



Solving the digital publishing skills crisis with training

www.DigitalTrainingAcademy.com

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About these presentation notes

- **The Digital Training Academy was set up to help bridge the skills gap among publishers**
- **This presentation explains the training challenges digital publishers face**
- **It includes simple best practice tips for organisational structures**
- **We have included examples of the knowledge gaps many firms suffer from**

Agenda

- Ad sales lessons and needs
- Editorial lessons and needs
- Publisher / director lessons and needs
- Marketing lessons and needs

...and simple ways you can bridge the gap



Need more?

Go online afterwards for courses and downloads

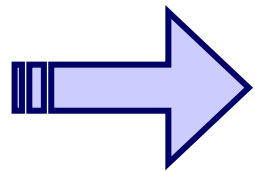
Solving the digital publishing skills crisis through training

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More information?

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Advertising Sales ***The digital skills crisis*** ***In their own words***

Advertising sales: the challenge

“In print advertising I only had to focus on prices, relationships and spaces. In online have to do the same, but also know digital formats, web analytics, marketing theory and web publishing. This is much harder.”

The digital difference? Extras they need to know...

- **Online ad formats**
- **Online currencies**
- **Online research methodologies**
- **Web analytics**
- **Wider marketing theory**
- **Web publishing strategy**

Tips for organising digital publishing effectively

1. Help the existing teams learn enough to have the basic sales conversation
2. Focus on a few digital experts who can take it further and deeper for clients / agencies who already use online extensively
3. Blend internal promotion and training with external recruitment
4. Focus on the cultural flashpoints (editorial change, ad sales motivation), invest senior management for goal alignment



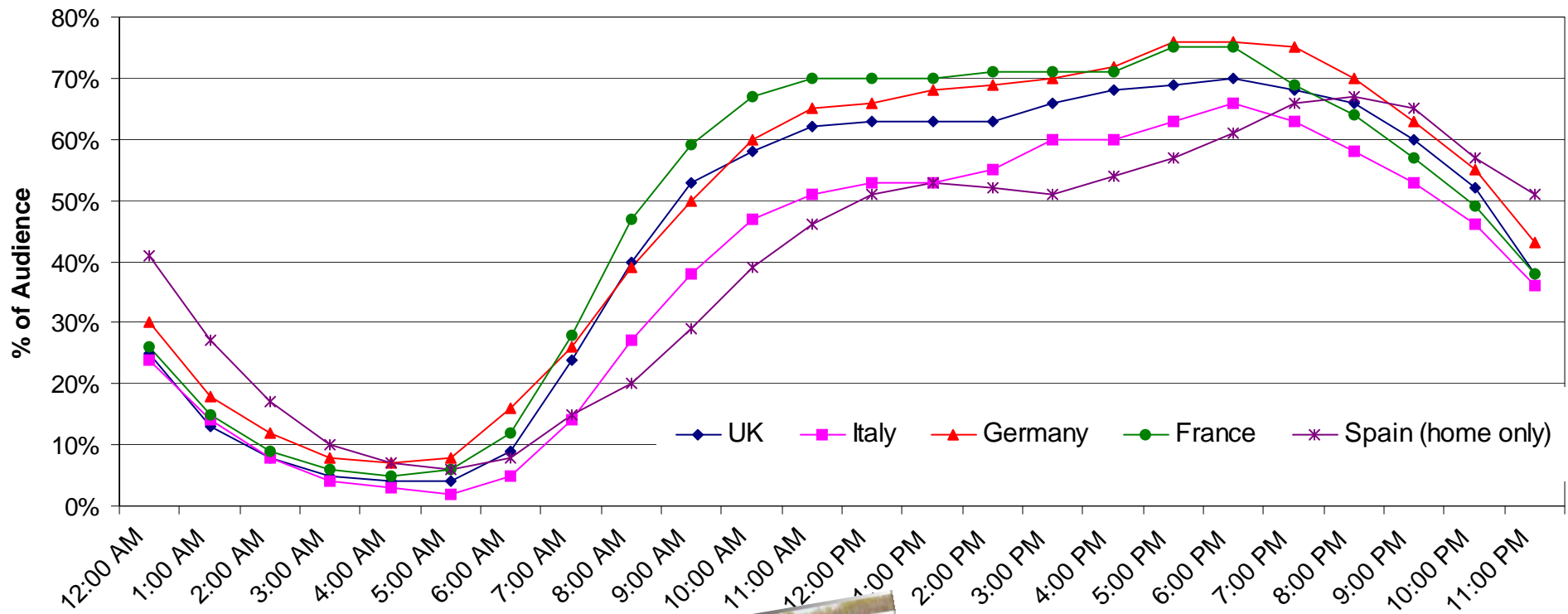
Lessons from the academy classroom

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Digital Media Planning Academy **Getting to grips with online media planning** Digital Training Academy

