At Keywee, we make stories relevant and powerful for 500+ of the world’s best storytellers.
ABOUT KEYWEE

Optimizing for Multiple Revenue Streams

- Audience Development
- Ad Revenue
- Newsletter Signups
- Branded Content
- Affiliate
- eCommerce
- Subscriptions
- App Installs
- Video Views

Ad Revenue
ABOUT CHARTBEAT

We enable meaningful stories to thrive — wherever they live.

700 enterprise publishers
50 billion pageviews tracked per month
70 Countries
6 Continents

+ keywee

The Washington Post
CNN
Clarín
The Atlantic
Le Monde
The Telegraph
UOL
The New York Times
Are you doing any paid Facebook acquisition?
• **Acquiring Loyal Users From Facebook**
  ○ Traffic Campaign Strategies
  ○ Driving subscriptions through Facebook
  ○ Campaign Trends to Drive Loyalty

• **Engaging Facebook Readers**
  ○ Global Traffic Trends
  ○ Content Planning Strategies
  ○ Engagement Tactics to Encourage Loyalty

• **Q&A**
BEFORE WE BEGIN, A WORD ABOUT FACEBOOK CAMPAIGNS

Yes, bounce rates from Facebook are high.

Good thing you’re not optimizing your campaigns for bounce rate, right?

Building a loyal audience through Facebook is easy to achieve with the right strategies.
Paid Traffic Campaign Strategies
A tale of two optimization strategies

**Optimizing for CPC:**
- High CTRs
- Low quality traffic

**Optimizing for time spent on site:**
- Defined timeframe that they wanted and fired the pixel then
- CPC stayed the same - quality increased
Optimizing for Loyalty

**Targeting options:**
- Retargeting past engagers
- Loyalty score

**Content:**
- Loyalty score is unique to each publisher
- This can inform both editorial, and organic social media strategy, and can help content curation for the paid campaigns
It all comes back around

Clicking on paid content informs Facebook’s algorithm

If you clicked on a paid content piece you’re more likely to see that publisher in your organic feed.
Driving subscriptions through Facebook
Driving subscriptions effectively is about sequencing your content properly.
In other words - Using the right campaign strategy at the right time

- Prospecting
- Consideration
- Conversion
- Retention
60% of publishers who run subscription campaigns use some form of content sequencing.
35%

Average conversion rate increase when using the sequencing method
Prospecting: Filling the top of the funnel

Targeting Options:

- Interest targeting
- Lookalike audiences

Content Curation Strategy:

- Metered Paywall — Be unique to your brand
- Premium Tier — Promote free content
- Focus on evergreen content
- Test in a measured way — balance new content tests and try multiple sections
Consideration

**Targeted Content Campaign:**
- Target interests combined with behavior
- Metered: Have more than 40% of the metered amount

**Lead Generation:**
- Effective technique for both metered and tiered
- Newsletters/email marketing very effective in driving to conversions
A few more thoughts on lead generation

28% of publishers running subscription campaigns use lead generation.

- It’s effective provided you have an active newsletter strategy

Teasing content is the most effective strategy for newsletter acquisition - 30% higher conversion rate

- Show your value and uniqueness
- Give users a taste of what they’ll be getting
Conversion

Targeting Strategies:

- **Metered**: Have read more than 80% of metered amount or have hit the paywall
- **Non-metered**: How many articles do people read before converting? That’s your target audience
- **Target by section**: Lifestyle readers should see lifestyle content

Content Curation Strategy:

- High-quality, trust-building content is critical.
- They have seen you before, this is when you prove your value.
Retention

Why do retention campaigns?

