



**Our  Hometown**

Virtual Conferences

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# How to Increase Digital Subscriptions

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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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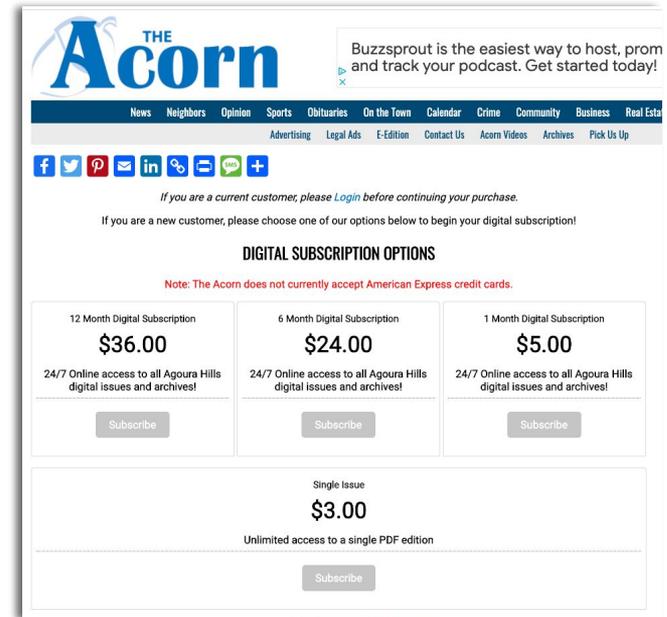
## Webinar Poll

**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



The screenshot shows the website for 'THE Acorn'. At the top, there is a navigation menu with links for News, Neighbors, Opinion, Sports, Obituaries, On the Town, Calendar, Crime, Community, Business, and Real Estate. Below the menu are social media icons for Facebook, Twitter, Pinterest, Email, LinkedIn, YouTube, and a plus sign for more options. A banner for Buzzsprout is visible in the top right corner. The main content area features a login prompt for current customers and a subscription selection screen for new customers. The subscription options are:

Subscription Option	Price
12 Month Digital Subscription 24/7 Online access to all Agoura Hills digital issues and archives!	\$36.00
6 Month Digital Subscription 24/7 Online access to all Agoura Hills digital issues and archives!	\$24.00
1 Month Digital Subscription 24/7 Online access to all Agoura Hills digital issues and archives!	\$5.00
Single Issue Unlimited access to a single PDF edition	\$3.00

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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

Homepage The Journal - Crosby, ND Tioga Tribune - Tioga, ND Advertising Contact Us Corner Market History Local Events Marketplace Classifieds Archives

SUPPORT LOCAL JOURNALISM! Donate Today!

Featured Advertisers

Guardian Inn  
The Rooted Home  
St. Lukes  
Wash Your Hands!

Journal Publishing  
For all of your business and commercial printing needs  
journalcrosbynd.com

Know what's below. Call before you dig. 811

Wash your hands. How in God's name?

FROM THE JOURNAL

Room for three / July 28, 2020  
Jody Michael -- The Journal From left, Jackson, Samuel and Silas Kinzel 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 Graupe reviews county budget figures. Divide County

FROM THE TIOGA 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

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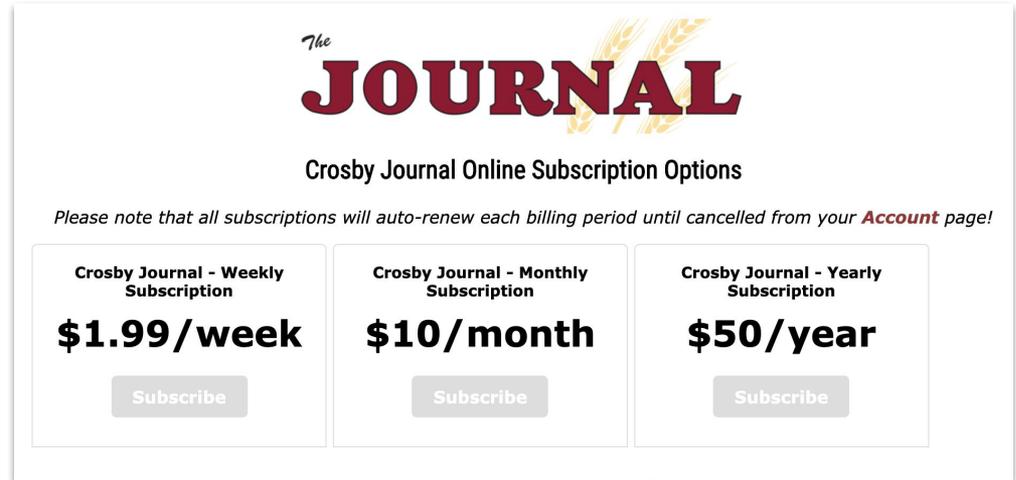
## Frequently Asked Questions

