

How Financial Times Increases Reach and Engagement

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Senior Marketing Manager
November, 2016

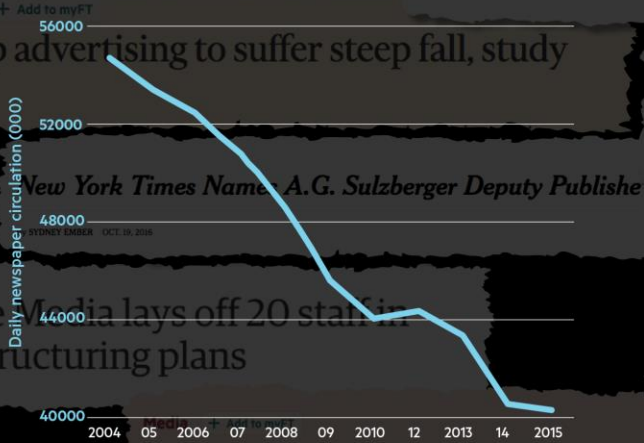
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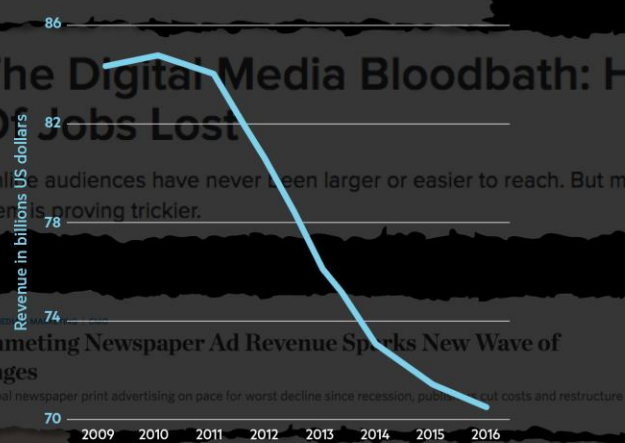
FINANCIAL
TIMES

It has been a tumultuous year for the media industry

DAILY NEWSPAPER CIRCULATION



GLOBAL NEWSPAPER ADVERTISING REVENUE



Advertising + Add to myFT

Desktop advertising to suffer steep fall, study says

New York Times Names A.G. Sulzberger Deputy Publisher

SIDNEY HUBER OCT. 18, 2015

Vice Media lays off 20 staff in restructuring plans

Trinity Mirror hit by 21% fall in quarterly print advertising revenues

Past FT

BUSINESS | MEDIA & MARKETING

Dow Jones Plans to Restructure Ad Market as Possible as Company Explores

The Digital Media Bloodbath: Hundreds of Jobs Lost

Online audiences have never been larger or easier to reach. But making money off them is proving trickier.

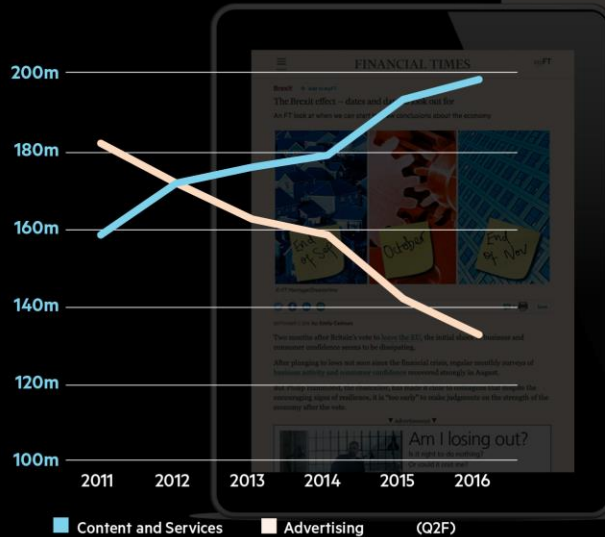
Plummeting Newspaper Ad Revenue Sparks New Wave of Changes

