



# WHAT PUBLISHERS NEED TO SUCCEED

## IN 2023

# **ERIC SHANFELT**

**25+ year digital media executive**

**SVP of Digital for multiple companies**

**Digital audience, revenue, technology**

**Strategy, execution, training and support**

**Worked with hundreds of B2B / B2C publications**





# 5 TRENDS YOU NEED TO KNOW

# GA4

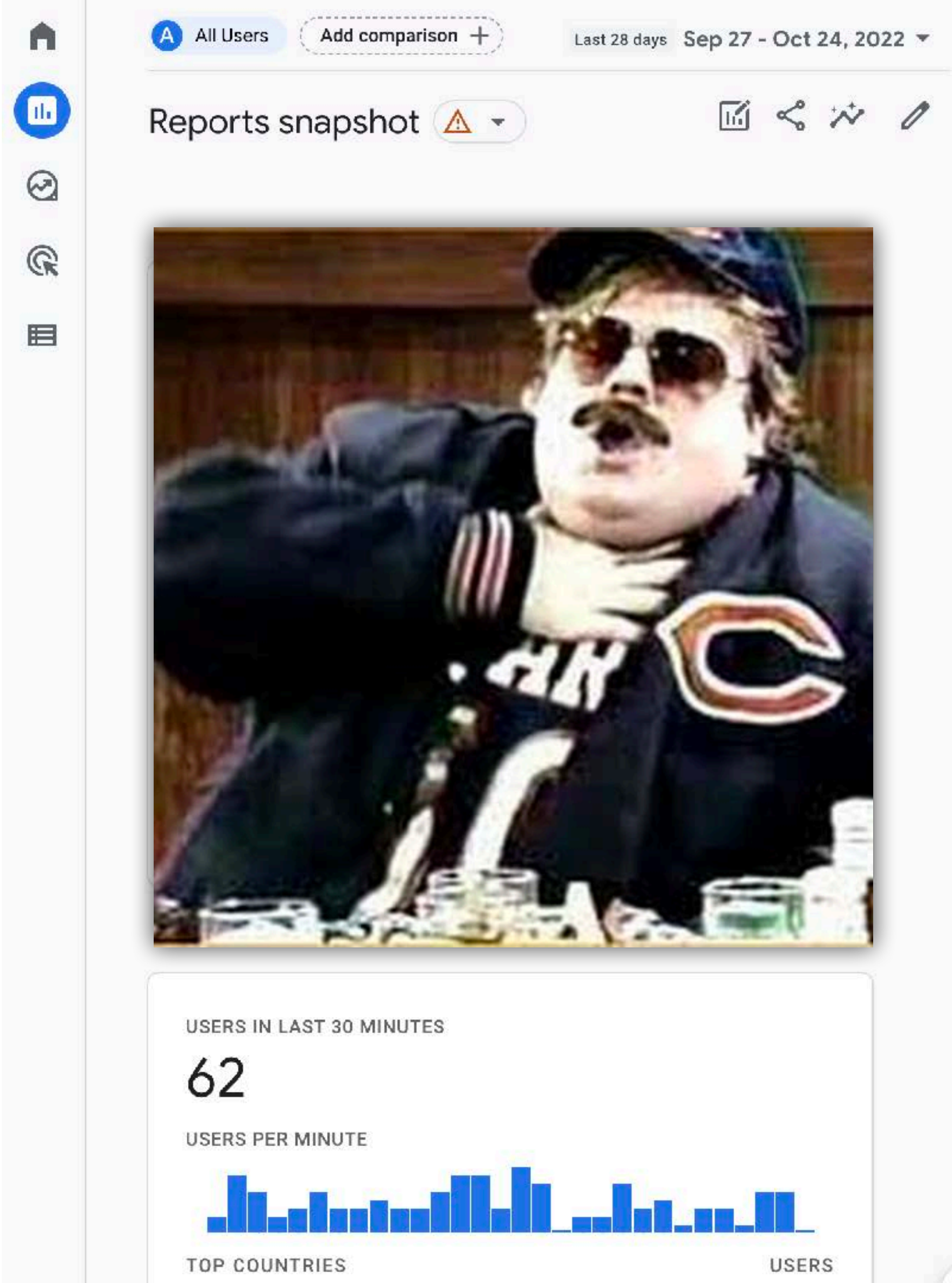
Replaces Universal Analytics (GA3)

GA3 stops collecting data July 1, 2023

Historical data will not roll into GA4

Much harder to use / discover data

Consider adding a KPI dashboard



The screenshot shows the GA4 interface for a 'Reports snapshot'. At the top, it displays 'All Users' and 'Add comparison +'. The date range is 'Last 28 days Sep 27 - Oct 24, 2022'. The main content area features a large image of a man with a mustache wearing a Chicago Cubs jacket and cap. Below the image, there is a summary card for 'USERS IN LAST 30 MINUTES' showing a count of 62. Underneath this is a bar chart for 'USERS PER MINUTE' and a section for 'TOP COUNTRIES' with a 'USERS' label at the bottom right.

