

Creating Audience Loyalty

Mather Symposium - November 3, 2014

Maria Ravera, Vice President Audience Development
The Sacramento Bee, The Modesto Bee, Merced Sun-Star



Overview

- Membership Model
- Retention
- Loyalty Club
- Audience Appreciation Month
- Results & Mather Pricing

Membership Model

- Evolution & inspiration
- Be more than a paper on the porch
- All products - more than “home delivery”
- Inclusion & engagement
- Marketing, loyalty, billing, collections, customer service, whole newspaper - all work together to increase retention

Retention Components

- Content marketing
- Loyalty program
- Billing
- Collections
- Email marketing
- Customer Service
- Every contact



GIANTS MANIA

You can win specialty prizes in The Bee's Audience Appreciation Month World Series Blowout!

WIN! Best San Francisco Giants spirit! Enter your best spirit photo today for a chance to win glossy mounted prints of The Bee's "Magic Moments" poster series.

WIN! Enter to win a front page press photo from Friday, Oct. 12, 2006, as the Giants celebrate their win over the St. Louis Cardinals for the National League Pennant.

WIN! Find the excitement on April 9th, 2005 when baseball starts again in Sacramento. Win 4 tickets to the Sacramento River Cats, the SF Giants' newest AAA team home opener.

Enter to win these prizes at sacbee.com/appreciation

THE SACRAMENTO BEE
Stay Connected @ sacbee.com



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Audience Appreciation Month Edition!

COMING TOGETHER
ONLY IN THE BEE.

PROGRAMS
+ Greater World Series coverage and exclusive poster
+ Special section
+ 100+ Prizes available
in reader

"Send In The Clowns: A scary side to Pumpkin Contest"

WORLD SERIES
Complete Game Coverage!

Plus:
**COMMEMORATIVE POSTERS,
OTHER GREAT PRIZES!**
Click Here for details!

ONLY IN THE BEE.

FINAL WEEK!
Carve It Up!
Pumpkin Contest!

From Sacramento's most popular newspaper to the most popular website.

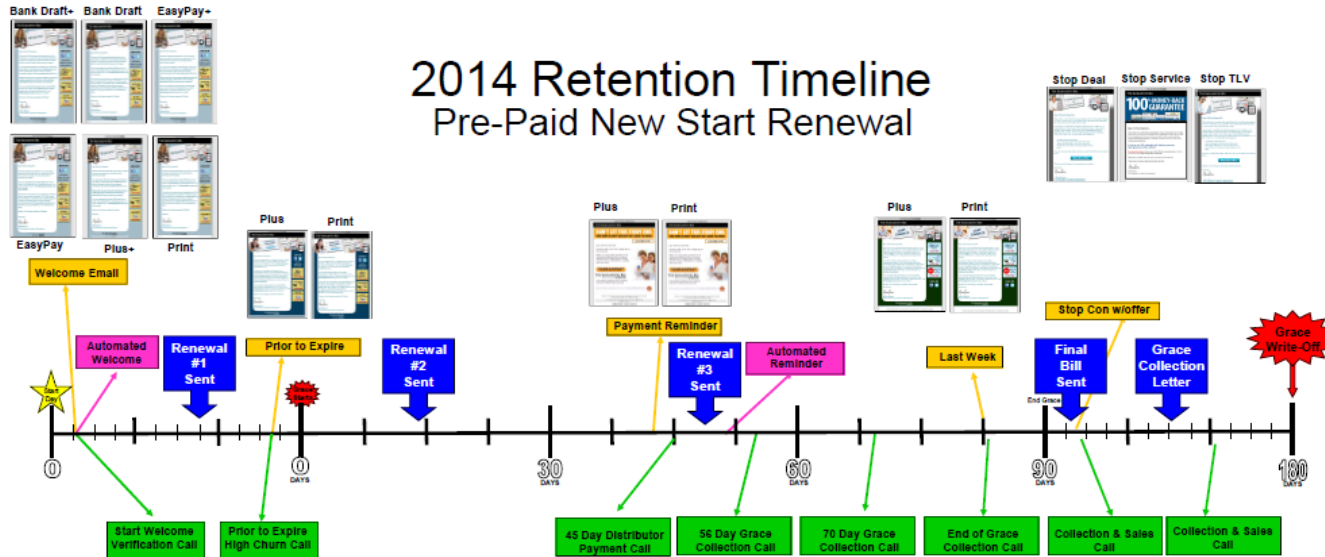
Taste of Home
Cooking School
Special Half-Priced Deal: Over 100 tickets now available!