With global newspaper print advertising on pace for worst decline since recession, publishers cut costs and restructure

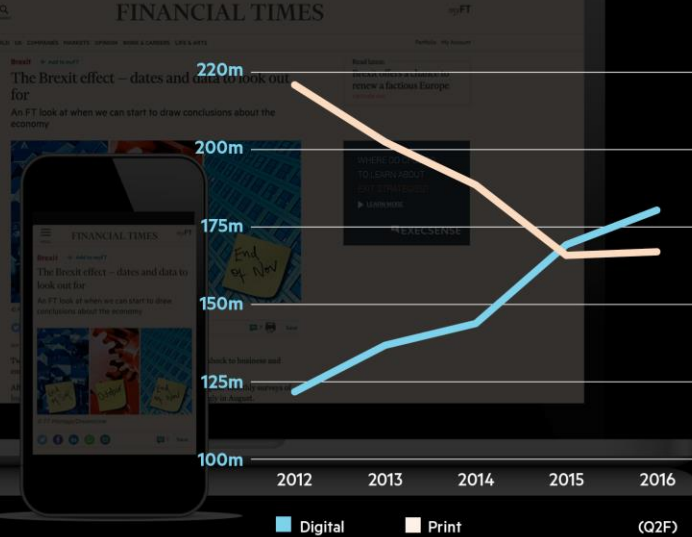
Guardian Media Group to cut nearly a third of US jobs

The good news is we have offset historic decline in advertising to stay profitable

