

# Monetisation strategies for local media

Advanced content monetisation tools for digital publishers

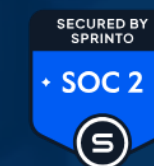
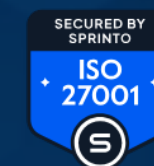
Flip-Pay develops industry leading, full-service, integrated content monetisation solutions for digital publishers.

- Extensive, secure, scalable, fast and compliant modular cloud solution
- Paywalls, reg-walls, meters, pay-per-view, events, consumables, voluntary contributions, memberships
- Subscription management, payment processing, payment recovery, accounting
- Identity Management & first party data
- Consumer segmentation and personalisation
- Advanced data analytics
- Churn mitigation services
- Integrated full service help desk solution & comprehensive consumer self-service tools
- Telesales tools
- Print delivery fulfilment
- App Store integration
- Financial management tools
- Premium video and audio streaming

For news, digital publishing, e-commerce, streaming, e-paper, mobile apps, events, SAAS, magazines and print delivery



Google Cloud  
Partner



# Options

1. Voluntary contributions
2. Monetisation of premium content

# Option 1 - Voluntary contributions

For use when the content being delivered does not lend itself to a premium subscription product, but has a loyal readership who may be willing to support its continued operation.

Popular examples of this are The Guardian ( UK ), HuffPost.com ( US ), Associated Press (US)

Can be used in conjunction with collection of first party data, i.e. registering for newsletters and then using those newsletters to engage the consumer further.

The publisher can then add contextual messaging in the newsletter to encourage the reader to support their work.



# How voluntary contributions work



## Website :

Messaging within an article stating why a reader should support local journalism - link to Support us page

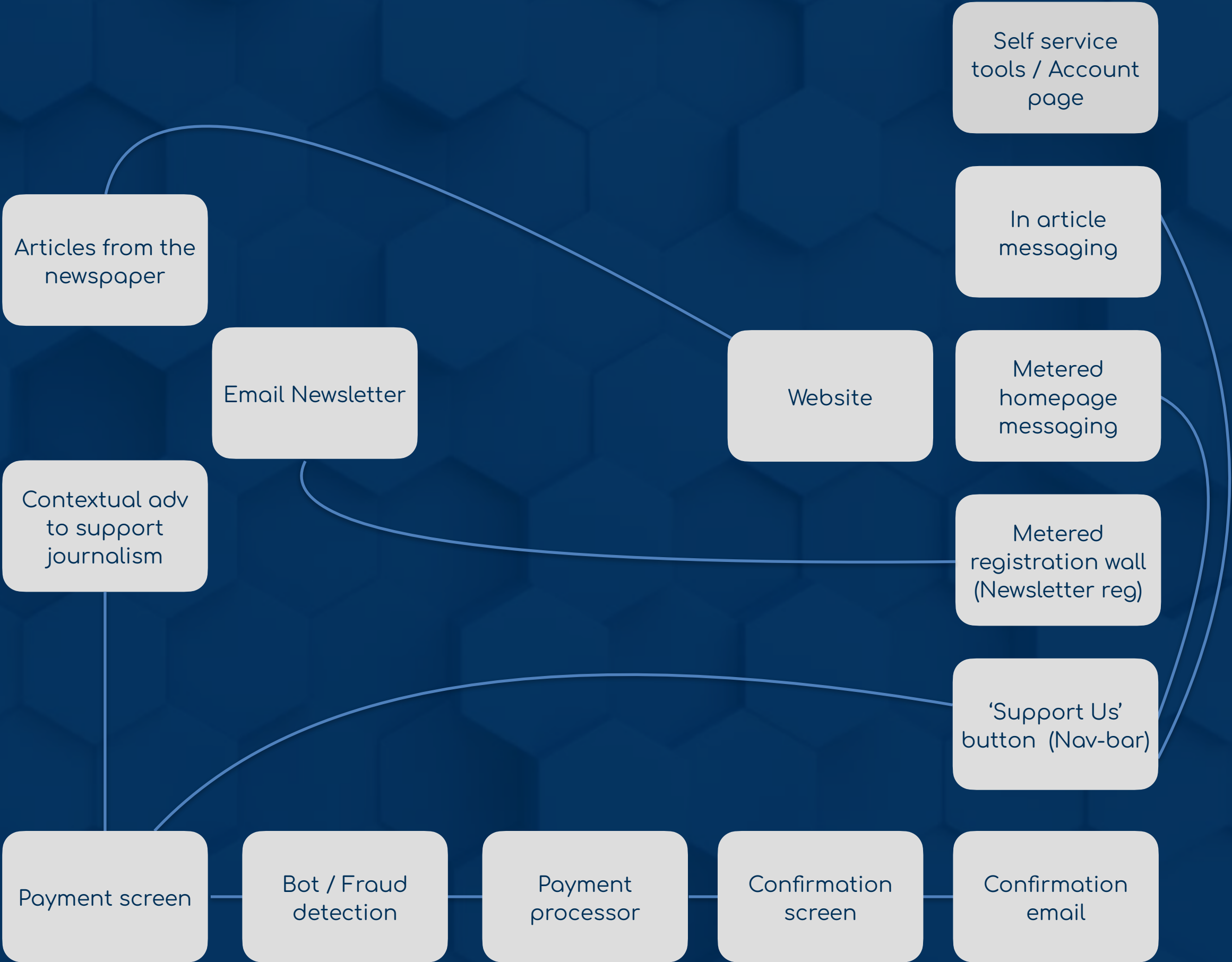
Support Us button clearly visible in the navigation bar.

