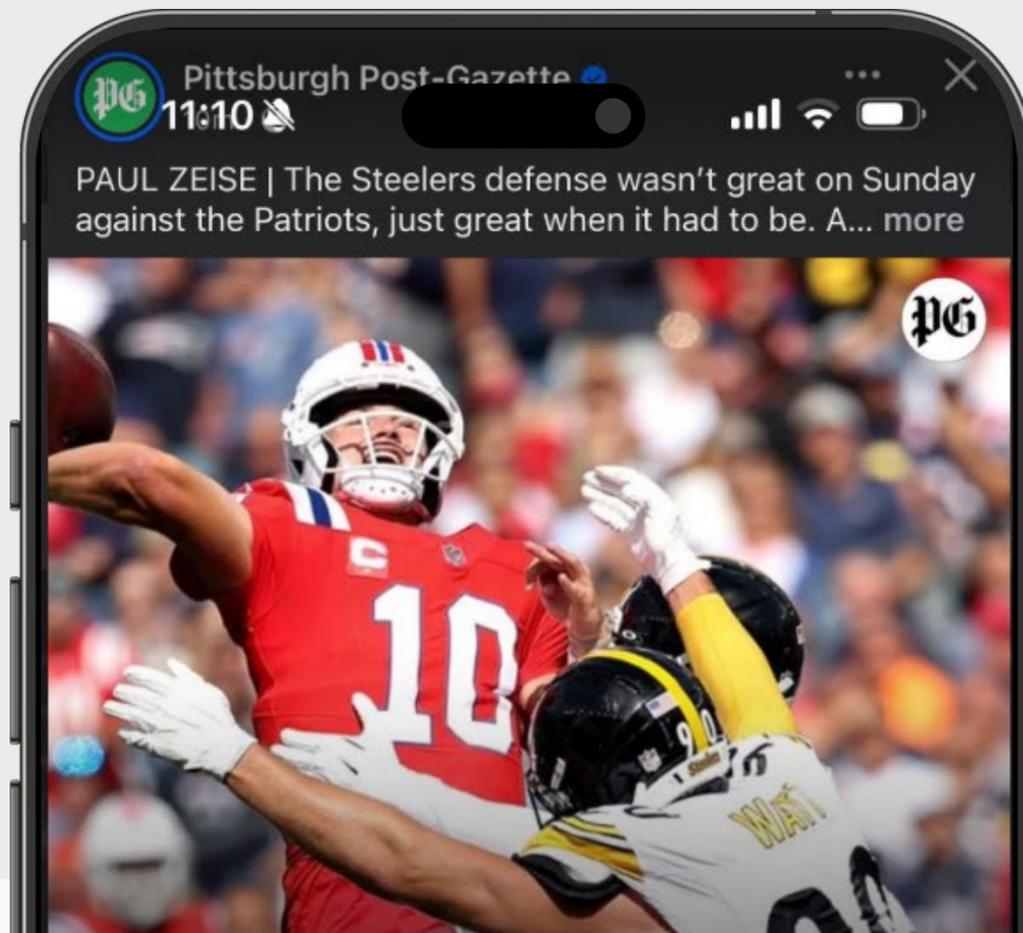




Monetizing Social Media & Newsletters



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Social Media Monetization

- 01 Paid social campaigns for your advertisers
- 02 Sponsored content on newsroom channels
- 03 Influencer marketing on your own channels
- 04 Content generation - organic management

Paid social campaigns for your advertisers

Benefits

Targeting & Optimization

- Allows in-depth targeting both in-platform, and between platforms. Meta (FB & Insta), Reddit, LinkedIn, etc.
- Reporting can help engage clients & their customers in the campaigns and provide an opportunity for growth

Challenges

Requires management

- In order to maximize campaign performance and efficiency, you need platform knowledge
- Algorithm changes
- Depending on volume, campaign manager could be a full-time role
- Businesses can go direct
- Competition in selling space

Opportunities

Changing every day

- Emerging platforms - TikTok, Threads, YouTube Shorts
- Shoppable posts

Sponsored content on newsroom channels

Benefits

Trusted Local Partner

- Reach a prebuilt audience engaged with local news
- Reaches people engaged with reading content

Challenges

Newsroom vs Advertising

- Generally requires newsroom buy-in, which can be difficult
- Ad saturation risk

Opportunities

Newsroom says “no”

- Spin off an “advertising” or “community” branded channel
- Cross platform sponsorships

Influencer marketing on your own channels

Benefits

Starting from scratch

- Build a channel around an audience you want to reach
- Control content, both paid and organic

Challenges

Growing pains

- Building an audience can take time
- Requires resources
- Pricing while the audience grows

Opportunities

Newsroom says “no”

- Spin off brand to merch, events, etc
- Reach new audiences

Content generation - organic management

Benefits

Creativity

- Work closely with businesses to create their social brand
- Eases the transition into additional paid offerings

Challenges

Creativity

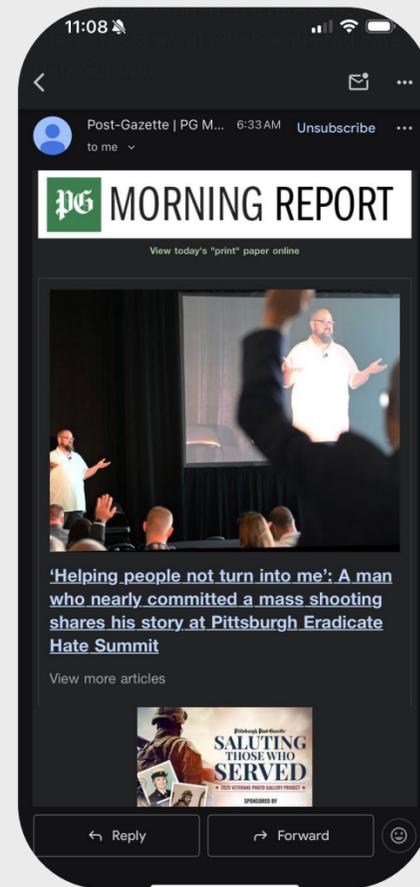
- What to post?
- Requires resources
- Time consuming
- Responsiveness of partner

Opportunities

Creativity

- Can lead to additional marketing opportunities, streaming, etc
- Branding/logos/etc.
- Strictly creating content, no management

Importance of Newsletters



01 Know your audiences

- Newsletter topics
- How many subscribers?
- Average open rate?
- Average click rate?
- Subscribers?
- Casual readers?
- Conversions to subscriptions?
- Finding balance between audience and advertising

02 Know your capabilities

- Ad placements/billing
- Sponsorships
- Native/Content marketing
- Programmatic
- Sales structure



Thank You

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