

Manifesto

audience-centric media

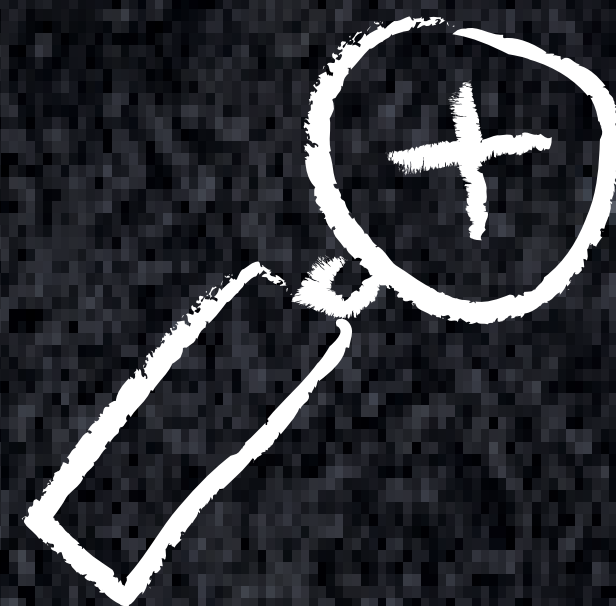


smartocto

please
contribute!

Know who you are

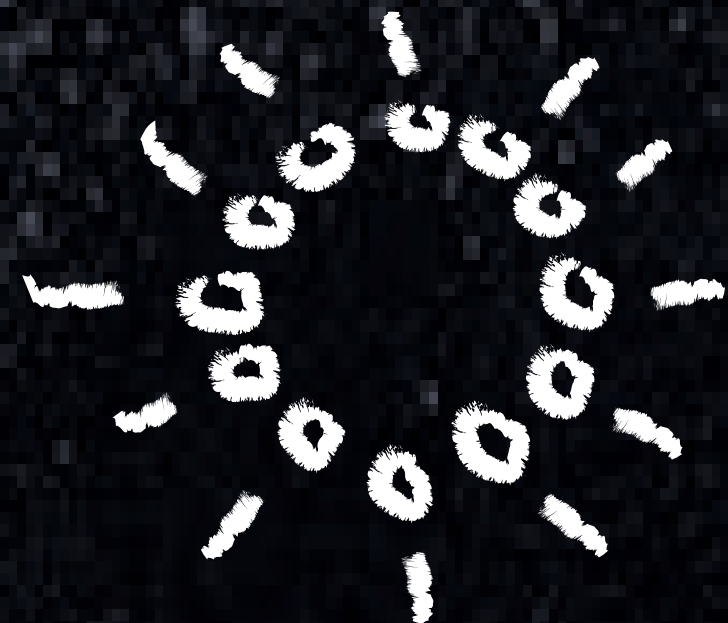
understand why people come to your platform



analyse the 50 best - and worst - performing articles from the same topic over a longer period of time. This will reveal strengths & weaknesses.



ask the million dollar question: what would your audience lose if you no longer existed tomorrow?



create your own user needs framework* based on these findings and insights.

*Maybe even add in some brand-specific user needs if they fit your USP better?

"User needs are the proxy for audience centrality."

Dmitry Shishkin

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Change the culture

tools are useful, but mindset is vital



question:
audience lose
interest tomorrow?

*

xy
city."
nkin



Appoint newsroom ambassadors:

members of your team whose job it is to ask which user need is being served - and who can actively push to collect questions and feedback from users



Embed the change you're trying to make in all aspects of newsroom life to make it stick

Pay attention to language.

This isn't about management, it's always journalism first, so think audience engagement editors, rather than managers



"Culture eats strategy for breakfast."