# EMAIL PRIVACY

Apple Mail Privacy Protection – Sep 20, 2021

Cannot track opens on Apple Mail

50% of all emails (a bit less in B2B)

Opens / open rates unreliable (inflated)

Click tracking / click rates not impacted

## Mail Privacy Protection

Mail Privacy Protection works by hiding your IP address and loading remote content privately in the background, even when you don't open the message. This makes it harder for senders to follow your Mail activity.

[Learn more...](#)



### Protect Mail activity

Hide IP address and privately load all remote content.



### Don't protect Mail activity

Show IP address and load any remote content directly on your device.



Continue

# COOKIES

Used to track visitors across sites (3rd party)

Google Chrome phasing them out in 2024

Chrome has 50% market share

Already phased out in Safari and Firefox

How does this impact you?

Inventory direct on sites / social networks not affected

Programmatic website advertising will be impacted

Be wary of “audience networks” on Google, Meta, etc.



# AI

Facebook / Google advertising

Email copy writing (ActiveCampaign, MailChimp)

AI-powered email newsletters (Rasa)

Built-in website copy / image gen (Elementor)

Stand-alone copy / research / image generation

[Check out this article ...](#)



**ChatGPT**



**Midjourney**





# NATIVE APPS

“Desktop” space on your reader’s phone

NOT a page flip, but natively formatted

Increase content views / ad impressions

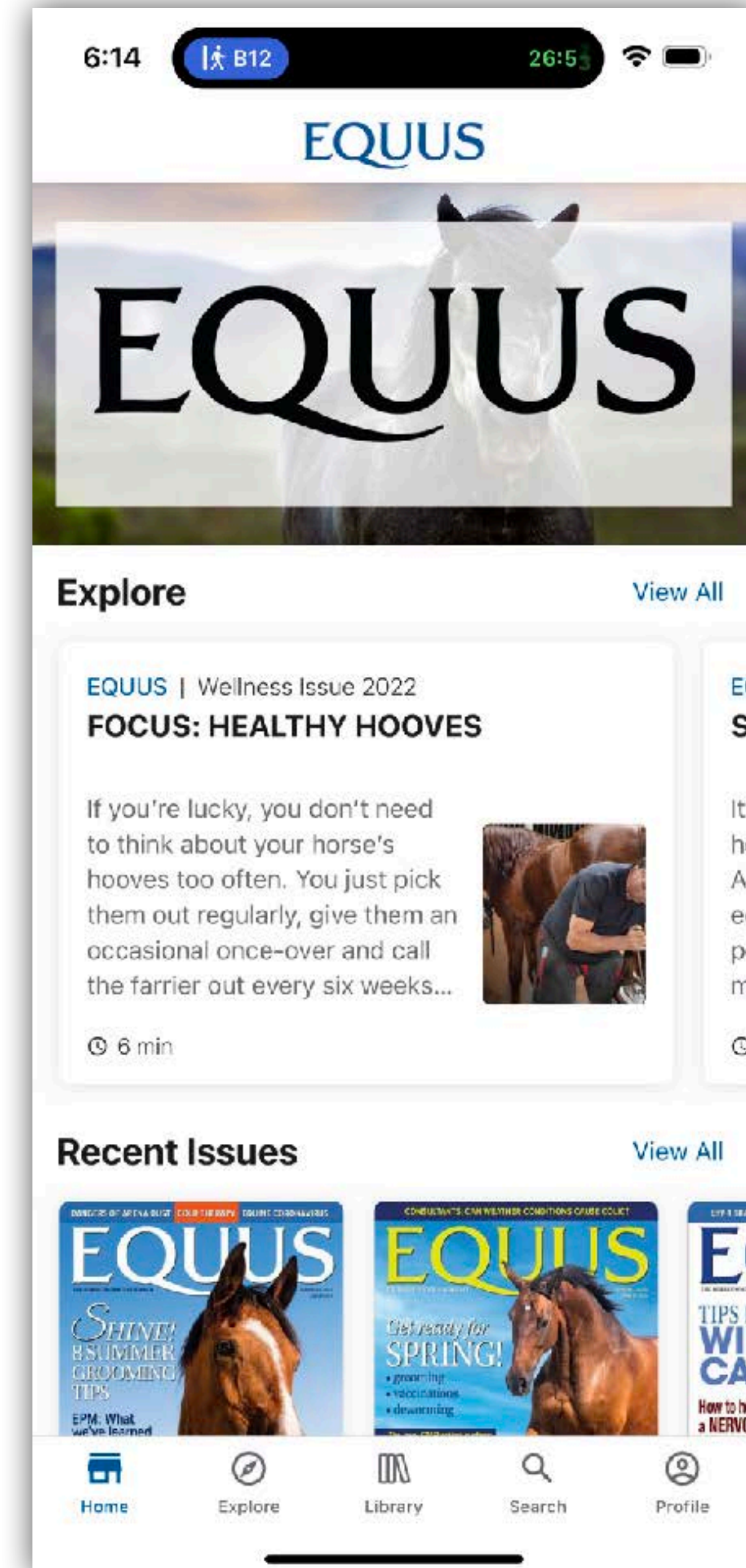
Increase paid subscriber retention

Easy to build if your website is WordPress

Two popular tools / services:

Zinio

Mobiloud



# 5 THINGS YOU NEED TO DO

# **MAKE YOUR WEBSITE THE CENTER**

**Make sure your website is world class - this is your core product now!**

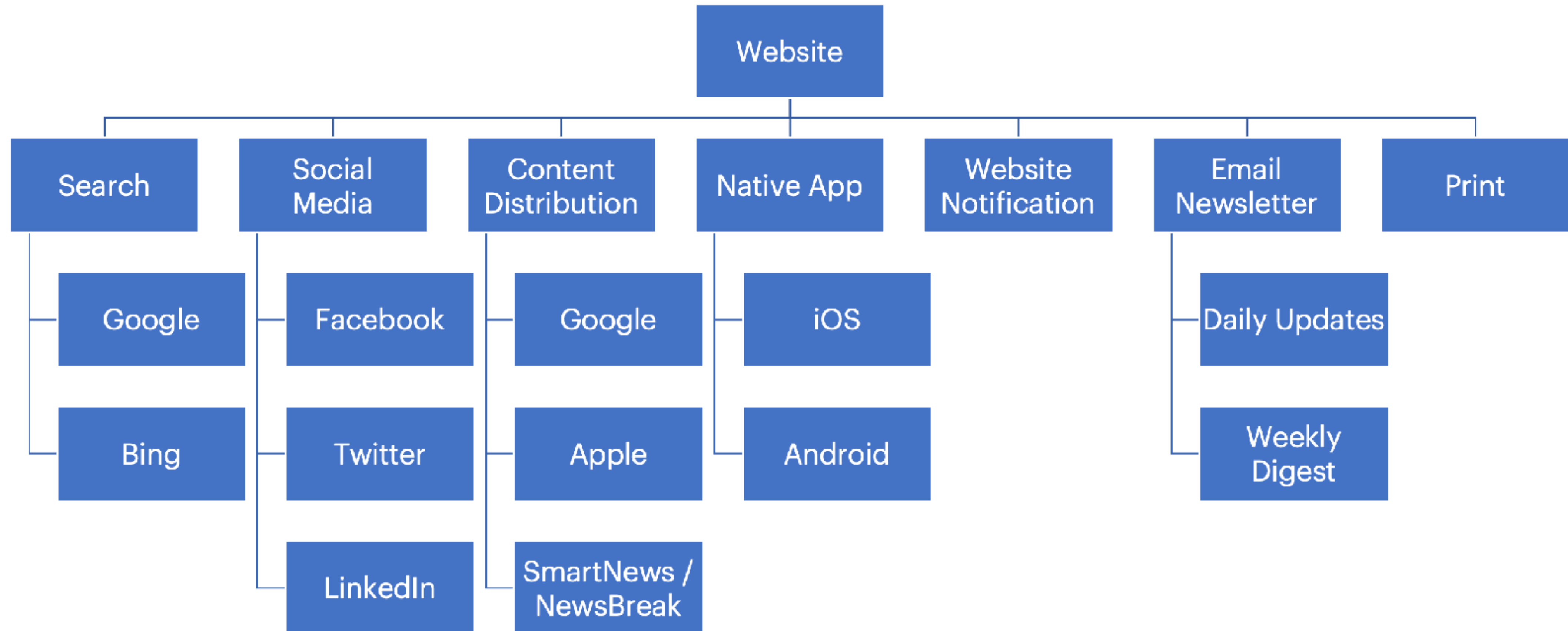
**Optimize site and content for search, social and content distribution**

