### Growing Reach and Deepening Engagement

Digital Growth Program - Audience Development

## Introduction

is part of a series of resources that aim to help news organizations — particularly small and midsize publishers: Gain a deep understanding of their readers' behaviors and information needs with News Consumer

Welcome to the GNI Digital Growth Program 'Growing Reach and Deepening Engagement' guide. This guide

- Insights (Understanding your Audience Guide) Become stronger with data analytics tools and capabilities through the News Consumer Insights tool
- (this guide) Set clear audience goals and objectives (Setting an Audience Centric Culture Guide)

Analytics data is an important element of audience development success and growing loyalty, but the data

itself is useless unless it leads to actionable insights. To grow a loyal and engaged audience, News Consumer

Insights recommends focusing on two key areas: driving more visits and encouraging longer visits. This guide

Overview Of Growing Loyalty

#### summarizes the most impactful tactics discovered by the News Consumer Insights team after working with hundreds of publishers worldwide.

More Visits

#### More visits to your website will help push your readers through the engagement funnel — whether it's from Casual Readers to Loyal Readers or Loyal Readers to Brand Lovers.

1. Producing a newsletter to encourage frequent reading and new user acquisition

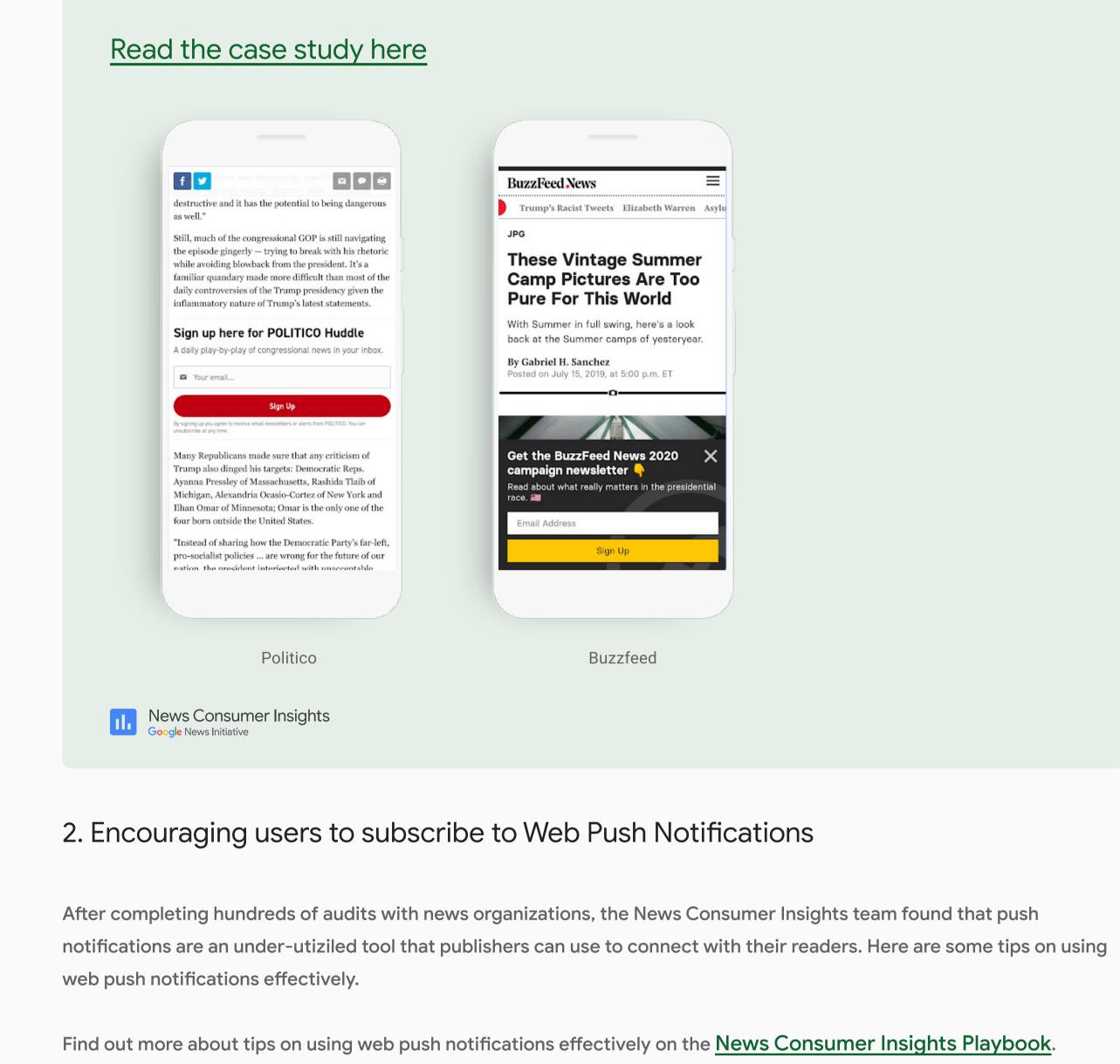
Users that are coming from newsletters are engaging with your site to a much higher degree than any other source. Newsletters give the opportunity to develop a direct relationship with your readers and deepen that