- Reduces churn
- Creates loyalty and trust

Strategies:

- Identify high risk users: New conversions, people coming in from a free trial or special promo, etc.
- Segmented: converted but haven’t visited your site in x days
Creative and Content Trends
CREATIVE AND CONTENT TRENDS

1. Long-form content
2. Opinion pieces
3. Local reporting
4. How-tos and guides
5. Find a balance between COVID and non-COVID
CREATIVE AND CONTENT TRENDS

Images:
- Candid Images
- Illustrations

Post Text:
- 25+ words
- Quotes
- No emojis
Do your paid and organic social teams communicate on a regular basis?
Trends in Global Facebook Traffic
Facebook traffic peaked March 17, in the middle of the pandemic, at about 246 million pageviews.
Average Engaged Time from Facebook increased by 3 seconds this month, though Google Search engagement still remains higher.
Due to that increase in Average Engaged Time, **Facebook actually saw an increase in total engagement**, despite the fact that traffic was down slightly.

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Total Engaged Time</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Search</td>
<td>-11%</td>
<td>-12%</td>
</tr>
<tr>
<td>Facebook</td>
<td>+2%</td>
<td>-5%</td>
</tr>
</tbody>
</table>
Social traffic outperforms overall traffic during evenings and nights (notably 6 p.m. to midnight).

Social traffic underperforms overall traffic from the morning through to the early afternoon.
Content Planning Strategies
Previous research shows the type of content people consume is different on each platform:

**Homepage**
- Breaking updates
- Live blogs

**Search**
- Factual content
- Personally relevant information
- Interactives & infographics

**Social**
- Human stories
- Emotional content
- Social apps
Build a profile for social success

Look beyond topic and analyze your best social content from a reader’s perspective

- Emotional tone
- Lede style
- Story structure
- Use of visuals
Engagement Tactics to Encourage Loyalty
Mobile visitors exhibit more loyalty than their desktop counterparts, but visitors from platforms like Facebook are notably less loyal than direct readers.

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Mobile Weekly Visits</th>
<th>Desktop Weekly Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct, app</td>
<td>9.2</td>
<td>N/A</td>
</tr>
<tr>
<td>Deep link &amp; push, app</td>
<td>6.6</td>
<td>N/A</td>
</tr>
<tr>
<td>Direct, web</td>
<td>6.1</td>
<td>5.4</td>
</tr>
<tr>
<td>Facebook</td>
<td>1.9</td>
<td>1.4</td>
</tr>
<tr>
<td>Google Search</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Chrome Suggestions</td>
<td>1.6</td>
<td>N/A</td>
</tr>
<tr>
<td>Twitter</td>
<td>1.6</td>
<td>1.4</td>
</tr>
</tbody>
</table>
Experiment to build best practices

- Combine *quantity* metrics with *quality* metrics
- Investigate engagement and Recirculation
- Identify areas to improve
- Be intentional with iteration
- Measure your progress
- Share insights across the team

45% of readers who load an article will leave within the first 15 seconds.
Language composition matters

- Stories with more quotations have a higher completion rate.
- If the information in a story becomes too complex, readers will leave the page.
- Ledes are as important as ever. The wrong style of lede affects the bounce rate.
Drive deeper visits

- Facebook readers are hard to recirculate, but those who view a second page are more likely to return.
- On mobile devices, few readers see recirculation widgets at the bottom of an article.
- Carefully chosen, positioned, and placed related links can promote onward journeys.
- Choose related stories based more on tone than on topic.
How often do you optimize stories after they’re posted?
1. Quality Facebook traffic is easy to acquire if you use the right campaign strategy.

2. To drive cost-efficient, high-quality subscribers it’s best to take a segmented approach to move users down the funnel.

3. Choose content that emphasizes your unique value to stand out from the crowd.

4. Facebook traffic has declined since its Coronavirus peak, but remains one of the largest drivers of traffic to content.

5. Create and promote content that is suited to the human and emotional preferences of Facebook readers.

6. Encourage loyalty by optimizing your stories for engagement and recirculation.
Thank you.

Jill Nicholson
Senior Dr. of Customer Education
@tumbling_after
jill@chartbeat.com

Inbar Yagur
Head of Product Marketing
@content_fairy
linkedin.com/in/inbaryagur

May 2020