“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 screenshot displays the subscription options for 'The JOURNAL'. At the top, the logo features the word 'The' in a small font above 'JOURNAL' in large, bold, dark red letters, with a golden wheat stalk graphic behind the text. Below the logo, the title 'Crosby Journal Online Subscription Options' is centered. A note in italics states: 'Please note that all subscriptions will auto-renew each billing period until cancelled from your **Account** page!'. Three subscription options are presented in separate boxes: 'Crosby Journal - Weekly Subscription' for \$1.99/week, 'Crosby Journal - Monthly Subscription' for \$10/month, and 'Crosby Journal - Yearly Subscription' for \$50/year. Each option includes a 'Subscribe' button.

**The JOURNAL**

Crosby Journal Online Subscription Options

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The screenshot shows the homepage of The Journal Tioga Tribune. At the top left is the logo with the text "The JOURNAL Tioga Tribune" and a graphic of wheat stalks and a well. To the right is a red button that says "SUPPORT LOCAL JOURNALISM! Donate Today!". Below the logo is a navigation bar with links: "Homepage", "The Journal - Crosby, ND", "Tioga Tribune - Tioga, ND", "Advertising", "Contact Us", "Corner Market", "History", "Local Events", "Marketplace", "Classifieds", and "Archives".

The main content area features a large photo of a rodeo scene with a man in a pink shirt and cowboy hat talking to a child in a yellow shirt. Below the photo is the caption: "Rodeo, grain palace days persevere in face of pandemic".

On the right side, there is a "Featured Advertisers" section with several ads: "Room Reservations Dining Reservations 985-8400 985-8600 GUARDIAN INN", "Restaurant & Lounge Onsite - Continental Breakfast Pet Friendly - Extended Stay - Special Events Conference Room - 817 THE ROOTED HOME STOP IN TO ORDER FROM FLOWERS LAST DAY TO ORDER JULY 30th", "ST. LUKE'S HEALTH SERVICES WASH YOUR HANDS! CLICK HERE! for our latest updates!", and "Journal Publishing For all of your business and commercial printing needs journal@crosbynd.com".

Below the main content, there are two columns of "Local News" under the heading "Local News".