Optional homepage / modal messaging, metered to non subscribers

## Newsletters :

Place a meter on free articles to then present a free registration wall - gather email address and register for the newsletter

Auto-enroll in newsletters and continuously engage the reader with your brand / exposure to supporting local journalism



## Example of contextual messaging within a newsletter

### **The stakes have never been higher**

As the 2024 presidential race heats up, the very foundations of our democracy are at stake. A vibrant democracy is impossible without well-informed citizens. This is why HuffPost's journalism is free for everyone, not just those who can afford expensive paywalls.

We cannot do this without your help. Support our newsroom by contributing as little as \$1 a month.

[Support HuffPost](#)

Similar fragments can be injected into articles or at the footer of the article, in the same manner as requests to pay for content, without restricting access to the article.

Simple messaging explains why supporting journalism can make a difference.

Adding contextual messaging is even more effective - i.e. explain why their support helps you cover local sports etc, when the consumer is reading a sports based article.



By placing a “Support Us” button on the navigation bar you can direct your readership towards supporting journalism.

This will be used in conjunction with messaging in newsletters, articles and also pop-over footer banners.

The pop-over messaging can be configured to only show once per session or not at all, if the user has already contributed.

The payment fragment is simple and clear, offering Google / Apple Pay options first and then showing card payments later which can be expanded.