Look In This Sunday's Bee for
over \$228
in coupons and savings.

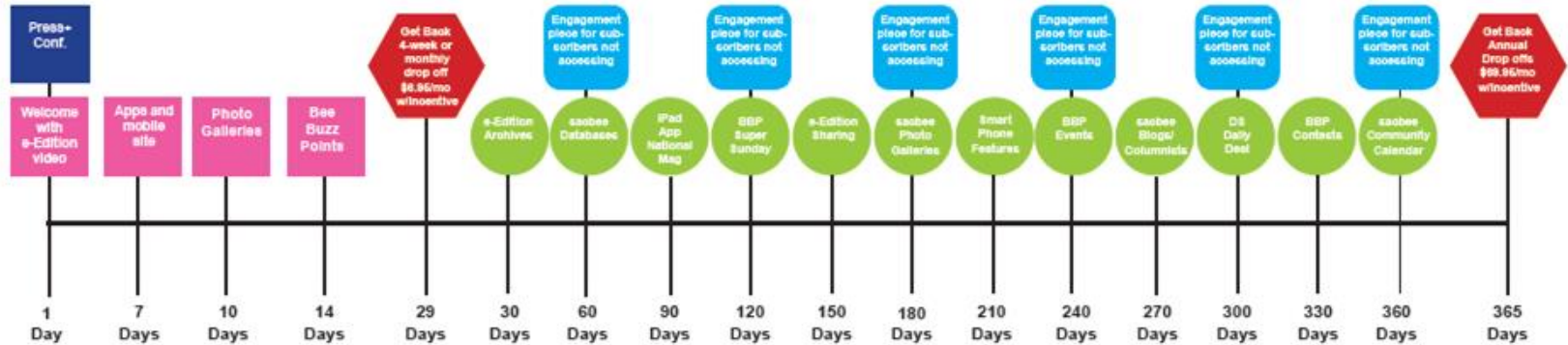
Look Who's Winning!
Sacramento's Lion Star presents
A Taste of Home Dinner
with A.C. Ceres Heights
and Chef Frank Topf from
Remy's, Sacramento
www.foodnetwork.com

BeeBuzPoints

One of Our Retention Timeline's



Digital Retention Timeline



■ email from Press+
 ■ Intro and Benefits
 ■ Did you know engagement
 ■ FB posting of Front Page
 ■ Get Back Drop Offs
 ■ Non-active engagement
 ■ Weekly emails sent to formers

Press+ Credit Card emails

Credit Card Pending Expiration
Sent 2x in 30 days before expiration

Credit Card Has Expired Expiration
Sent 2x in 30 days after expiration

Account Failed Payment Processing
1st email sent and subscription suspended
2nd email and subscription still suspended
Final email; subscription will cancel in 5 days

Account Access Restored
Sent when customer successfully updates credit card into

Press+ Account to Cancel email

Set to Cancel
Email sent that confirms subscription has been set to cancel and will terminate at the end of the billing cycle.

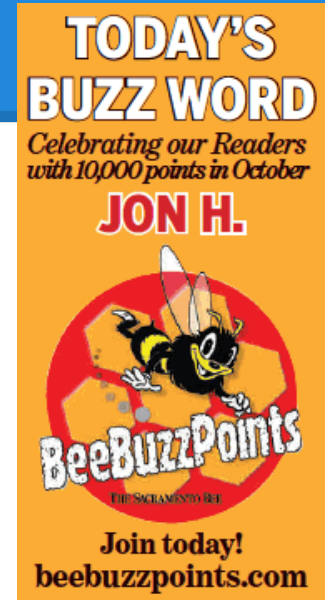
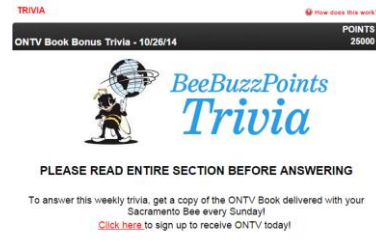
Loyalty Club - BeeBuzzPoints