This programme of training includes courses to help teams converting from print, acceleration courses for those already experienced, and masterclasses for directors developing the strategy in this area. The Academy programme is customised to the unique needs of each media group. The training is based on a syllabus structure that encourages progression and development.

Dayparting boosts inventory

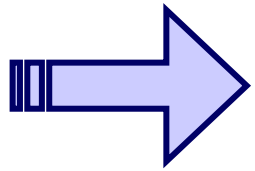


Need more?

Sales Strategy Academy for publishers

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Editorial

The digital skills crisis

In their own words

Editorial: the challenge



“In magazine writing I only had to focus on the story, the images and the deadline. In online have to do the same, but also know about web page layouts, writing for search engines, building something that creates debate in the blogs, and then I have to tag up all my content so it can be properly referenced. It’s not just that there’s more to do, it’s also that I have to work differently and think differently.”

The digital difference? Extras they need to know...

- **Web page layout**
- **Writing stories and headlines to work in search engines**
- **Social media: understanding how to use a story to create discussion and debate**
- **Tagging and data classifications**
- **Web analytics and audience statistics**

Tips for organising digital publishing effectively

1. Help existing teams learn enough to enable writing for both channels
2. Build house style guides to codify knowledge
3. Audit and improve the business processes to ensure it's working
4. Separate out product development and invest in a small number of digital leads who can lead innovation
5. Centralise architecture and systems



Making sense of a digital world

Lessons from the academy classroom

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Digital Management Information Academy Masterclasses for web publishers

Digital Training Academy

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What should you count?

Hits
Emails Registrations Logins Pimps
Bouncebacks Frequency Posts
Click-throughs Ad plays Emails Minutes
Responses Searches
Open rates Reach Visits Clicks
Unsubscribes Impressions
Conversions Cookies Uniques
Gone-aways Streams Views IPs
Brochure requests Streams Views Megs
CVs delivered Streaming Audio
Pass-on rates Leads
Mouseover events Customers
RSS subscriptions Uptime
SMSs sent

What should you count?

Frequency Posts
Click-throughs
Reach
Visits Clicks
Impressions
Uniques
Cookies



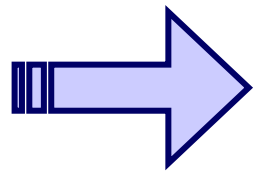
Need more?

Editorial and Strategy academies for publishers

Audience KPIs to consider

Digital Strategy's 5 Ps of traffic...

- **People (unique users)**
- **Pages (impressions)**
- **Persistence (stickiness / duration of visit)**
- **Pulling power (repeat visits)**
- **Passion (intensity of their activity)**



Publishers
The digital skills crisis
In their own words

Publishers: the challenge

“Everyone in the firm knows magazines inside and out. They’re straightforward and easy because the models and processes are so familiar. But in digital media the fundamental models of content are still changing, the needs and experience of our advertisers varies massively, and many areas like social media we don’t know what we should even do. We could easily waste all our resource and have nothing whatsoever to show for it.”