CONTENT AND SERVICE REVENUES CONTINUE TO GROW



DIGITAL VS. PRINT OVERALL REVENUE





Make the right connections

FINANCIAL TIMES

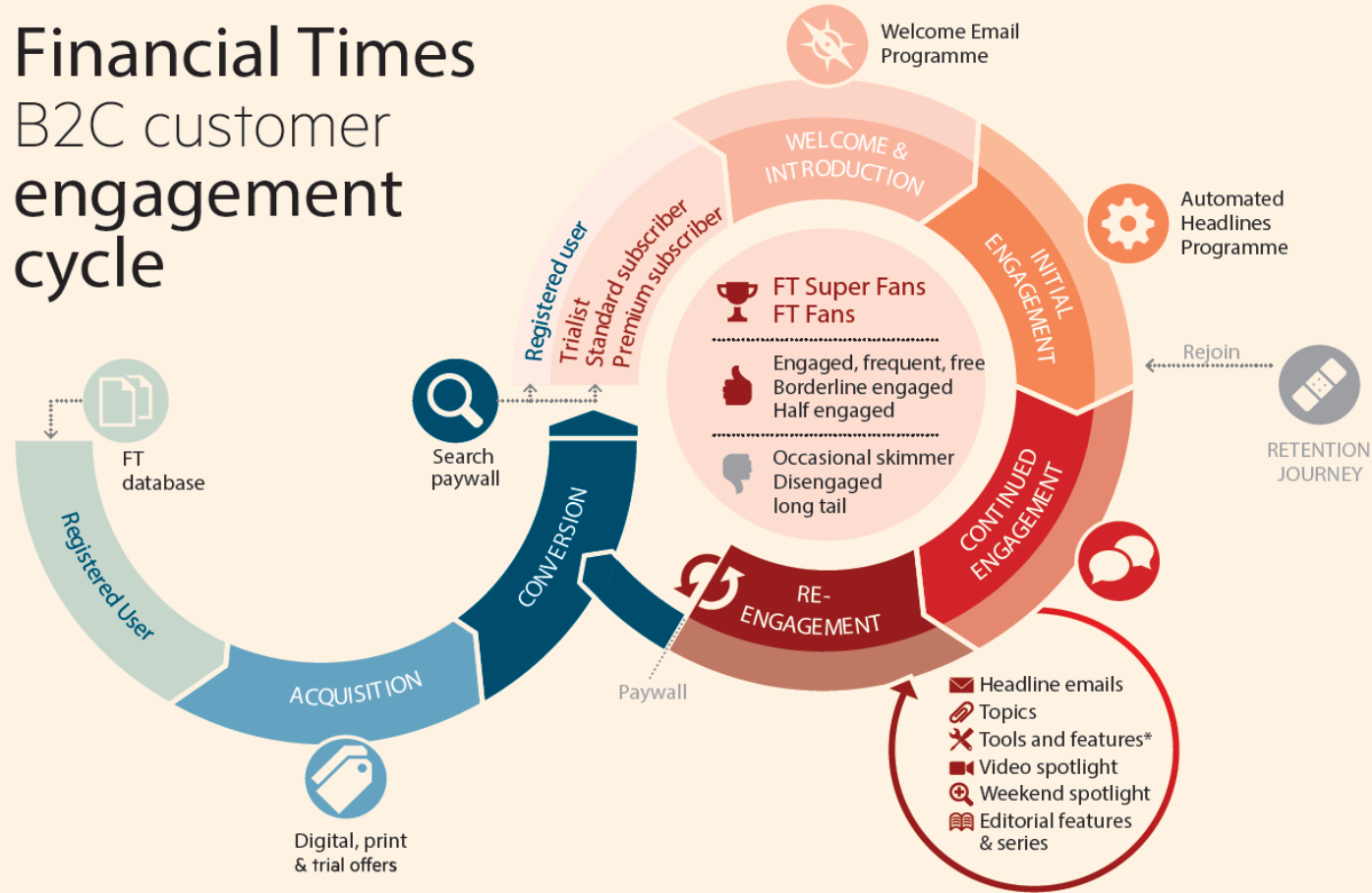
Quality Reach

ONE MILLION PAYING READERS



we can reach our goal of one million paying readers.

Financial Times B2C customer engagement cycle



* Author alerts, gift article, comm

Defining 'engagement' – the FT way



Engagement score = $R \times F \times V$

R ecency
 F requency
 V olume

- Better engagement = greater editorial and commercial success
- **Editorial:** Grow the reach and impact of our journalism
- **Subscription:** Higher acquisition and retention rates; increased customer LTV
- **Advertising:** Grow revenues based on engagement rather than impressions
- **Product:** Improve site speed, user experience; develop premium products

Six strategies for engaging audiences

People: cross-functional team

Philosophy: leverage content as our best marketing tool

Culture: getting the newsroom and marketing to think audience-first

Process: create vectors of communication

Method: innovating all the time

Mantra: measure everything

Combined Team Efforts

Case Study: US Election Campaign





White House Countdown

Your daily election briefing

US Election 2016 [+ Add to myFT](#)

What you need to know

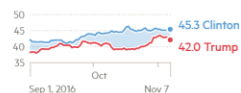
UPDATED: MONDAY, NOVEMBER 7, 2016 5:55 PM EDT

The dollar surged and US equities rallied on the last full day of campaigning as investors grew more confident of a Hillary Clinton victory following news that the FBI will take no action against her over her emails. Investors are expected to keep an eye on stock markets, the dollar and the Mexican peso for reaction to the result of Tuesday's vote.

Whether Mrs Clinton or Mr Trump becomes president will have a big impact on the composition of the Supreme Court. The two presidential candidates spent Monday on a frantic tour of battleground states.

Latest polls

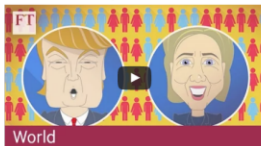
National polling average to Nov 7, 2016 (%)



Source: Real Clear Politics

[Poll tracker](#)

How the US elects its president



FINANCIAL TIMES

US Election 2016

Presidential election poll tracker

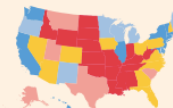
7 MINUTES AGO



Democratic candidate Hillary Clinton and Republican candidate Donald Trump need 270 electoral college votes to win the presidency. With less than one week left until the election on November 8, the race remains close. Both candidates are paying attention to toss-up states such as [Florida](#), [Maine \(District 2\)](#) and [Iowa](#).