Peter Drucker

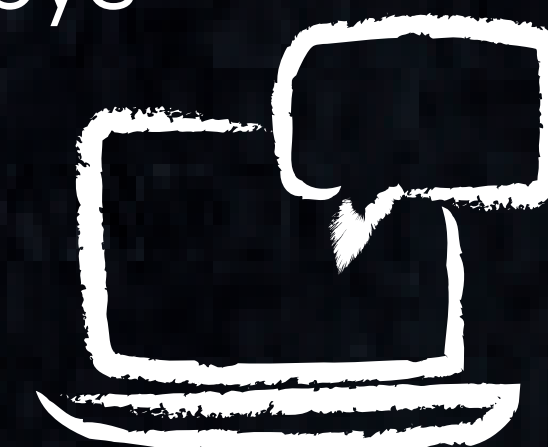
3 Talk to your audience

consultation and conversation makes for stronger engagement

Facilitate dialogue
through webinars
or live events



Gather feedback
through surveys



**Use your audience's
words/language**
in your navigation and sections

*"Decision makers should be part of this
conversation themselves - or at the very
least, be able to witness it first-hand"*

Marcela Kunova

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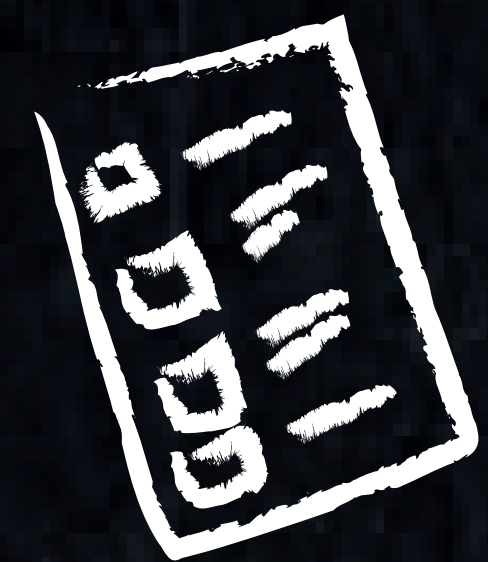
engagement



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Co-create

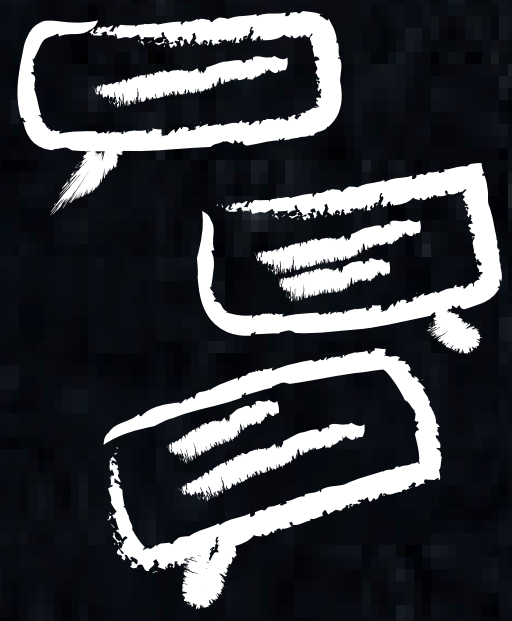
use the wisdom of the crowd



Show you've listened:
use what your audience
has told you in your
reporting



Create opportunities
for genuine audience
engagement



Ensure you have someone in the
newsrooms who's focused on
audience engagement and **keeping
track of comments.**

"Seek first to understand, then to be understood"

Stephen R. Covey

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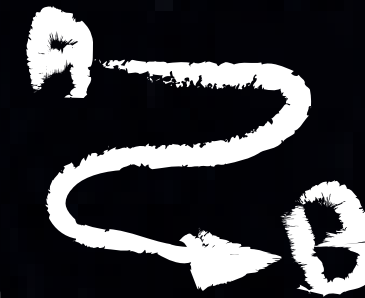
Aim for Loyalty

for a long-term, meaningful relationship with your audience, think loyalty first



Loyalty should be the key outcome you **optimise for**

Remember! **Loyalty is as much about sustaining a habit as it is about forming one.** Make sure that you create opportunities for both.



Define and prioritise the metrics that will help you understand this: reading time, sessions per month or pages per session.