Here are some of the tactics we've seen to drive more visits:

#### relationship over time. Find out more about tactics to increase newsletter traffic on the News Consumer Insights Playbook.

**EXAMPLE** 

WRAL increased email subscribers by 15% by making minor modifications to their page layout.



### **EXAMPLE**

θEMA implemented web push notifications and saw a 20% increase in reader visits. Read the case study here

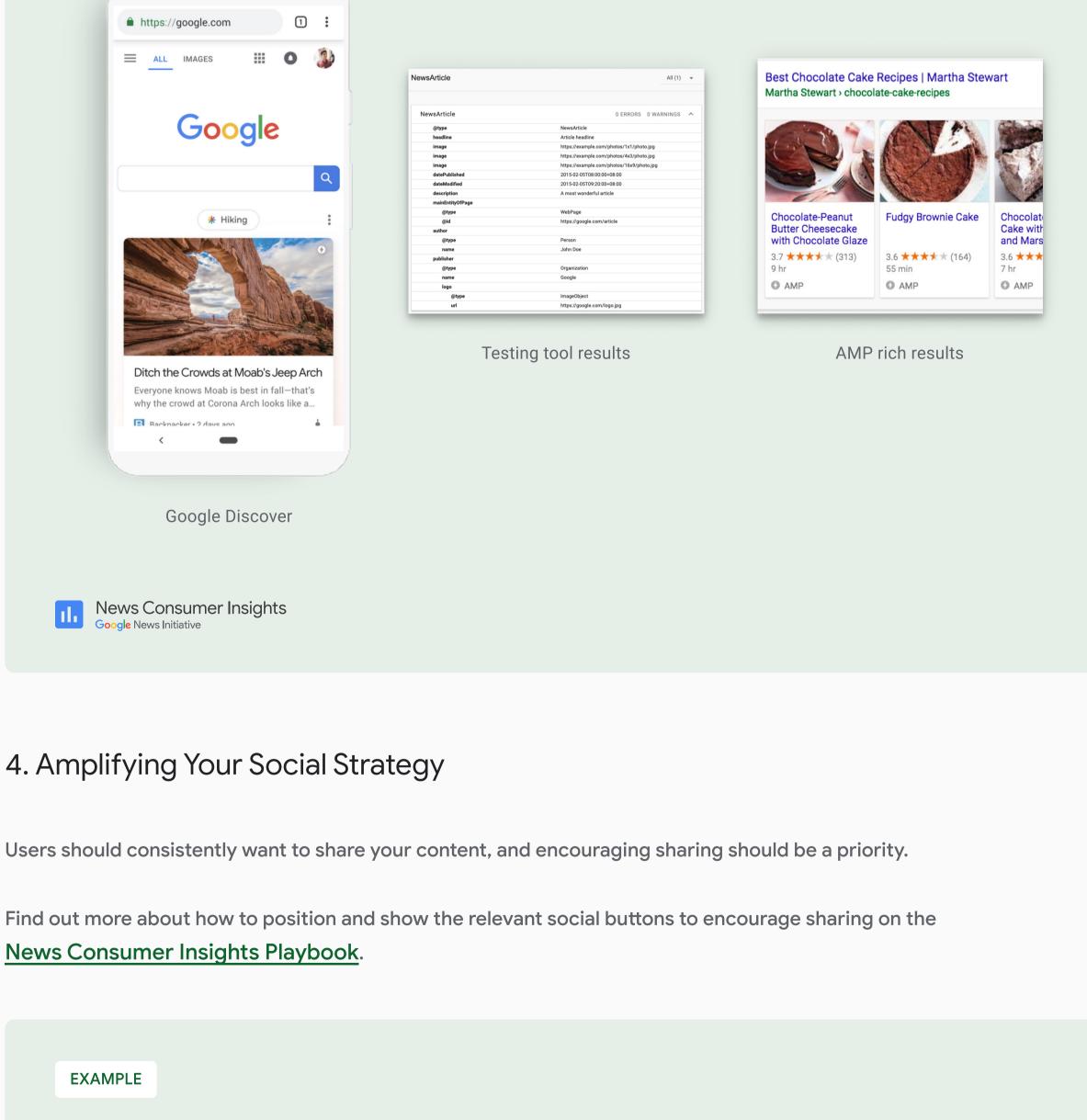
Find out more about tactics to improve your content discoverability on the News Consumer

Structured search data gives your publication an opportunity to appear more prominently when

3. Optimizing news content discoverability with structured data

users search for information online.

