

# Digital Future 2017

## How to Grow an Audience

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# AMH Digital key stats

|                      | Page views | Uniques   |
|----------------------|------------|-----------|
| newsday.co.zw        | 6,913,391  | 4,913,786 |
| standard.co.zw       | 727,264    | 499,265   |
| theindependent.co.zw | 625,678    | 451,571   |

| NewsDay Social |           |
|----------------|-----------|
| Platform       | Patronage |
| Facebook       | 680 000   |
| Twitter        | 213 000   |
| WhatsApp group | 15 000    |

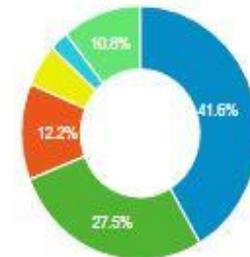


| AFRICA 2017 POPULATION |                        | INTERNET USERS STATISTICS FOR 2017 |                            |                            |                         |                      |
|------------------------|------------------------|------------------------------------|----------------------------|----------------------------|-------------------------|----------------------|
| AFRICA                 | Population (2017 Est.) | Internet Users 31-Dec-2000         | Internet Users 31-Mar-2017 | Penetration (% Population) | Africa Internet % Users | Facebook 30-Jun-2016 |
| Zimbabwe               | 16,337,760             | 50,000                             | 6,721,947                  | 41.1 %                     | 1.9 %                   | 850,000              |

<http://www.internetworldstats.com/stats1.htm>

Traffic Sources

- google / organic
- (direct) / (none)
- googleads.g.doubleclick.net / referral
- m.facebook.com / referral
- t.co / referral
- Other



# AMH Digital Awards

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- 2011 Best ICT reporter John Mkwetsi
- 2013 Telkom Highway Africa's Most Innovative Newsroom Award
- 2014 3rd most accessed website Opera Software's State of the Mobile Web report.
- 2016 NewsDay Best local website--SimilarWeb Rankings
- 2016 overall best Zimbabwean website for 2015 at the inaugural Zimbabwe Digital Marketing Conference and Awards 2016.
- 2017 ZimRights Award Online Reporter Tapiwa Zivira
- 2017 (VMCZ) Investigative Journalism Awards-Online Reporter Tapiwa Zivira

# Key Facets of Digital Growth Strategy



- LEADERSHIP that understands and lives digital
- CULTURE change that allows for disruption and failure
- LEARN from the best and get counsel from others' failures
- CONTENT is King and CONTEXT is Queen
- AUDIENCE that is ready to interact (Don't be afraid of pushback)
- TECHNOLOGY that ushers you into the future
- METRICS that tell the story of your collective effort
- MONETISATION strategy that is unique & sensitive to reality

# Accessibility to Sites



- Following audiences
- Be sensitive to telecoms developments
- Be sensitive to cost of data
- Be sensitive to gadgets



**Build a responsive site.** In terms of specific technical things we did to maintain and encourage engagement, we have built mobile-responsive sites.



# Build and Measure Interaction

- **Report on the topics readers care about.** It's all about the basics: instantaneous urgent news, utility, pictures, quality of user experience — especially on mobile — relevance, reliability, quantity of content, recirculation,
- **Offer more multimedia.** Post as many photos and videos as you possibly can. Visitors will spend extra time at a site if offered something more to look at or listen to
- **Deliver the unexpected.** A good user-experience isn't scheduled— it's a story or titbit of local news that is interesting in that it is unexpected. That often means the content is share-able, a talker
- **Have an active commenting community.** The number one way we've found for keeping readers engaged is by having an active commenting community. Not just lots of comments, but a community of regular local commenters, They give you CONTEXT,
- **Keep an eye on analytics.** Most analytics tools will register 'pages per session,' and 'average session duration.' When trying new things out, these statistics can help to fine tune any new campaigns."

# Key Facets of Strategy



The growing digital audience comes as a result of refined content marketing strategies. Social media strategy must fit snugly into business strategy.



BY ANGIE SCHOTTMULLER, ©ASCHOTTMULLER, 2012

# Share it

- First thing first. You have to start with great **content**. Without it, this whole promotion strategy is a complete waste of time.
- Posting your content on **Facebook** or **Twitter** seems simple enough, but there does need to be some thought behind how you post and when you post.
- You want your content to be formatted correctly for each platform
- Create a conversation
- Unfortunately, sharing your content really isn't enough, anymore. You are also going to need to promote it – content marketing
- You can send your content to **other influencers** to get them to share it. You can also put your content in the email marketing that you already have set up and, when people read your **newsletters**, they will see your great content.

# Disrupt yourself

- Don't be afraid of failing
- Our success is a product of faults rectified and adaptations
- **Use the energy of disruption to create new products**
- Co-opt crowdsourcing into journalism
- Treat disruption as an opportunity and not a body blow
- Don't maintain the disrupted business in its old form. Move On.

## Looking ahead

- Speed will be key;
- High quality journalism will attract high-quality ads;
- Readers will subscribe and pay for value products - *Premium* content worth buying;
- Live conferences and events critical to creating unique content

# It must make \$ense

- Monetisation is always the hardest part
- It's not about replicating models from elsewhere
- It's about knowing your community and its digital culture
- We knew early on that paywalls would not work
- Use platforms to create service & value for your digital community