- Open Access
- Points based program
- Enter to win contests, auctions, prizes
- Interact with us at events
- Goal is to increase frequency & engagement



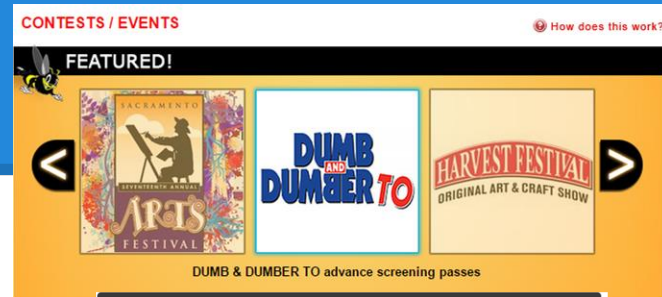
Earning Points

- Daily points codes- in paper, social
- Interaction online, social, email
- Events
- Trivia / Read & Win
- Single copy promotions
- The more products you take or the more you engage with us, the more points you'll earn!



Using Points

- Enter to win contests
- Auctions
- Prizes
- Play games
- National and local prizes
- Event tickets
- Advertisers / movies



The USAF Band of the Golden West Holiday Concert	0
Sacramento ARTS festival tickets	5000
DUMB & DUMBER TO advance screening passes	2000
Harvest Festival 2014 Family 4-Pack	2000
Sacramento Pet Expo Prize Pack	5000
Win \$325 Quick Cash!	3250
Spend Thanksgiving in Anaheim!	0
Win an ION Party Rocker Portable Bluetooth Speaker System!	1740
Win a \$225 Amazon Gift Card!	2250
Football Fan Zone: Premium Ladder Toss Game	500
Win a Sony Smartphone Attachable Lens-Style Camera!	3480
Win an Adidas miCoach Smart Ball!	3000
Win an LG Heart Rate Monitor!	1800
FOOTBALL FAN ZONE: Madden NFL 15: Ultimate Edition - Xbox One	700
Win \$175 Quick Cash!	1750

Marketing the Club

- Use all assets
- All products
- Email, online, social
- Up front messaging on IVR
- Points on bills
- Spadea / topper
- Keep it relevant



Every Touchpoint

IVR MESSAGING:

The Sacramento Bee's Audience Appreciation Month continues as we salute the World Series bound San Francisco Giants. Check out The Sacramento Bee every day through the World Series for special color posters featuring your favorite Giants players as captured by The Bee's award winning photojournalists. The Sacramento Bee, your World Series source for the San Francisco Giants.

THE SACRAMENTO BEE

Thank You For Your Payment

Dear Maria Pay Confirmation seed.

Thank you! We have received your payment. It will be processed and credited to your account immediately. Please use the button below to claim **10,000** Bee Loyalty Club points.

JOIN US ON

24,872 Points

THE SACRAMENTO BEE

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PO Box 24027, Fresno, CA 93779-4027

Change Service Requested

1-800-284-3233 | www.sacbee.com/account

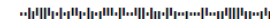
CATHERINE L. SMITH
117 CALLE MARIA
ELK GROVE CA 95624-2510

Renewal

Account Number: 02196840
Expiration Date: 10/30/2014
 Subscription Amount: _____
 Carrier Tip: _____
 MIE School Donation: _____
Total Amount: \$ _____

Check here to pay by credit card or sign up for EasyPay. (see reverse side)
 Check here for a change of address. (see reverse side)

The Sacramento Bee
Payment Processing Center
PO Box 24027
Fresno, CA 93779-4027



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Please detach and return above portion with your payment.

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Account Detail

Account Number: 02196840
 Notice Date: 10/09/14
 Subscription Type: 7 Day Plus*
 Digital Plus Included \$0.39**/week
 ONTV Book Included \$1.00/week
 Expiration Date: 10/30/2014

Payment Options

Subscription Length	Per Week	Amount
52 weeks	\$6.78	\$352.56
26 weeks	\$6.78	\$176.28
13 weeks	\$6.78	\$88.14
5 weeks	\$6.78	\$33.90

Your subscription cost includes applicable sales tax computed to the nearest mill. Per Title 16, California Code of Regulations, section 1629, charges attributable to transportation are: \$74.16 for 52 weeks, \$37.08 for 26 weeks, \$18.54 for 13 weeks, \$7.13 for 5 weeks.