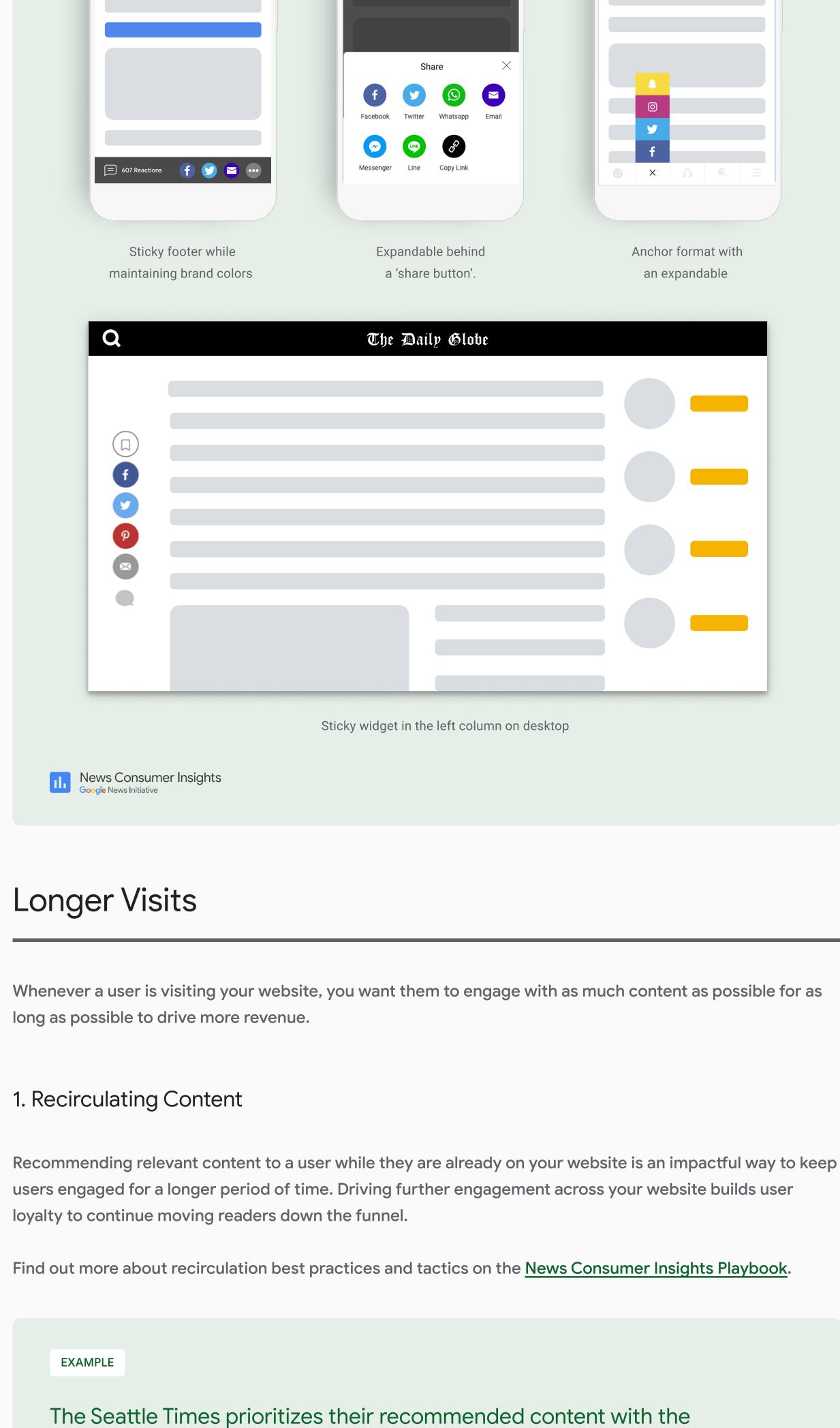
Insights Playbook. **EXAMPLE** Independent News & Media PLC saw over 10% increase in organic search and visits by making minor modifications to their structured data. Read the case study here



sticky widget on desktop.