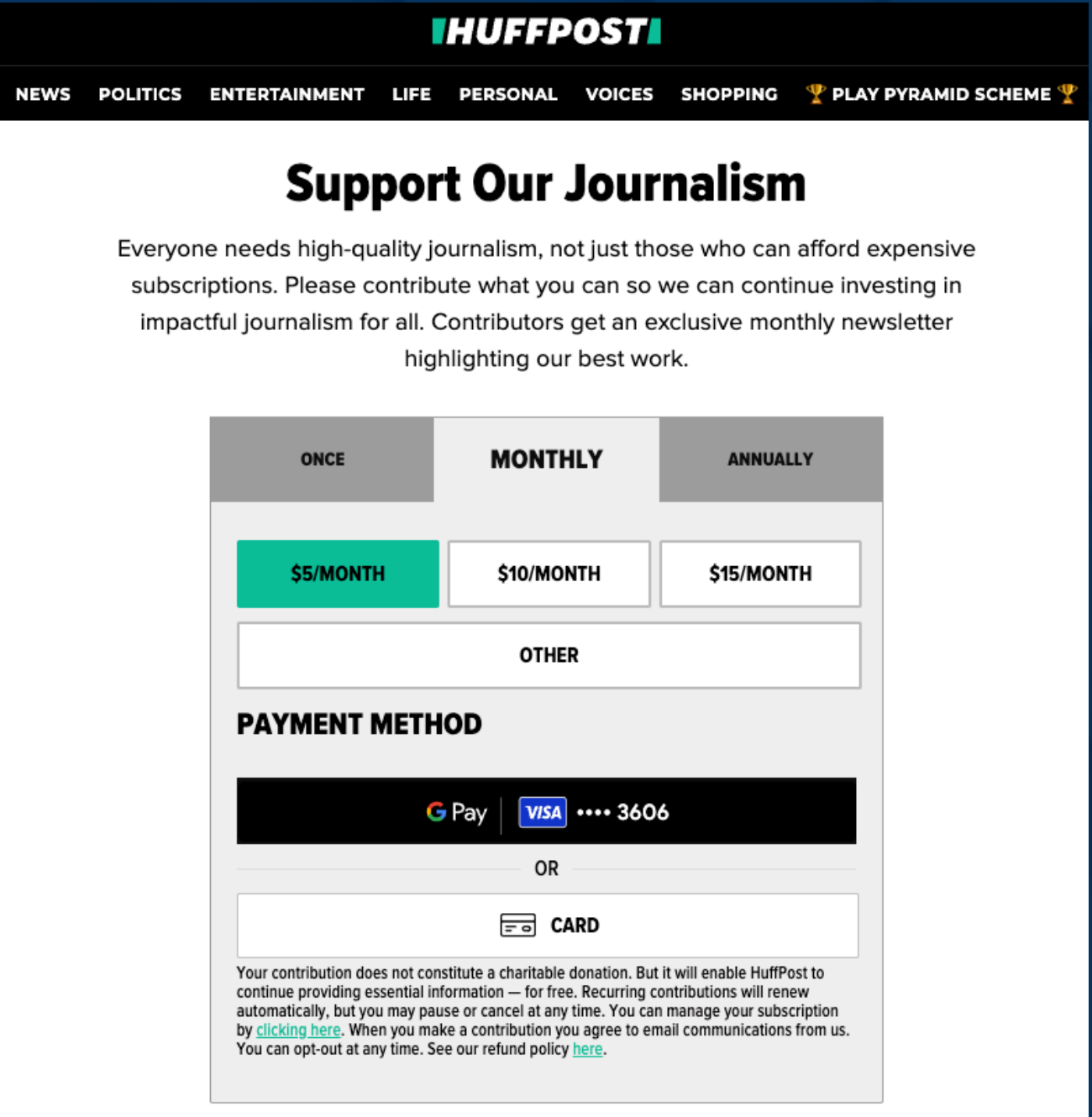
The default amounts can be easily changed and also A/B tested.

Time periods can be anything, typically one off payment, recurring monthly or annual. Custom amounts are available for generous benefactors to make larger contributions.

All funds are directly deposited in your Stripe account.

The process should be quick and simple with no forms to complete.

- 1. Select Amount
- 2. Pay with Google / Apple Pay\* (or enter card details and email address)



\* Google and Apple Pay options will automatically send Flip-Pay the users email address. PayPal / Revolut Pay are also available as additional payment options



## Self service tools

Empower the reader to manage their own account with powerful tools embedded in your accounts page. These tools are available for your site, ready to go.

- Update/change their payment details
- Change their contribution amounts
- Cancel their contributions

### Contribution Details

Current Plan: Monthly Contributor

Next Billing Amount: \$2

Next Billing Date: 27 Aug 2024

Payment method: VISA \*\*\*\* \*3606

UPDATE PAYMENT METHOD

UPDATE CONTRIBUTION AMOUNT

CANCEL RENEWALS

### Update Payment Method

 Pay

OR

Card Number

CARD NUMBER

Autofill [link](#)

Expiration Date

MM/YY

CVV

CVC

BACK

SUBMIT

### Update Contribution Amount

Current Renewal Amount: \$2

\$5

\$10

\$15

OTHER

BACK

SUBMIT



## Option 2 - Monetisation of content

The following approaches are possible:

- Instruct readers to pay for your content; inform them that from a specific date, some/all digital content will require a subscription to access.
- A softer approach which educates the reader slowly and gradually increases the amount of content marked as premium. Frame the sales proposition as supporting journalism.

