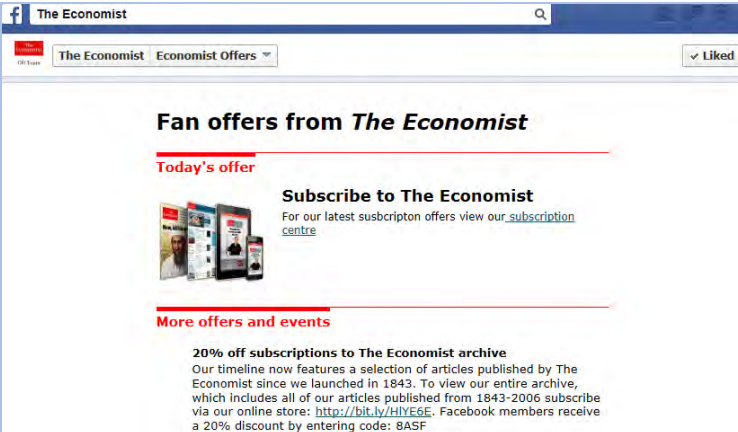
○ Posts

 **Tricycle: The Buddhist Review**
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STRATEGIC PARTNERSHIPS

7. Unusual partners



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STRATEGIC PARTNERSHIPS

7. Grow email file with help from friends/frenemies

Discover | Clean this email and its graphics? [Click here to use Scanner.](#)



Win a Week of Dining in San Francisco's *hottest* restaurants

We're sending one lucky local out on the town for a week of crazy-delicious dining at SF's hottest restaurants. Insider bonus: tablehopper will book your reservation, so you won't have to wait three months to get in. Score! (Gym membership not included.)


Enter to win dinner for two with insider reservations at:

Bar Tartine • ICHI • Mission Chinese Food
Rich Table • State Bird Provisions • SPQR
Tony's Pizza Napoletana

[ENTER TO WIN](#)

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Presented by Scout Mob as a Guest
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To ensure delivery to your inbox, please add [this email address](#) to your address book.
Not interested anymore? [Unsubscribe](#) from our Daily Drive emails.
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Sponsored email FROM OUR PARTNER



FROM OUR PARTNER

Instant Gratification

Win a crash course in SF's buzziest restaurants



Dining at San Francisco's *buzziest* restaurants requires advance planning—reserving a table two months out, waiting in line for hours. The time commitment can be daunting.

Tasting Table San Francisco has partnered with two other food-focused email publications—Tablehopper and ScoutMob—for a sweepstakes that will eliminate the hassle for one lucky winner.

The prize: seven meals for two at seven of the city's *most talked-about* restaurants, including State Bird Provisions, Rich Table, SPQR and Bar Tartine. (See the [full list](#).) Clear your schedule, because over the course of one week, you'll be receiving a crash course in San Francisco's restaurant scene.

Best of all, we make your reservations for you, so no obsessive scanning of OpenTable is required.

[Enter the sweepstakes now](#) and begin lining up your dining companions.

If you win, you can devote all that time you've saved to fighting for world peace—or simply hitting the gym once your restaurant blitz is over. [Enter now!](#)

NEXT STEP Enter the Sweepstakes

EVEN MORE Watch Our Video About State Bird Provisions

SHARE

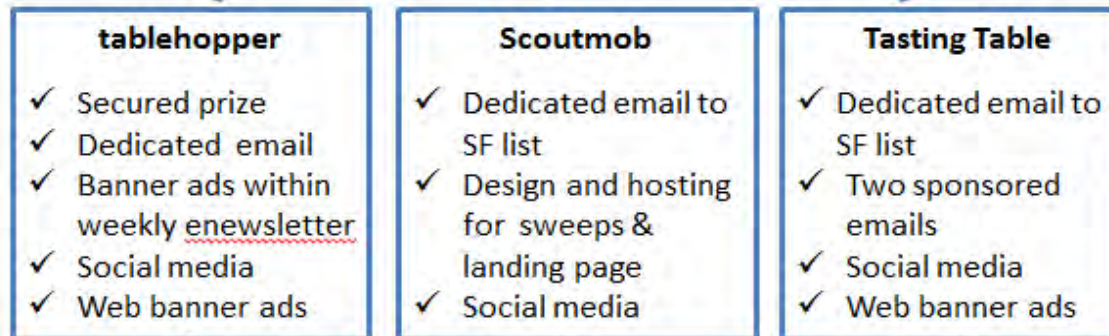
[f](#) [t](#) [p](#) [+](#) [c](#) [Comment on Facebook](#)

40% list growth

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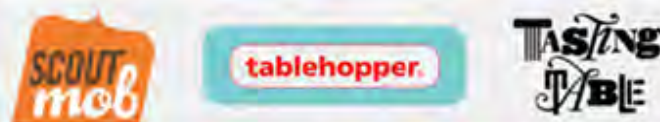
How it Worked

Next Steps Marketing developed the campaign and secured strategic partners based on their audience and levels of engagement.