Your newspaper delivery will continue until The Bee is notified otherwise. A \$1 premium is added to all subscriptions for each of these special editions: New Year's Day, Presidents Day, Cesar Chavez Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Thanksgiving and Christmas. These premium days are not included in the above subscription price and your expiration will be adjusted accordingly. Payments and credits extend your expiration date.

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Important Messages

THE BEE'S Audience Appreciation Month
OCTOBER 2014

You're invited!
It's our way of saying "Thank You" for being a Bee subscriber!

Special Events All Month Long!

- Thursday, Oct 16**
Bee Night at The California Auto Museum:
See the one and only ScoopyMobile!
- Thursday, Oct 23**
The Bee Book Club presents, Jodi Picoult:
Best-selling author of *LEAVING TIME*.
- Tuesday, Oct 28**
Bee editorial Cartoonist Jack Ohman:
"You Don't Know Jack."
- Thursday, Oct 30**
Taste of Home Cooking School:
Community Center Theater.

...and much more!

Get tickets and more information at:
sacbee.com/appreciation

Audience Appreciation Month

- Thank readers
- Engage readers
- Interact with readers



A MESSAGE FROM THE PUBLISHER AND PRESIDENT



Cheryl Dell

Before the hectic holiday season arrives, I would like to personally invite all of our loyal readers to join us as we celebrate Audience Appreciation Month. Launched three years ago with just a handful of activities, these appreciation events have become so popular that this year will be bigger than ever – four weeks of special events; special news reports and subscriber-only offerings. Just like in years' past, it is our way of saying “thank you” to the more than one million people in the region who read The Bee in print, on your desktop, tablet or mobile device every month.

Engagement Events

- Publishers Tour
- Photography
- Rubes
- Bee Book Club
- Editorial Cartoonist
- IMAX movie
- Sacramento Auto Club



By the Numbers

- BeeBuzzPoints - 53,000+ members
- 1.7 million page views per month
- Millions of contest entries annually
- Several thousand come to Bee events



Retention Rates

- New subscribers more loyal
 - 18% improvement at 52 weeks
 - 9% improvement at 104 weeks
- Investment in loyalty / retention pays off!

THANK YOU BEE READERS



Readers of The Sacramento Bee are invited to join our reader loyalty club - BeeBuzzPoints! It's easy to join and it is included with your subscription. Just go to beebuzzpoints.com to join. Members earn points just for reading The Bee, by playing interesting and fun games and by visiting The Bee at the many events we sponsor all around the region.



Membership is free and the loyalty site is open 24/7!

On BeeBuzzPoints you can apply your points to fun and exciting prizes or towards events and tickets. Earn points anytime on the site or apply the codes you find in The Bee.



Enjoy priority invitations to Sacramento Bee events

Events like Sac Bee night at the CA Auto Museum, The Bee Book Club, Tours of The Bee, meet and greets with Bee columnists, seminars to learn from The Bee team and more.



Get weekly emails and newsletter alerts

Be the first to know about upcoming events, special news coverage, upcoming coupon savings in The Bee and more.



Earn extra points by reading The Bee

Every day there's a special code in The Bee for additional points. You can also get points at Bee events and for following us on Facebook and Twitter.



WHAT ARE YOU WAITING FOR? START WINNING TODAY!

If you aren't a member, join today and start enjoying our Audience Appreciation Month of prizes, contests and events. Thanks for reading The Bee.



Mather Pricing

- Compared existing customers
- Mather rate increase
- BBP vs Non-Members
- Loyalty is 3% higher for members
- Membership works!!

What we've learned...

- Make site dynamic
- Not everyone likes points
- Vary contests and prizes
- Events are very popular
- Make prize redemption easy
- BBP members are fanatics!

“I think it made the paper more fun to read now that I know more about the staff we met and the actual workings of it. The entire event was very well put together.”

What next?

- Increase participation
- Engagement isn't one and done
- Program has to be on-going
- Big data project
- More personalization / targeting of offers
- Considering levels of membership

Q&A

Thank You

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