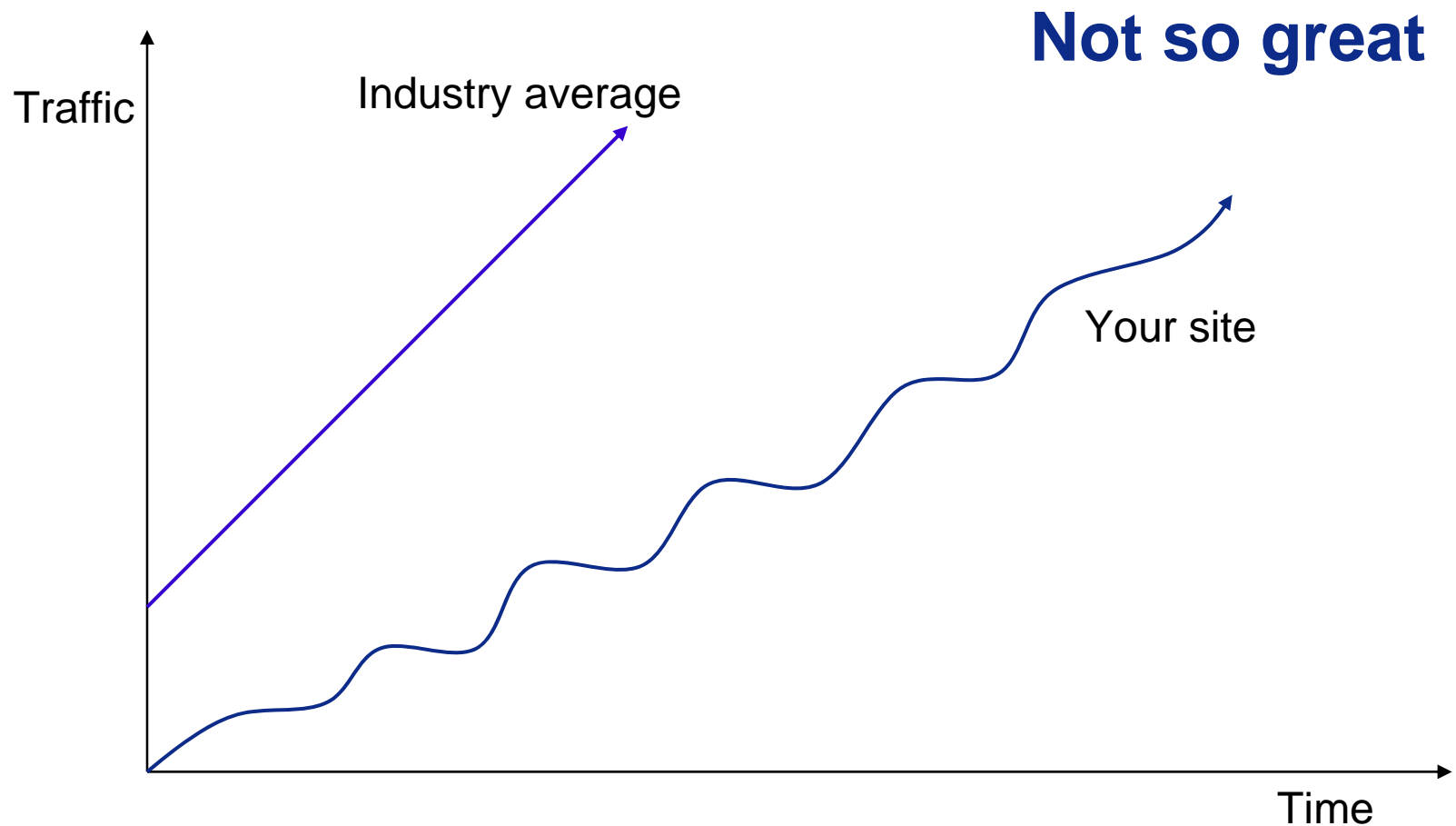
The digital difference? Extras they need to know...

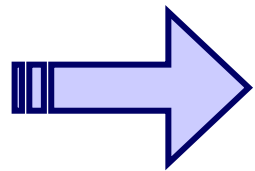
- **Web design**
- **Web publishing business models**
- **Online marketing trends**
- **The drivers behind online use and audience behaviour**
- **Approaches to content development and support**
- **Management techniques for creating innovation and rapid product development**

Tips for organising digital publishing effectively

1. **Coach publishers to accept the rapid pace of change**
2. **Help them acknowledge they don't have the same business intuition**
3. **Develop new structures to lever centralised economies of scale**
4. **Recruit expert digital strategists / consultants**
5. **Train publishers to run the new business units once implemented, skilled up enough to manage the teams ongoing operations**

How well are you doing?