Readers can be resistant to pay when they have historically accessed the content for free. For local journalism, we favor the softer approach to bring the reader slowly through a journey of registration and then a growing amount of premium content over time. This allows a balance of not souring the reader's perspective of the brand while protecting longer term SEO on the site.

In some instances, the value of the product lends itself to a harder approach, i.e. speciality/business/political titles. For local news, we would recommend the strategy on the following pages.

# Supporting Great Journalism

Where a publisher has previously given away website articles for free, the challenge is how to educate the readership that the content access is changing and that payment will be required.

The main key steps are as follows :

- Add temporary barriers to access content that do not require payment, i.e. a metered registration wall to capture email and add the reader to the publication's newsletter as this will further engage them with the brand. This gets readers used to quid pro quo - having to do something to access content (albeit with no payment required) .
- Increase the quality and type of content added to the website such as longer form, editorials, opinions, more sports/business coverage, content that matters to local residents etc.
- Communicate to the reader that your publication is expanding editorial coverage, investing in journalism etc
- Pick a frequently accessed category of content, like local sports/news/business, that cannot be obtained anywhere else.
- Place a low number of articles a week in a specific category and mark as premium and slowly increase the amount of premium content each week.
- Focus the messaging around supporting journalism and explain how their subscription helps.

This approach brings the loyal readers along with your publication. This can be used for a longer term subscription growth strategy. It will take time to start realising significant revenue, but will grow your digital subscriptions without damage to the brand.



# Limerick Post Premium

Supporting independent local journalism - Every day, every week

By subscribing to Limerick Post Premium, you are helping to ensure the future of a quality local news service for the cost of a cup of coffee a week.

You get online access to premium news and sports content which is not available on our standard digital platform and is free of advertising.

## Subscribe to The Limerick Post

Annually

Monthly

€36

€45 a year

PER YEAR

Billed once per year

Save 20%

Subscribe

By proceeding you are agree to our [Terms and Conditions](#) . To find out what personal data we collect and how we use it please visit our [Privacy Policy](#).

If you already have an account [Sign in](#)

## What you get

- ✓ Ad-free
- ✓ Access to all premium content



## How your subscription helps

Your community is our passion. Your subscription helps The Limerick Post to continue delivering trusted information to the public on a daily basis with in-depth news and updates that simply are not available in any other place. Local news is the most important news and with your support, we are creating an unrivalled user experience and delivering important content to give you the most informed context for the community you live in.



# Messaging

Getting the messaging right for each title is vital and this will be unique to each readership base.

We have seen great success in local titles moving from free to a premium model when they explain why they are charging for their content.

The messaging is framed around supporting the future of local journalism and its importance.

The digital content can be bundled with an e-paper subscription and you can also offer things like an ad-free experience.

The messaging should be combined with standard sales tactics, promotional time-limited offers etc.

The price on display should always show a discount and a represented saving - indicating value of the price being shown.

## Multi-title bundles

When a publisher of multiple local/regional titles is developing a digital strategy, there are some options available that they may not have considered.

- Digital Only - Website access only to premium content \$3.99 ( and ad-free )
- Digital Plus - Digital and e-paper access \$4.99
- Digital Max - Digital Plus access to Title 1, plus Digital Plus Access Titles 2, 3, 4 etc - \$8.99
- Home delivery - Newspaper delivered every week to your door including Digital Max (most comprehensive bundle)

These offers can be combined with print home delivery options but are intended to illustrate digital possibilities that be may be used to attract users to subscribe especially over multiple titles to widen the apparent value of a subscription.

The offering names and \$ values in the above examples are for illustrative purposes only.



# Offers



Irrespective of the type of product example being offered to the consumer, the most effective way of encouraging subscriptions is using promotional offers using traditional sales tactics.

- Time limited offers (Black Friday week etc)
- Flash sales
  - Use social media to point to special time limited offers - offer code embedded in site link which takes reader directly to offer page.
  - Display offers on the home page of the website linking to special offer
- Promotions for local sports teams
- QR Codes printed in the paper copy of the newspaper with a special subscription offer. QR code links directly to the offer page.