Subscribe to the [FT White House Countdown](#) newsletter for daily updates.

National polling

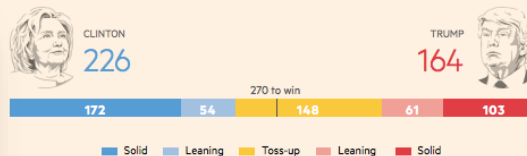


Which states are in play?

- Arizona
- Colorado
- Florida
- Georgia
- Iowa
- Nevada
- New Hampshire
- North Carolina
- Ohio
- Pennsylvania
- Virginia

State by state

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Connecticut
- District of Columbia
- All states [v](#)



SOLID (172)		LEANING (54)		TOSS-UP (148)		LEANING (61)		SOLID (103)	
Calif	55	Mich	16	Flori	29	Tex	38	Tenn	11
NY	29	Minn	10	Penn	20	S.Car	9	Ind	11
Ill	20	Wis	10	Ohio	18	Utah	6	Miss	10
NJ	14	Ore	7	Geor	16	Alask	3	Alab	9
Wash	12	N.Mex	5	N.Car	15	Mont	3	Louis	8
Mass	11	Rh.Isl	4	Virg	13	Neb(G2)	1	Ken	8
Maryl	10	Maine	2	Ariz	11	Neb(T)	1	Okla	7
Conn	7			Colo	9	Ark	6	Ark	6
Haw	4			New	6	Kans	6	Miss	6
Verm	3			Iowa	6	WVa	5	WVa	5
Del	3			N.Ham	4	Idaho	4	Idaho	4
DC	3			ME(Z)	1	Wyv	3	Wyv	3
ME(Z)	1					N.Dak	3	N.Dak	3
						S.Dak	3	S.Dak	3
						Neb	2	Neb	2
						Neb(G)	1	Neb(G)	1

Brand



Marketing

CLINTON VS TRUMP
The detail behind the debates

YOUR GUIDE TO THE 2016 US ELECTIONS

Hillary Clinton and Donald Trump have been nominated as the presidential nominees. Follow our coverage of the race to the White House.

US Election 2016
PRESIDENTIAL DEBATE SPECIAL

Hillary Clinton and Donald Trump faced off on Sunday in an intensely bitter presidential debate. Mr Trump said his rival 'would be in jail' if he were president, while Mrs Clinton claimed her opponent was unfit for the job. The event followed Friday's revelations of a 2005 video in which Mr Trump boasted about groping women, prompting Republican lawmakers to call for Mr Trump to quit the race.