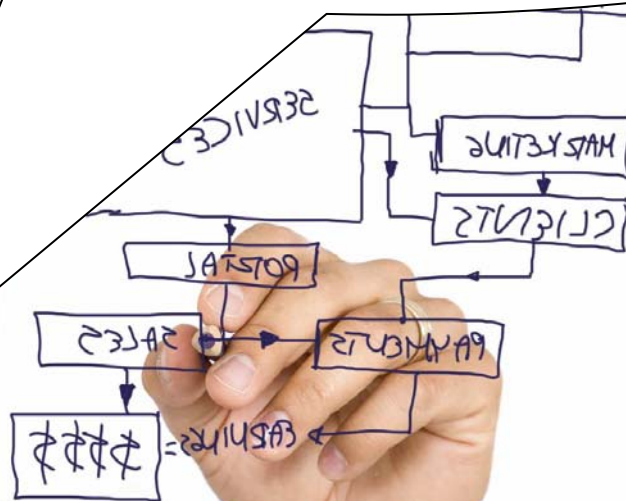




Marketing the sites
The digital skills crisis
In their own words

Marketing sites: the challenge

“In magazines it’s straight forward: cover design, news trade promotions and pricing. On the web it’s terrifying; dozens of things to tackle from search engines to email newsletter publishing. I need an army; and one with skills!”



The digital difference? Extras they need to know...

- **Online marketing theory**
- **Search engine marketing skills**
- **Understanding of navigation, design and usability**
- **Web analytics and audience research**
- **Web publishing strategy**

Tips for organising digital publishing marketing effectively

1. Increase the resources so it's fit for the purpose
2. Build models and approaches that scale across titles and sites
3. Focus on a few digital experts or bring in the people you need
4. Blend internal promotion and training with external recruitment
5. Develop knowledge sharing and best practice across the business so the organisation truly becomes a learning engine

Lessons from the academy classroom

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Building strength in digital media sales teams

Digital Media Sales Academy Getting to grips with online media sales

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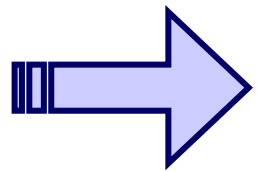
Marketing strategies?

- Sales people can only sell what's there
- Most magazine sites lack inventory and risk burning advertising impressions against a restricted audience reach
- Building traffic within the publisher can be the key to delivering ad volumes



Need more?

Traffic building workshops for publishers



***The digital skills crisis
Training is a solution***

Training is simple

- Builds skills, confidence and loyalty
- Demonstrates investment in teams
- Raises performance of the whole business
- Can begin straight away



Need training for your team?

Ask about the 40 in-company courses for publishers

How can we help?

World class training that raises skills today

- **A portfolio of 40 digital publishing and marketing courses designed for the digital editions and leadership teams of magazines and newspapers.**
- **Developed by leading online publishers and delivered in 20 countries**
- **Part of the Digital Strategy Consulting group (established 2000)**

Most popular Digital Training Academies?

- **Media Sales**
- **Commercial Strategy**
- **Publishing Strategy**
- **Editorial & Content**
- **Community & Social Media**

- Orientation for newcomers
- Advanced for the experienced
- Masterclasses for experts

Examples of how we can help...

1. Digital Classroom for

- **Media sales** www.DigitalTrainingAcademy.com/digitalmediasalesacademy
- **Publishers** www.DigitalTrainingAcademy.com/publishingstrategyclassroom/

2. Digital Insight Reports

- **Tutor's insights: Hints and tips for media sales teams**
- **Digital Insight Report: Digital Media Planning**

3. Digital Training Academy intensive skills programme

- **Digital Media Sales Academy - conversion courses for print teams**
- **Digital Media Sales Academy - advanced courses for those with 2 years experience**
- **Digital Media Sales Academy - masterclasses for experienced online sales teams**
- **Digital Media Sales Academy - revenue / yield strategy workshops**
- **Digital Media Planning Academy**
- **Digital Advertising Trafficking Academy**
- **Digital Publishing Strategy Academy**
- **Digital Product Development Workshops**



A few 'open' Academies

- **Commercial strategies for online publishers**
Digital Publishing Strategy Academy (masterclass) **28 February 2008**
- **Online marketing essentials**
Digital Marketing Academy (acceleration course) **6 March 2008**
- **Online advertising sales**
Digital Media Sales Academy (acceleration course) **7 March 2008**
- **Content strategies for online publishers**
Digital Publishing Strategy Academy (masterclass) **27 March 2008**
- **Boosting your traffic from search engines**
Digital Search Academy (acceleration course) **3 April 2008**
- **Marketing through blogs and social media**
Digital Blogging Academy (acceleration course) **4 April 2008**
- **Effective email publishing**
Digital Email Academy (acceleration course) **26 June 2008**

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