**Publish content regularly (not bursts or sporadic)**

**Use email, social and content distribution to promote your content**

**What about social media, podcasts, video, etc?**

# CHANGE YOUR CONTENT FLOW



# **SIMPLIFY ADVERTISING SALES**

**Reduce the number of products you sell**

**Simplify the products themselves**

**Control supply and demand**

**Revisit your deliverables, pricing, sales sheets**

**Always have a unique selling proposition (USP)**

**Can increase digital revenue 2-3x within 12 months**

# SIMPLIFY AUDIENCE DEVELOPMENT



**Main goal: get people in my market to visit my website**

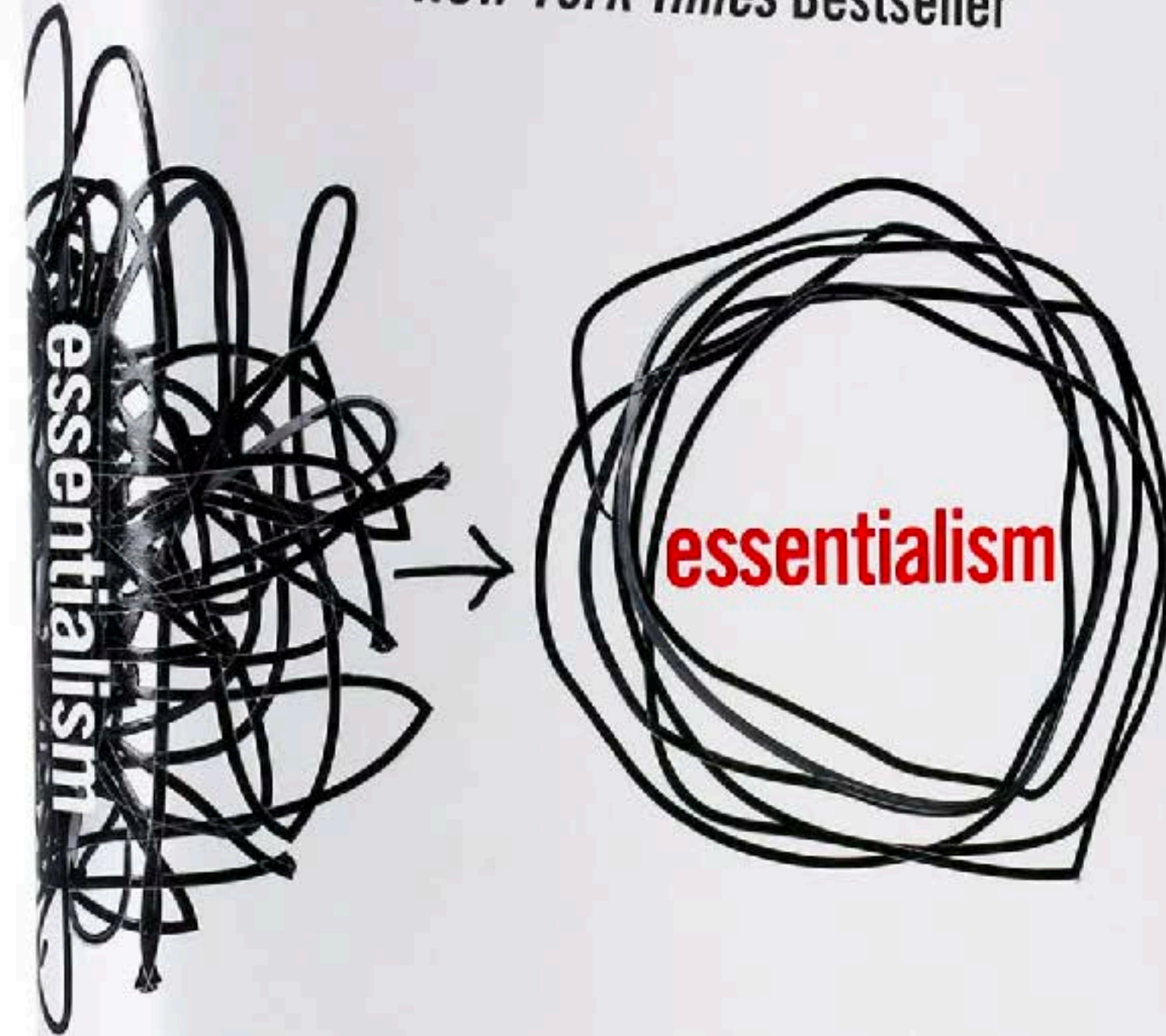
**Main goal: get my website visitors to give me their email address**

**Main goal: get email subs to become paid / controlled subscribers, register for events**

**Main goal: get paid / controlled subscribers to continually renew**

**EXECUTE**

*New York Times Bestseller*



essentialism

essentialism

GREG MCKEOWN

The Disciplined Pursuit of Less

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