

What you must do in 2008

Cliff Notes version:

“What’s the *LEAST* I can do
this year -- and get away with it?”

New England Newspaper Association
Spring Publishers Conference
March 14, 2008

Or:
A crash course
in 10 current
buzzwords, and how
you can stop worrying
about them

1. SEO

Search Engine Optimization

The least you can do:

- Find a person in your newsroom who likes puzzles.
- Ask that person to figure out why your site ranks where it does.

2. Citizen media

Man the barricades!

The least you can do:

Ask your newsroom to develop a mission (*the WHY*) and strategies (*the HOW*) for getting readers directly involved in your website.

This is big. Without a clear mission and strategies, you'll get get nothing but grief.

3. Automotive

What do those dealers want, anyway?

The least you can do:

Ask. Ask again. Understand.

Hint: It's about jobs to be done.

Do you know what this chart is? Your auto advertisers do. You must.

Source: CNW Marketing Research – Automotive Purchase Process Jan-June 15, 2007

| Intender Focus: | 6 mo. | | 5 mo. | | 4 mo. | | 3 mo. | | 2 mo. | | 1 mo. | | 2 wk. | |
|-------------------------------------------|-----------------|-------------|-------------|-------------|-------------------|-------------|-------------|--|----------------|--|-------|--|-------|--|
| | Needs | | | | Features | | | | Price | | | | | |
| | Awareness Stage | | | | Information Stage | | | | Decision Stage | | | | | |
| TV Ads | 16.0% | 16.3% | 16.6% | 12.2% | 8.0% | 7.6% | 4.5% | | | | | | | |
| Consumer Magazine Ads | 10.3% | 11.1% | 12.5% | 13.0% | 9.2% | 7.5% | 5.6% | | | | | | | |
| Print | 9.8% | 10.6% | 12.0% | 12.5% | 8.9% | 7.3% | 5.4% | | | | | | | |
| Online | 0.4% | 0.5% | 0.5% | 0.5% | 0.3% | 0.2% | 0.2% | | | | | | | |
| Friends/Relatives | 11.4% | 9.5% | 6.4% | 5.2% | 8.9% | 10.9% | 5.4% | | | | | | | |
| Business Associates | 9.2% | 7.2% | 4.4% | 4.2% | 4.6% | 4.9% | 6.3% | | | | | | | |
| Dealer Brochures | 1.0% | 1.1% | 1.4% | 1.5% | 1.7% | 1.2% | 1.3% | | | | | | | |
| Consumer Reports | 7.3% | 7.0% | 7.0% | 7.0% | 7.0% | 11.2% | 9.3% | | | | | | | |
| Print | 6.6% | 6.7% | 6.6% | 6.6% | 6.6% | 9.9% | 8.7% | | | | | | | |
| Online | 0.7% | 0.3% | 0.4% | 0.4% | 0.4% | 1.3% | 0.7% | | | | | | | |
| Local Newspaper Ads | 4.8% | 5.1% | 6.3% | 7.9% | 9.8% | 11.3% | 21.9% | | | | | | | |
| Print | 3.1% | 3.1% | 3.9% | 4.4% | 4.9% | 6.9% | 13.8% | | | | | | | |
| Online | 1.7% | 2.1% | 2.5% | 3.5% | 4.9% | 4.5% | 8.1% | | | | | | | |
| Auto Articles (any source) | 3.5% | 3.8% | 4.5% | 5.0% | 5.0% | 6.9% | 7.1% | | | | | | | |
| Radio Ads | 1.9% | 1.8% | 1.6% | 1.4% | 2.4% | 3.2% | 2.1% | | | | | | | |
| Manufacturer Websites | 8.1% | 8.6% | 7.3% | 5.4% | 4.3% | 3.7% | 3.3% | | | | | | | |
| Dealer Sites | 1.1% | 1.2% | 1.2% | 1.6% | 2.0% | 5.7% | 9.5% | | | | | | | |
| 3rd Party Sites (Edmunds, Portals, Media) | 5.3% | 7.2% | 7.2% | 7.2% | 7.2% | 7.7% | 4.9% | | | | | | | |
| Online Ads | 1.6% | 1.2% | 1.6% | 1.4% | 1.5% | 1.0% | 1.3% | | | | | | | |
| Auto Shows | 1.8% | 1.9% | 1.8% | 1.9% | 2.2% | 2.5% | 1.5% | | | | | | | |
| Auto Magazine Ads | 1.2% | 1.2% | 1.2% | 1.5% | 1.9% | 1.4% | 1.6% | | | | | | | |
| Print | 1.0% | 1.1% | 1.0% | 1.1% | 1.5% | 1.1% | 1.3% | | | | | | | |
| Online | 0.2% | 0.2% | 0.2% | 0.3% | 0.4% | 0.3% | 0.3% | | | | | | | |
| Auto Buyers' Guide | 4.3% | 4.2% | 4.3% | 4.7% | 4.6% | 4.3% | 4.2% | | | | | | | |
| Print | 3.7% | 3.7% | 3.8% | 3.5% | 3.2% | 3.1% | 3.0% | | | | | | | |
| Online | 0.6% | 0.5% | 0.5% | 1.2% | 1.4% | 1.3% | 1.2% | | | | | | | |
| Special Events | 4.0% | 3.8% | 4.1% | 4.3% | 3.6% | 3.2% | 3.1% | | | | | | | |
| National Newspaper Ads | 0.4% | 0.5% | 0.4% | 0.5% | 0.4% | 0.4% | 0.3% | | | | | | | |
| Print | 0.2% | 0.3% | 0.3% | 0.2% | 0.2% | 0.2% | 0.2% | | | | | | | |
| Online | 0.2% | 0.2% | 0.2% | 0.3% | 0.2% | 0.2% | 0.1% | | | | | | | |
| Other | 6.9% | 6.8% | 7.0% | 4.0% | 6.2% | 5.2% | 6.9% | | | | | | | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | | | |

Newspaper Print and On-line

Dealer Websites

4. Real Estate

Why don't they love us?

The least you can do:

- Make a commitment to understanding this changing business.
- Talk to the top brokers
- Talk to the disrupters
- Understand where each is heading and where you fit. Plan on serious work in 09.

5. Video

Video! Oh my God, video!

The least you can do:

Find someone in your newsroom who has a sense of adventure and is NOT a staff photographer. Buy him/her a \$100 video camera. Watch and learn.

6. Recruitment

Hot Jobs and Monsters and Bear Stearns, oh my!

The least you can do:

1. Talk to your best customers. What's working for them? What's hardest?
2. Talk to employers who have job openings but aren't customers. What's working for them? What's not?
3. Plan one new product for each.

7. Driving traffic

It's not that mysterious

The least you can do:

- Daily and monthly traffic reports sent companywide, with explanations
- Two-person task force from newsroom and promotions - reporting to top exec

8. Mobile

Thumbsuckers* on your phone?

The least you can do:

- Buy yourself an iPhone. \$500
- Use it. \$20 a month.
- *Value of this research. Priceless*

**Thumbsucker: newsroom jargon for an over-written piece of journalism.*

9. Local Search

What's that *mean*, anyway?

The least you can do:

- Start paying attention to the Yellow Pages in your market.
- Start paying attention to news from the Yellow Pages industry.
- Talk to your customers and non-customers!

10. Newspaper Next

Overwhelming, huh?

The least you can do:

- Get employees using “jobs to be done” language.
 - This is hard for people to do.
 - But it could profoundly affect your current and new products.
- One person to nudge it along

In summary!

*To get more confident on these 10 topics by 12/31/08 ...
What's it going to cost you?*

1. Sic someone on Google (.2 FTE in '08)
2. Cit. Media strategy (.2 FTE)
3. Auto (about 40 hours of your time)
4. Real Estate (ditto)
5. Video! (\$100 plus .2 FTE)

In summary!

*To get more confident on these 10 topics by 12/31/08 ...
What's it going to cost you?*

6. Recruitment. (.2 FTE +\$10K)

7. Drive traffic. (.4 FTE + \$5K)

8. Mobile (\$500+\$160)

9. Local search (spare time)

10. N2 (\$500 for pizza)

Bottom line:

1.2 FTE, 80 hrs your time, \$16,260 cash

Thank you!

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