Examples of successful social amplification include a sticky footer, an

expandable social share button, an anchor format with expandable menu, and



# Test the ranking of your articles! 1, 2, 3...

News Consumer Insights
Google News Initiative

Most Viewed in National

Article Title 1

Q

1, 2, 3 method.

The Guardian uses imagery on the left and highlights articles that they think the user should also read throughout each story.

The Daily Globe

Article Title 4

Article Title 5

The Seattle Times

Georgetown," Hassan said. He's been staying at the sobering center off and on for five years. He said he left his

harassment, and spiraled into drugs

**Most Read Local Stories** 

gives cities new leeway

involved shooting

Related stories

breathe': Garner family react after prosecutors

State Court of Appeals rules Seattle's wealth tax is unconstitutional, but

Armed man attacking Tacoma's ICE detention center killed in officer-

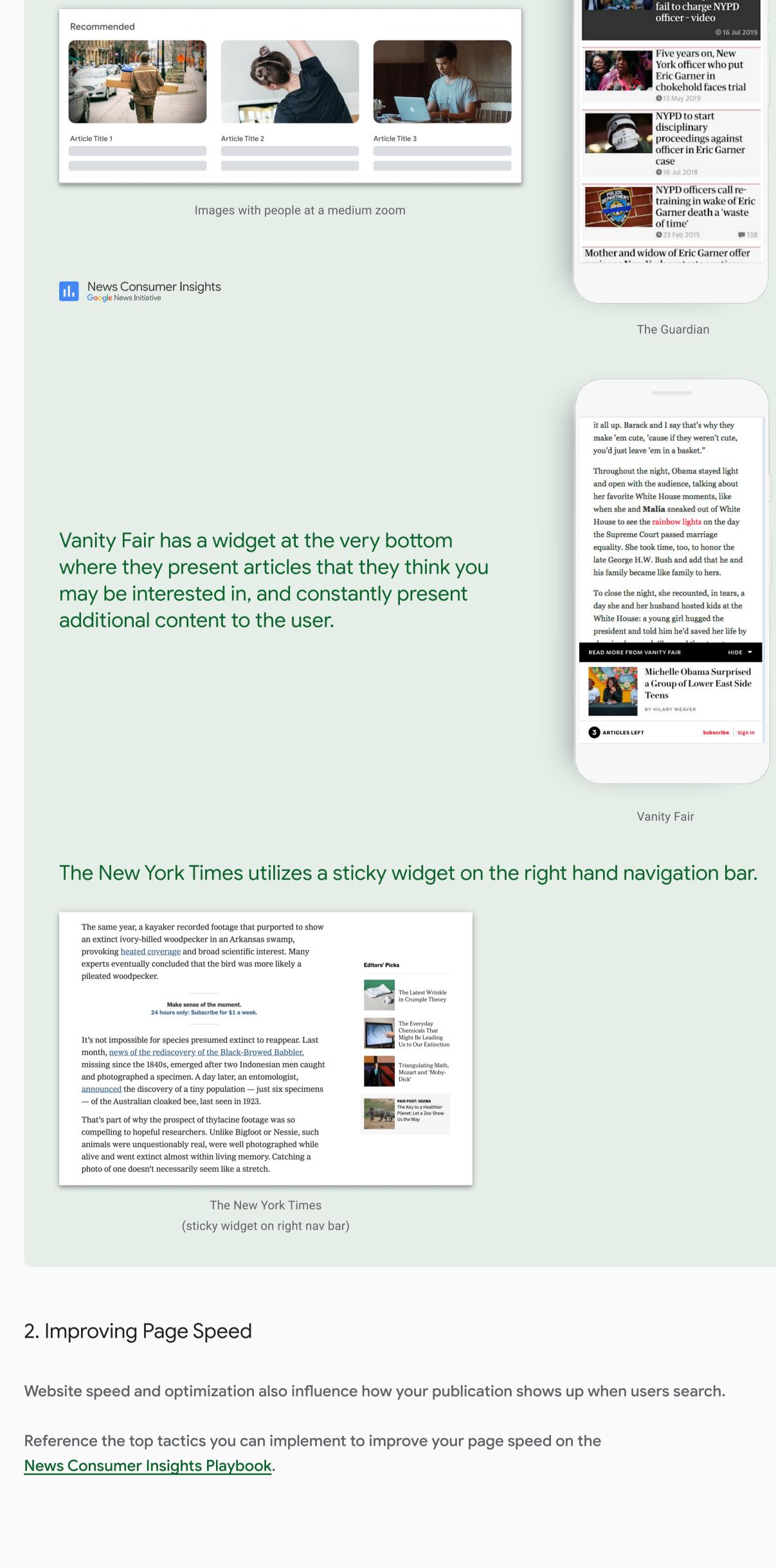
Seattle's weekend of violence stretched police thin, chief says