Also when you already have a database of existing registered users, you can do a marketing email with a ‘special offer’ for long-term readers with a significant discount on annual subscriptions (i.e. \$20 a year for Digital Plus or Max).

## Essential reading all summer long.

Subscribe today and **save up to 60%**. Special offer is available to *new subscribers only*. [T&Cs apply](#)

SPECIAL OFFER

**PREMIUM +**  
from **€1.06**/week  
~~was €2.67/week~~

- ✓ All the benefits of Premium
- ✓ ePaper of Irish and Sunday Independent
- ✓ ePaper of 13 local newspapers
- ✓ ePaper archive back to December 2015
- ✓ Easy-to-read swipeable format

Subscribe

SPECIAL OFFER

**PREMIUM**  
from **77c**/week  
~~was €1.90/week~~

- ✓ Unlimited web & app access
- ✓ Subscriber-only newsletter
- ✓ Monthly rewards
- ✓ Interactive puzzles
- ✓ Flexible payment options

Subscribe

**HOME DELIVERY**  
From **€4.80**/week

- ✓ All the benefits of Premium+
- ✓ Irish Independent on Saturday and/or Sunday Independent delivered to your door

Subscribe

In the example above, the publisher gives the reader access to 13 other digital local newspapers and access to the e-paper archive (in the Premium + model) as part of a wider value proposition.

## A/B Testing

Implementing a monetised premium subscription for a news platform does not mean that the initial pricing is set in stone.

The Flip-Pay platform empowers you to experiment with various pricing strategies through A/B testing. This allows you to identify the most effective price points and copy for your audience.

A/B testing enables dynamic adjustments to both pricing and messaging, providing valuable insights into their effectiveness and guiding further optimisation.

It is important to recognise that sometimes the key to success lies not in altering the price, but in refining how the value proposition of your product is communicated.

With Flip-Pay, you can continuously adapt pricing and messaging over time, tailoring them to each market segment and location to maximise engagement and revenue.

## Newsletters

Engage your readership. Grow subscriptions.

An effective newsletter strategy can significantly enhance reader engagement with a local news brand by delivering timely, relevant, and personalised content directly to subscribers' inboxes.

By curating stories that resonate with the community's interests and concerns, newsletters foster a sense of connection and trust encouraging readers to return regularly.

This consistent engagement not only reinforces brand loyalty but also opens up opportunities for converting readers into paying subscribers as they come to value the reliable, in-depth coverage and insights provided exclusively by the publication.

Flip-Pay can deploy metered registration walls on free content, to request first party data such as email address and to then auto-enroll the reader to a local news newsletter.



# Subscription Options

OPTION	
Ad-Free Experience	De-activate programmatic ads ( Google etc )
Metered access	Provide access to a limited number of articles before requesting payment
Registration Wall	Gather first party data, auto-enroll in newsletters to drive engagement
Hard Paywall	Fence off most content
Hybrid Paywall	Offer some free content, some content protected by registration wall and some hard premium content.
Gifting	Allow purchase of a subscription for family member / friend (offer deals to existing subscribers such as refer a friend, etc)
Time limited promotions / Flash sales	Limited time deals
Win back campaigns	Offer people who have previously had subscriptions / home deliveries a discounted offer
Free trial	Give 1 week free access to the digital content, request card details up front
QR Codes / Offer codes printed in the physical newspaper	Special discounts for loyal readers of the printed copy, scan QR code or go to a dedicated URL and they can enter a code to get the discount
Access other titles digital copy as part of the subscription	Give access to title(s) 2, 3, 4, 5, 6 etc as part of the subscription to title 1
Get access to the archive of e-papers	This can be sold as a separate product; also used for historical research.
Corporate bundle	Sell access to the digital content to businesses to offer as a perk to their staff.

Other subscription methods are available, but these are the ones used by local / regional titles looking to monetise digital content.



## Contact

E : [learnmore@flip-pay.com](mailto:learnmore@flip-pay.com)

T : (+353) 1 605 4343 (EU)

T : (+1) 646 893 0809 (US)

W : [flip-pay.com](https://flip-pay.com)

## Address

IFSC House, Custom House Quay, Dublin, Ireland, D01  
R2P9

183 Madison Avenue, New York, NY 10016, United States