All eblasts, social media, and banner ads for promotion efforts directed people to one main landing page hosted by Scoutmob. Scoutmob collected all entries including names and emails. By entering the promotion, people are agreeing to receive newsletter from all 3 partners. Scoutmob sent all email entries to all 3 partners weekly until the promotion ended.
Promotion Dates: 11/9/12 – 11/30/12

Total Email Names Collected



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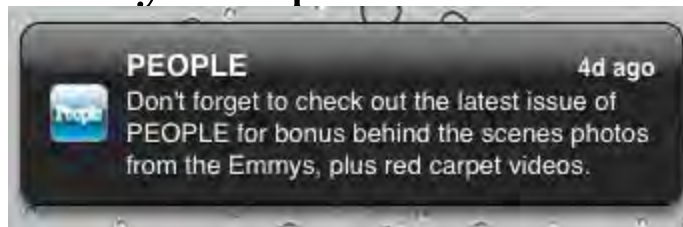


PUSH NOTIFICATIONS

8. Push with content

➤ Maximize your push notifications for extra sales.

➤ Test!



➤ Ex: 78% open rate through three blasts

1. Are you ready for the Big One?
2. Diver works 10-hour shift underwater
3. FREE Water-Wise Evaluation



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9. PRICE PROMOTIONS

[View in Web browser.](#)

Act Now: Sale Lasts Only 48 Hours!
Get our two best apps for 99¢ each!

- Kindle: 30 day FREE
- Google: 14 day FREE
- All: Flash Sales

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99¢

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- Stories behind the photos along with photographer bios
- Watch videos, share photos, and buy your favorite prints.

50 PLACES OF A LIFETIME

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99¢

- 50 must-see places to make your bucket list from National Geographic Traveler
- Photo galleries, short essays and interactive fast facts.
- Videos and 360 degree panoramas that bring each destination to life.

Venice
In this most fashionable city of Italian crime, the doctor you hate.

This offer expires, Monday, July 11, 2011

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PROMOTE TO EXISTING & NEW AUDIENCES

10. Use your strengths!

Apps for Kids!

Check out these new game apps from the publishers of *Ranger Rick*®

Click the Birdie! Try the lite version for **FREE!** Ages 7 and up

Raiders of the Lost Aardvark Try the lite version for **FREE!** Ages 7 and up

What Did Snakey Eat? Try the lite version for **FREE!** Ages 2-5

Visit nwf.org/KidsApps for more details!
Available on the App Store and Android Market.

LOOK for us on the **nook** by Barnes & Noble

All the fun and learning of our print edition in a convenient, portable, digital format!

TRY IT FREE FOR 14 DAYS!

Go Wild!

National Wildlife Foundation
Titles are now Available on
NOOK

Online Only

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OTHER TIPS: TURNING WEAKNESS → STRENGTH

The Top Seven Stories of the Week - Message (HTML)

File Message

Ignore X Junk - Delete Reply Reply All Forward Meeting More -

Tablets To Manager Rules -

Team E-mail Done OneNote

Reply & Delete Create New Move Actions -

Mark Unread Categorize Follow Up -

Tags Editing

Find Related - Select - Zoom

Zoom

If there are problems with how this message is displayed, click here to view it in a web browser.

From: 7x7 Magazine on behalf of 7x7 Magazine

To: maire@nextstepsmarketing.com

Cc:


Subject: **The Top Seven Stories of the Week**

NOT DISPLAYING CORRECTLY? [CLICK HERE](#) | [FORWARD](#) TO A FRIEND

YOUR DAILY DOSE **7x7** OF SAN FRANCISCO


Saturday, September 28, 2013

[f](#) [t](#) [i](#) [p](#)



Seven Top Sushi Spots Around San Francisco

It's a question we get often: Where do you go for sushi? So we finally rounded up our top picks. [Read More >](#)



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OTHER TIPS: TURNING WEAKNESS → STRENGTH

7x7SF

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First Name

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Saturday Weekly Roundup

- Sign Me Up!
- Take Me Off the List Please
- I Only Want the Saturday Newsletter!

[Update Profile](#) or [Unsubscribe](#)



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OTHER TIPS: DAILY DEALS

Get the Daily Deal for: Las Vegas

GROUPON Featured Deal How It Works Sign In Sign Up

Las Vegas

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B Throw the ball against the wall and catch it fast! Remain in a squat and throw 10-15 times.

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