



**Our  Hometown**

Virtual Conferences

# How to Increase Digital Subscriptions

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December 17, 2020  
**9am CST**

# Our Hometown

## About Us

- **Family business**, founded in Upstate NY in 1997.
- Manage hundreds of **newspaper websites** and **native apps** across North America.
- **WordPress**-based Platform - Customized for News Publishers
  - #1 Priority is **Customer Support**
- Constantly **Evolving Platform** and **Feature set** based on publisher feedback

# In the next 30-45 minutes, we'll discuss...

- **Paywall Models**
- **Pricing and Auto-renewal**
- **Strategies for Marketing Subscriptions**
- **Subscription Sales Blitz**
- **Locate questions box**
  - Type your name, the paper you are with, and estimated # of digital subscribers

# Our Hometown

## Frequently Asked Questions

“We are thinking about finally **launching a paywall**. What are the different **paywall models** available and which have you seen the most success with?”

*-Publisher in Florida*

# Paywall Models for Newspapers

- **Hard Paywall**
  - Restricts all content to paid customers only - [LeonCountyToday.com](http://LeonCountyToday.com)
- **Soft Paywall** - A mix of paid and free access content
  - Specific Categories set free - [JournalTrib.com](http://JournalTrib.com)
  - Select articles marked free - [GaffneyLedger.com](http://GaffneyLedger.com)
  - Current News protected, archived news free (or vice, versa) - [PortAransasSouthJetty.com](http://PortAransasSouthJetty.com)
- **Metered Paywall** - [ChesterfieldObserver.com](http://ChesterfieldObserver.com)
- **Registration Wall** - [AmherstBee.com](http://AmherstBee.com)
- Email [ops@our-hometown.com](mailto:ops@our-hometown.com) for a copy of the slides

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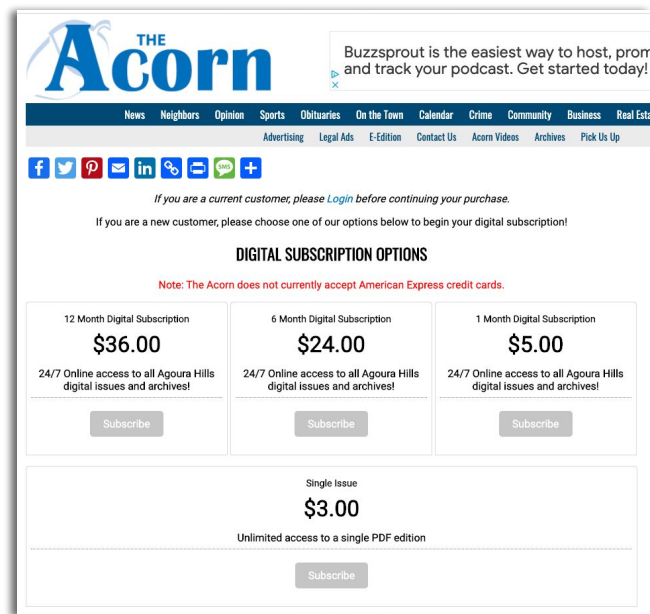
## Webinar Poll

**What kind of paywall model do you have on your website today?**

- 1.) Hard Paywall
- 2.) Soft Paywall
- 3.) Metered Paywall
- 4.) Registration Wall
- 5.) None of the above

# Metered Paywall on a FREE Newspaper Group

- Publisher was tired of having print delivery canceled because “I get all the news for free online anyway”
- Metered Paywall Model
  - \$36/year, \$24/6 months, \$5/month, \$3 single issue access



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## Frequently Asked Questions

“Can we **automatically** send a renewal notice to remind readers when their subscription has expired?”

*-Publisher in North Dakota*

# Autorenewal

- **Autorenewals**
  - Require them to opt-out, rather than repeatedly opt-in
- **Increases Retention**
- Convenient for Customer
- The **“Netflix Model”**
  - First month free (or discounted), autorenews at full price

# Our Hometown

## Frequently Asked Questions

“How would you recommend we **price** our digital subscriptions?”

*-Publisher in New York*

# Pricing

- **Digital Subscription Options**
  - \$2 - 3 / edition
  - \$5 - 10 / month
  - \$50 - 65 / year
- Charge **at least** as much as the equivalent period for a print subscription.
  - Ideally, charge **125% of print** to account for archive access.
  - Leave room to discount!
- As part of the new website design, Our Hometown helps publishers formulate a digital business plan.

*The*  
**JOURNAL**

Crosby Journal Online Subscription Options

Please note that all subscriptions will auto-renew each billing period until cancelled from your **Account** page!

<b>Crosby Journal - Weekly Subscription</b> <b>\$1.99/week</b> Subscribe	<b>Crosby Journal - Monthly Subscription</b> <b>\$10/month</b> Subscribe	<b>Crosby Journal - Yearly Subscription</b> <b>\$50/year</b> Subscribe
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**The JOURNAL Tioga Tribune**

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**Local News**

FROM THE JOURNAL

Room for three  
/ July 28, 2020  
Jody Michael -- The Journal From left, Jackson, Samuel and Silas Kindel made up one half of a see saw squad (brother Matthew, not pictured, was on the other end)...

County budget likely will need tightening  
/ July 28, 2020  
Divide County Commissioner Doug Grube reviews county budget figures. Divide County

FROM THE TIOPA TRIBUNE

Rodeo, grain palace days persevere in face of pandemic  
/ July 28, 2020  
Organizers of the Ray Grain Palace Rodeo expect it to look a lot like last year's event, above, with organizers feeling like there's no better place for a gathering than...