"Loyal users return more often, consume more content, and are more willing to contribute and pay." Ilija Susa

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6 Treat sections as 'mini brands'

start seeing your most important sections as individual brands



Position your sections
around specific user needs

Take care to give
each section its own
character and identity



The big four all play a role.
Make a checklist:
Timing, channel, navigation
and format all play a role

"Readers who prioritise reading the arts and leisure section will likely have different expectations to those turning to sports first. The user experience should be reflected in how each section presents itself" smartocto

prioritise the
will help you
s: reading
per month
ession.

re content,

Ilija Susa

7 Make use of smart editorial analytics

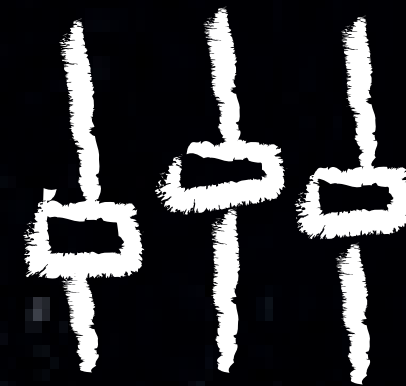
systems and tools are not gimmicks: they're weapons in your newsroom's arsenal. Deploy them.



Mindset is key: these tools are there to help you improve your work, not hand it over



Start small if this is new to you - or if you're changing systems.



Customise your analytics set up. Spend time setting them up so they work for your situation and be very **actionable**.

"Most people use statistics like a drunk man uses a lamppost; more for support than illumination"

Andrew Lang

8 Actively build niches

niches offer an opportunity to double-down on specific areas that your audience values



Claim topics that matter to you and build authority by ensuring that you cover them from multiple angles



Pay attention insights and analytics - and then feed those back into future work



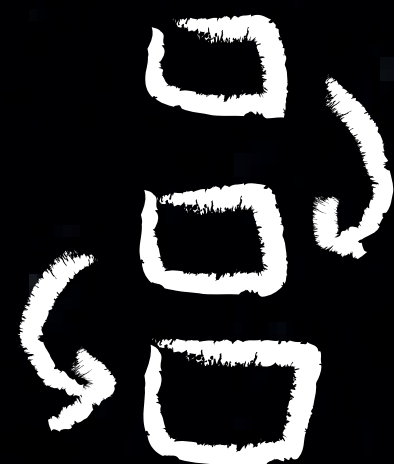
If niche subject matter proves tricky, **niche moments** (your own brand-centric response or take on something more standard) are a useful reframing

"There will be a handful of major news sites left, such as The New York Times, and a large number of small ones. Everything in between will have to fight for its survival."

Derk Sauer

9 Keep going

don't expect instant miracles -
it'll take time. And that's fine.



Integrate audience centric
thinking into as many parts
of your workflow as you can



Take the long view. Take a look
at data from at least 3 months
and don't draw strategic
conclusions at an article level.



Growth hacks will help you build small wins
- and take those learnings to other areas.
Use them

"Digital transformation does not happen overnight
and if done properly will never be finished." smartocto

Content is King, but Aud

10 Fail Forward

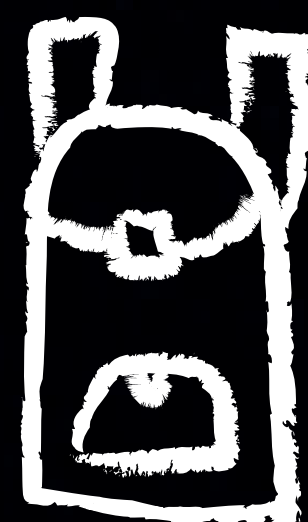
innovation and experimentation go hand in hand



Actively look for new ways to reach and engage with people



Normalise running growth hacks: even if they fail to 'work', it'll build **a culture of learning and iteration**



Reminder: **all outcomes are learning opportunities**. Even if your results aren't positive, there's still much to take from those experiences

"Dare to break things. Dare to make mistakes. Just make sure that when you do, you take time to learn what not to do next time." smartocto

It is King, but Audience is Queen