



BlueVenn

SUMMIT 2020

Raleigh, NC | January 27 - 28

Leveraging your email database to drive additional revenue for media companies

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Metro Market Media

Company info: Metro Market Media

- Three markets north of Atlanta surrounding Lake Lanier
 - Forsyth County: ~236K population (2018 Census estimate), 16th highest – income county in US with \$100,909 household median income
 - Hall County: ~202K population (2018 Census estimate), Poultry Capital of USA
 - Dawson County: ~25K population (2018 Census estimate), one of the birthplaces of NASCAR
- Different demographics & interests across the three counties
- Small staff

Before Onboarding

- Disconnected email databases
 - Website registrations
 - Contesting platform (Second Street)
 - Subscriber database
 - Mail Chimp
- No clear idea of total audience size

After Onboarding

- New robust, comprehensive database
- Single Customer View
- Monitor email engagement across all databases



Joke:

Q: Why did the woman
dump her marketer
boyfriend?



Joke:

Q: Why did the woman dump her marketer boyfriend?

A: Lack of engagement

Credit: @NiteWrites



New Company Culture

- Everything we do now is focused on email acquisition
 - Sweepstakes
 - Quizzes
 - In-article newsletter widgets
 - Free event tickets to identify attendees
 - “Passport to prizes” during events
 - Registration wall (future)

Pre-Event Sweepstakes

- Give away free tickets to generate excitement and acquire leads
 - Suzy Bogguss concert
 - 279 entries
 - 11 tickets purchased at \$5 off rate
 - Peace & Love Tour
 - 247 entries
 - 32 tickets purchased at BOGO rate

Subscriber Exclusive Pricing – Membership Benefits

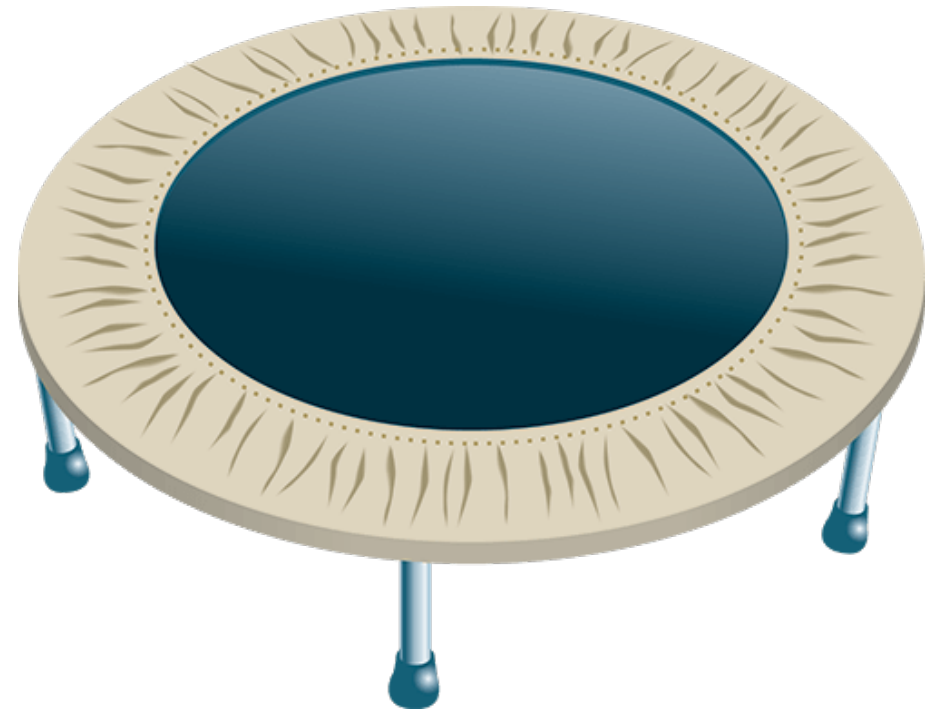
- 2019 North Georgia Home Show
 - 126 subscriber tickets sold at BOGO (50% of presold tickets)
- Billy Dean concert
 - 15 subscriber tickets sold at \$5 off rate (130 presold tickets)

Free Event Tickets to Identify Attendees

- 2019 Outdoor Expo
 - 671 free tickets issued
- New Year New You Expo
 - 119 free tickets issued
- Healthy Aging Expo
 - 90 free tickets issued

Joke:

Q: Why did the marketer get off the trampoline?

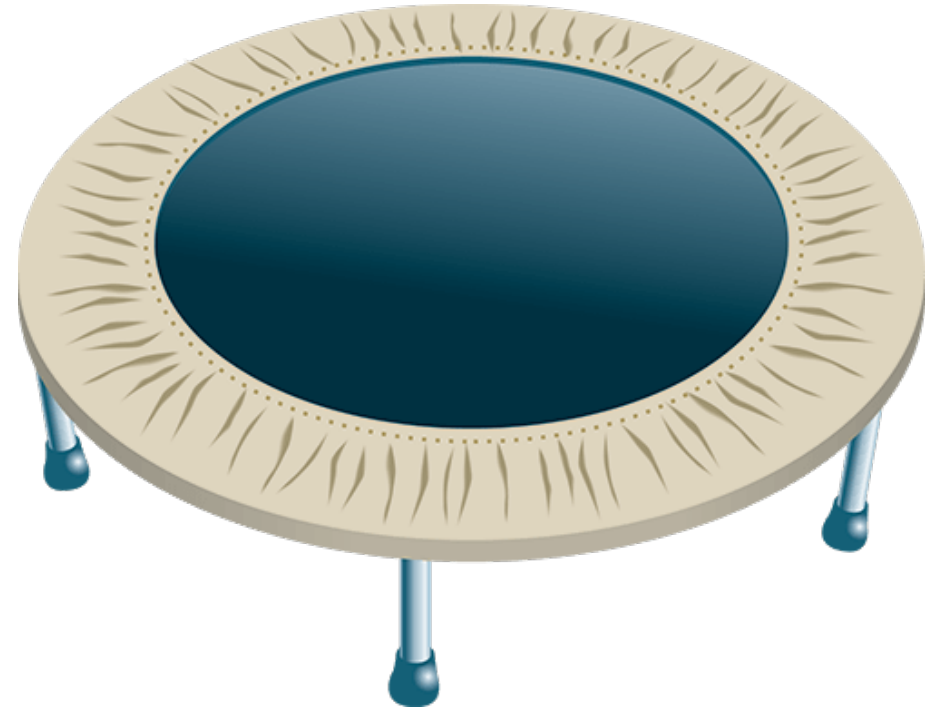


Joke:

Q: Why did the marketer get off the trampoline?

A: He was worried about his bounce rate.

Credit: @annaleenyc



Additional Strategies

- Email campaigns helping to secure vendors for events
- Facebook custom audiences using email addresses of people who opened/clicked on event marketing emails but did not purchase a ticket

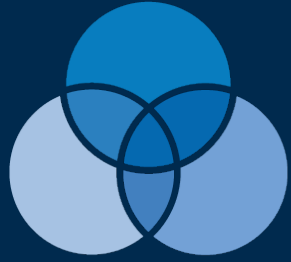
Email Monetization

- Subscriber acquisition campaigns
- Email newsletter sponsorship
- Event/concert ticket sales
- Promoting sponsored sweepstakes and quizzes
- Birthday/Wedding Anniversary Club (coming up!)



Must Dos:

- Monitor engagement rates
- Segment your lists to keep your messages relevant
- Don't purchase contact lists
- Use split testing
- Keep your lists clean!



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Questions?