**FROM THE JOURNAL**

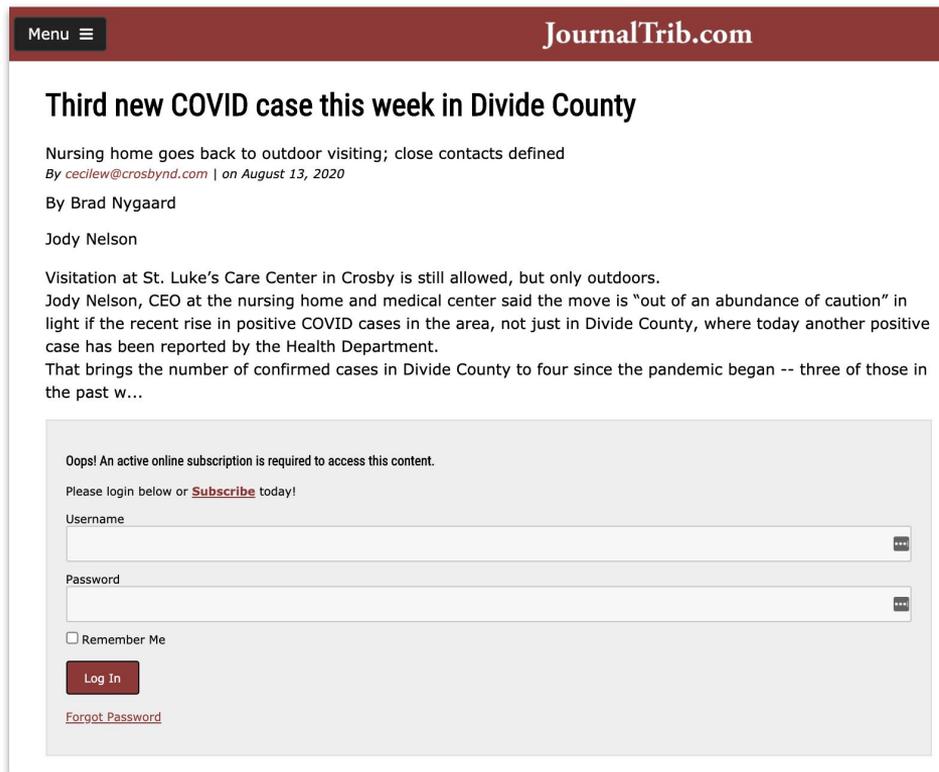
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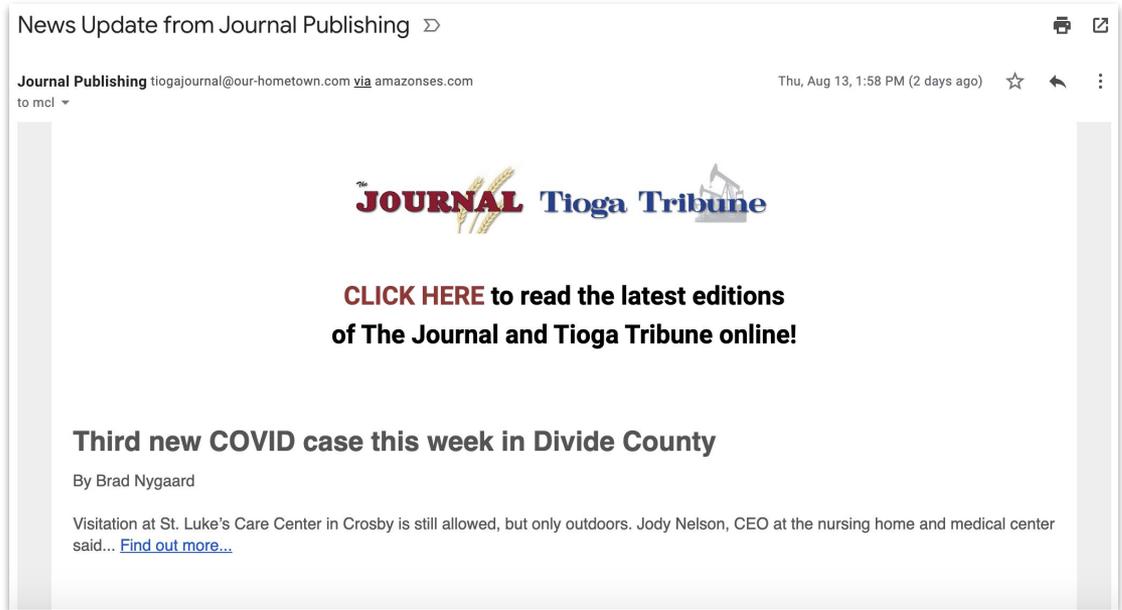


The screenshot shows a news article page from JournalTrib.com. The article title is "Third new COVID case this week in Divide County". The author is Brad Nygaard, and the date is August 13, 2020. The article text discusses a nursing home's return to outdoor visiting and a new COVID case in Divide County. Below the article, there is a login form with the following elements:

- A message: "Oops! An active online subscription is required to access this content."
- A prompt: "Please login below or [Subscribe](#) today!"
- A "Username" input field with a clear button (X).
- A "Password" input field with a clear button (X).
- A checkbox labeled "Remember Me".
- A "Log In" button.
- A link for "[Forgot Password](#)".

# Marketing Subscriptions

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\*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

- Homepage
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The image shows a screenshot of a Facebook post from 'The Journal'. The post includes a profile picture with a red 'J' on a brown background, the name 'The Journal', and a timestamp of '3d · 🌐'. The main text of the post reads: 'Commissioner Doug Graupe said the county will reassess its courthouse restrictions on a week-by-week basis. Now read your local news for just \$1.99 per week with auto-renewal!'. Below the text is a featured image of a large, classical-style building with a prominent dome and columns. To the right of the image, the text reads: 'JOURNALTRIB.COM', 'County worker is Divide's first COVID case since March | The Journal & Tioga Tribune', and 'Divide County Commission Chairman Doug Graupe notified The Journal Wednesday last...'. At the bottom of the post, there are engagement metrics: '2' likes, '2 Comments', and '1 Share'. Below these metrics are icons and labels for 'Like', 'Comment', and 'Share', along with a small profile picture icon and a dropdown arrow.

**J** The Journal 3d · 🌐

Commissioner Doug Graupe said the county will reassess its courthouse restrictions on a week-by-week basis.  
Now read your local news for just \$1.99 per week with auto-renewal!

JOURNALTRIB.COM  
**County worker is Divide's first COVID case since March | The Journal & Tioga Tribune**  
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👍 2 2 Comments 1 Share

👍 Like 💬 Comment ➦ Share 🧑



# “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"