Temperatures check  
/ July 28, 2020  
Dave Tengesdal photo Mikayla Wolfe and Casey Kennell are among the couples getting a temperature screening from

# Our Hometown

## Frequently Asked Questions

“What do other publishers do to **market subscriptions** to the website? We have many followers on **Facebook** and email subscribers on our **newsletter** list”

*-Publisher in Michigan*

# Marketing Subscriptions

- Homepage
- Article Teaser
- Newsletter
- Social Media
- Print

*The*  
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- **Article Teaser**
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# Marketing Subscriptions

- Homepage
- Article Teaser
- Newsletter
- Social Media
- Print

Menu

JournalTrib.com

## Third new COVID case this week in Divide County

Nursing home goes back to outdoor visiting; close contacts defined  
*By cecilew@crosbynd.com | on August 13, 2020*

By Brad Nygaard

Jody Nelson

Visitation at St. Luke's Care Center in Crosby is still allowed, but only outdoors. Jody Nelson, CEO at the nursing home and medical center said the move is "out of an abundance of caution" in light of the recent rise in positive COVID cases in the area, not just in Divide County, where today another positive case has been reported by the Health Department. That brings the number of confirmed cases in Divide County to four since the pandemic began -- three of those in the past w...

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# Marketing Subscriptions

- Homepage
- Article Teaser
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- Social Media
- Print



\*Automated Coupon Generator

# Case Study: Metered Registration Wall

- ChesterfieldObserver.com
- Free print newspaper
- Launched **Free Registration Wall** with a **Meter**
- After one month, the **Metered (Free) Registration Wall** converted to **Metered Paywall**
- Uses **automated newsletter marketing** tools to offer promo codes to non-subscribers



# Marketing Subscriptions

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# Marketing Subscriptions

- Homepage
- Article Teaser
- Newsletter
- Social Media
- [Print](#)
- [Ideas from our blog](#)
- [YouTube](#)

- Targeting a new generation of news consumers



## Drying down



As the weather dries down, the ground is becoming firmer. The bulldozer is shown working on a dirt mound. The machine is dark-colored with some yellow accents.

## Dollar General store will break ground soon

By Brad Hyatt

By the time you read this, ground will already be broken on Dollar General's planned development property on Oakley's southeast corner. As a result, a Dollar General store could be open on the site by this year.

The Oakley City Council, in a special meeting held Thursday, approved the plan to build a 100,000-sq-ft store and structure on 1.61 acres of land that will be owned by the Town of Oakley.

When asked about the reason for building a special meeting, rather than holding the application with the next regularly scheduled council meeting, Alderman said, "I'm in the company, but I'm not a resident, and there's only a few days you can meet and meet."

A companion project by the Oakley City Council is to sign an agreement with the city's commission to build a new store and structure to be completed by mid-September.

## Maroons to limit fans at home games

By Mike Michael

The Oakley County School District will limit attendance at home sporting events and offer streaming as an alternative when they begin next season.

The school board decided on a plan Thursday for limiting attendance at home games and the concession stands.

The board also called for limiting attendance at home games and the concession stands. The board also called for limiting attendance at home games and the concession stands.

## New COVID case Tuesday; nursing home takes steps

By Brad Hyatt

Visitors at St. Luke's Care Center in Oakley will be allowed to visit only visitors.

St. Luke's recently posted on the medical center's Facebook page about what visitors close to the facility, or visitors to the facility, should follow.

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# “Weekly Office Hours” Concept for Newspapers

- Live Video Webinars are a new way for any business to create engaging content marketing (works very well for Our Hometown)
- Webinar hosted via webcam by the editor or publisher of your newspaper.
- Discuss the top news in the paper and on your website with screenshare. Discuss FAQs
- Promote upcoming events and advertisers
- Invite Subscribers to participate in the live chat



GoToWebinar



# Our Hometown

## Frequently Asked Questions

“We launched our paywall a few years ago and subscriptions seem to have **leveled out**. What can we do to **increase** and **retain more digital subscribers**?”

*-Publisher in Texas*

# Subscription Sales Blitz

- Where would you start?
- Use Newsletter Activity to identify warm leads
  - Segment newsletter audience into Current, Expired, and Never Subscribers by comparing list with active digital subscriber emails
- **Expired subscribers**
  - Email special offer and follow up with call
- **Current subscribers (Good Customer Service)**
  - Call to get general feedback. If they are free, ask them 2-3 question survey
  - Offer to setup Discounted Gift Subscription
- **Never Subscribers**
  - Offer Free Month, no strings attached. Capture phone number with free registration for future follow up



# Upcoming Virtual Conferences with Our Hometown

- **Online Media Campus - Rethinking Paywalls**
  - Friday, December 18th at 1pm EST
- **Growing Your Mobile Audience**
  - Friday, January 8 at 1pm EST
- **Social Media Strategy**
  - Thursday, January 21 at 2pm EST
- **Workflow Optimization**
  - Friday, February 5 at 1pm EST
- **Audio Articles and Video Podcasting**
  - Thursday, February 18 at 1pm EST



Register at [our-hometown.com/virtual-conferences](https://our-hometown.com/virtual-conferences)

# Our Hometown

## Feedback

- **Before you leave**, please leave a quick comment in the questions area.
  - What did you like/not like about the presentation?
  - Email [ops@our-hometown.com](mailto:ops@our-hometown.com) for a copy of the slides
- Would you be interested in a **free prototype** of your newspaper on WordPress?
- Send us a recent **PDF of your paper** and we will transform it into an interactive **HTML website**.
  - Send the files to [ops@our-hometown.com](mailto:ops@our-hometown.com) via **WeTransfer.com**
    - In the note please write: "Illinois Webinar"