As the knowledge people need and the services they use migrate from desktops to the network, a new role for media groups can open up, but only to those prepared for rapid and radical product development. The sales force cannot sell what is not there, and that's why doing little more than duplicating a print publication on the web fails to harness any of its real potential.

Dotcom pureplays have known this for many years, but the 'products' of most media titles online remains fundamentally flawed. Great editorial is only the starting point for a publishers' website. The blogs, the community, the social networks, the directories, the toolkits and the practical services; they all need to be there too.

Traffic may be growing, but is it exploding? And if the revenues in classic channels are in decline, then will they be offset by growth on the web? Even a great media sales team cannot win the revenues if they don't have the audiences to sell. What worked for publishers in '02 isn't not good enough now, yet those are the models of many sites.

Digital Publishing Strategy Academy
Building stronger online publications
Digital management coaching

With rapid development continuing to be the norm, publishers need to be able to read the landscape and work as a team to set the right direction. Familiarity with the key principles behind different generations of websites is the starting point, and harnessing social media and communities remains key to sustainable content and audience growth. This management training explores the business models and content models of online publishing, and explains why some add little value and represent false paths, while others lead through the easy ground towards strong commercial growth.

DIGITAL STRATEGY CONSULTING
Making sense of a digital world

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DIGITAL TRAINING ACADEMY
The knowledge transfer business

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About the Digital Publishing Strategy Academy

Building stronger online publications

When the online advertising market is rising over 40% every year, are your revenues? And is the audience growth you enjoy sustainable, or just anchored to your latest wave of search engine traffic? Publishers are searching for the right models for creating powerful and sustainable online publishing businesses, and that's where management coaching can play a big part. Getting digital strategies right can benefit from expert advice and a fresh perspective.

These two Digital Training Academies focus on the strategy for media groups, looking first at the commercial model and then at the content. In the commercial coaching we look at what drives revenues, and how you can tune the engine behind the business. We explore ways to boost advertising yields and margins, while making more from the inventory you have.

In the second we look at content and how audiences are engaged on the web and what is driving that engagement in the Web 2.0 era of online social networks, user generated content and web communities. We explore the implications for how content is sourced and packaged, as well as how to make more of the content assets your firm already has. We'll get you thinking about the audience expectations of tomorrow, and how you can harness the principles of social media and user participation on a small budget as well as a large one.

It's a rare chance to access some of our in-company management coaching on a public training course. We train agencies, consumer brands and media owners in the skills and strategy for getting digital marketing and publishing right.

What is management coaching?

Using a consultancy approach, we'll craft an agenda based on the issues you as a participant raise with us once you book in. We'll share some of the theory, and then in syndicate groups explore how you can put it into practice. You'll also have additional time with tutors to explore the issues most affecting your sites.

About your tutor: Danny Meadows-Klue has been a key figure in digital media since 1995. In the early 90s he trained as a journalist, and then as a publishing manager, researching how digital channels would change media groups. In 95 he joined The Telegraph - the UK's first online newspaper – as their digital manager, and has helped run web businesses ranging from social media and mass market portals to online stores, magazines, search and email services. He is the co-founder of the UK and European IABs, held their presidencies for four years, and has been lecturing on digital media and marketing for more than a decade.
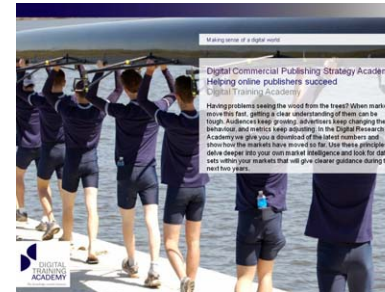
Digital Commercial Publishing Strategy Academy
28 February 2008 - Price: £695 plus VAT
Which advertising formats work best and what will agencies be looking to buy? How can you maximise the value of your advertising yields while retaining a robust sales model? What are the organisational structures that help online publishers succeed, and how can traditional publishers overcome them? We explore the sales strategy for online media and look into the implications for rates, targeting, formats and advertising operations.

Digital Content Publishing Strategy Academy
27 March 2008 - Price: £695 plus VAT
How are the needs of internet users changing, and which publishing models will let your business fly? What is the cause of a 50% growth in traffic each year rather than 5% and how can your site deliver to the needs of these audiences? Which techniques can smaller businesses harness, and how can you sustain them? From blogs and social media to podcasts and video, we unpack the best practice in digital publishing.