Seattle Times (within article)

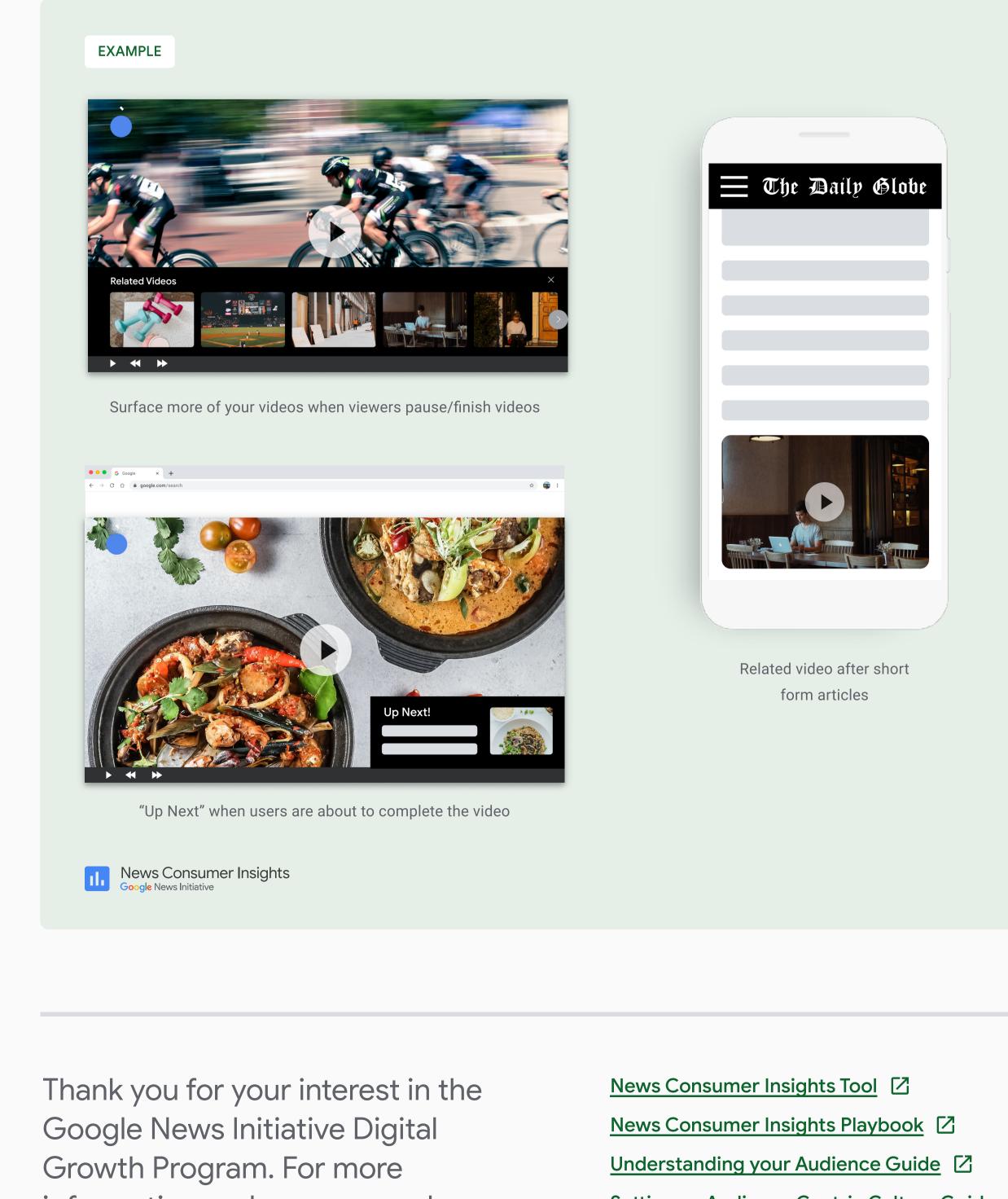
last job in 2013 after racial

and alcohol.

Q



## 3. Videos



Videos are an effective way to interact with your readers through a different medium. It is important to both

encourage users to start watching your videos and get them to continue watching more, keeping them on

Find out more about how you can best leverage videos to encourage more starts and completions on your

your website longer and potentially discovering even more content.

website on the News Consumer Insights Playbook.