Trump v Clinton — the debate highlights



Video: Debate brawl keeps Trump in fight

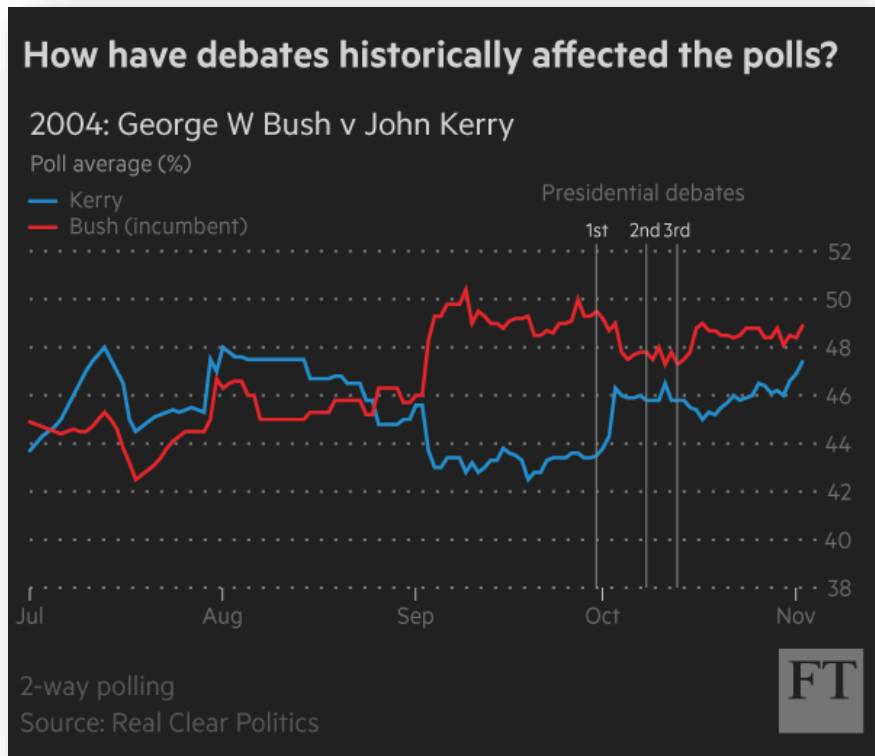


Distributed Content

Accelerated Mobile Pages

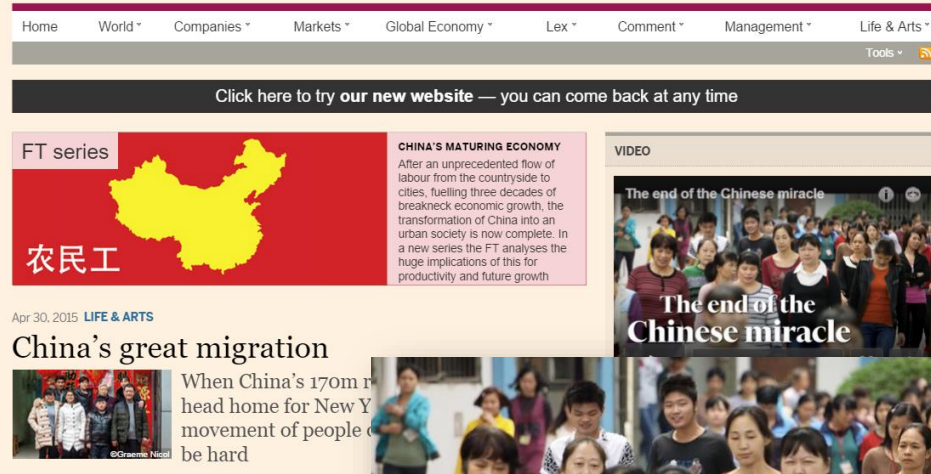


Social Platforms



FT Features – Reach & Return

End of the Migrant Miracle



Home World Companies Markets Global Economy Lex Comment Management Life & Arts Tools

Click here to try our new website — you can come back at any time

FT series

CHINA'S MATURING ECONOMY

After an unprecedented flow of labour from the countryside to cities, fuelling three decades of breakneck economic growth, the transformation of China into an urban society is now complete. In a new series the FT analyses the huge implications of this for productivity and future growth

VIDEO

The end of the Chinese miracle

农民工

Apr 30, 2015 LIFE & ARTS

China's great migration

When China's 170m migrant workers head home for New Year, the movement of people could be hard

FT FEATURES

The end of the Chinese miracle

Integrated Promo Plan:

- Blogger outreach
- Organic and paid social
- Newsletter featuring
- Customer engagement (B2B & B2C)
- PR and media outreach
- Partnership and event

Results:

- 600K views via off-site platforms
- Extend shelf life of archived stories

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Editorially-curated vs. Content-led Emails



Brexit Briefing

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A STAR IS TORN

Implications and insight in the FT.
Your trusted guide to navigating a post-Brexit Britain.



David Cameron is to stand down as prime minister after Britain voted to leave the EU in a referendum that has sent shockwaves across Europe.

Keep up to date with the news and analysis on the consequences of the Brexit decision in our in-depth [Brexit](#) section.



David Cameron's reign as PM ends with crushing disappointment



Referendum puts 70 years of EU integration into reverse



Brexit: the world's most complex divorce begins



Who is likely to replace David Cameron as prime minister?

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Make the right connections

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