About the Digital Publishing Strategy Academy

With rapid development continuing to be the norm, publishers need to be able to read the landscape and work as a team to set the right direction. Familiarity with the key principles behind different generations of websites is the starting point in that navigation. This reveals implications for the site's business models and explains why some add little value and represent false paths, while others lead through the easy ground towards strong commercial growth. The internet challenges the business and content models that underpin classic media; a successful transition into online media publishing demands reading the landscape and acting quickly. This Digital Training Academy is designed for the managers of online media to accelerate the commercial publishing success of those firms.

Who should attend?
If you work on a media website, then you're the right type of web publisher for this management coaching. These Digital Training Academies are specifically geared to the needs of publishers, commercial directors, editors, business strategists, and online marketers for media groups.

Need to know more?
Call us on +44 (0) 20 7244 9661 or email AcademyManager@DigitalTrainingAcademy.com

Go to: www.DigitalTrainingAcademy.com/termtime

DIGITAL TRAINING ACADEMY
The knowledge transfer business

Introduction

The chief executive of a magazine group is addressing his troops with a war cry that has been echoed around the publishing world in 2006.

But the more I hear it, the more I'm struggling with it. Struggling, not because it's bold - that's great and publishers need to be showing leadership right now - but because most magazine groups are looking for the answers in the wrong places. Since I began teaching the digital media sales teams two years ago I must have seen these aspirations in a hundred media firms: the web's rising, our website is rising, so revenues must just rise faster. Sales teams are being given their orders and are marching into battle.

On the surface the logic is sound, but scratch deeper and you'll uncover a disconnect. The problem is the product: most magazines and newspapers use their websites as an echo and archive of their print titles. Sure, they add a little value by hyperlinking within their stories, offer expanded job boards, and have some simple spaces for discussion. But this is a web publishing model created in the early nineties. It's logical, simple and safe, but Google, Wikipedia, MSN, Pandora, Flickr and Second Life it is not.

The reason web traffic to media sites is exploding is because of the new communication models that have been uncovered in the last few years. The first generation model of web publishing just won't cut it, and without the audiences those sales teams will never succeed.

In the digital networked economy consumers have new expectations. Technology has suddenly created the tools to hold conversations and capture knowledge, reshaping the way we communicate and share information. The publishing models of the 'Web 2.0' era leap massively beyond those of print, placing the viewer at the heart of the media experience, inviting them to participate in content creation. It's this content that builds that essential traffic, and with that comes the advertising revenues media owners are chasing. Some go further still, delivering toolkits and services that weave themselves so deeply into the fabric of people's daily lives that their visits become essential.

As the knowledge we need and the services we use migrate from our desktops to the network, a new role for media groups can open up, but only to those prepared for rapid and radical product development. The sales force cannot sell what is not there, and that's why doing little more than duplicating the magazine on the web fails to harness any of its real potential.

Dotcom pureplays have known this for many years, but the 'product' of most magazine group websites remains fundamentally flawed. It maybe heresy to say, painful to think, embarrassing to admit, but if you don't believe me then try this simple test:

1. Think about the needs of the markets you serve - list the complete needs of both your audiences and advertisers

2. Forget your current website or your offline products

3. Take a white sheet of paper and list what would satisfy those needs

4. Then overlay what your website is actually delivering

It can be an uncomfortable exercise, but rethinking your product offering from the bottom up lets you think the unthinkable. Yes, it's a horridly crude form of gap-analysis, but when you actually do it, it makes a bold point. Relying on a print model to power your web business just doesn't stack up.

Great editorial is only the starting point for a publishers' website. The blogs, the community, the social networks, the directories, the toolkits and the practical services; they all need to be there too. Traffic may be growing on magazine sites, but it's not exploding, and that's why even a great media sales team cannot win the revenues if they don't have the audiences to sell. What worked for those of us publishing online media sites back in 1995 is certainly not good enough ten years later, yet those are the models of many magazine sites. It's time to get serious or get out. That means not only making the investment, but getting the thinking right for the product itself. Magazines can have great futures online, but the jury is still out on which titles will make this transition.

The stars of the internet are the businesses that built those products - and what's more they continue incredible investment in product development. Media groups need to act in the same way if they're to realise the ambitious goals they set themselves.

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This article also appeared in the title Magazine World and on www.FIPP.com.