

Publishing Industry

Outlook on Digital Marketing



The digital revolution has brought radical change to the media industry. Today's audiences only respond to the most relevant content, while brands that once purchased print ads are looking for new ways to reach quality audiences.

For media companies to remain competitive in this new era, they must optimize:

Data Management

A unified view is key to monetizing audiences

71% of industry leaders say data management is critical to developing and monetizing media products.¹ We see cutting-edge organizations unifying data for a single view of the individual to create more relevant engagement strategies.

Audience Engagement

Acting on behavior lifts engagement

Investment in personalized outreach nets a 5-8x return.² Leading media organizations take personalized outreach further by acting on details like content consumption behavior and subscription status to spur more content and offer engagement.

Sponsor & Advertiser Relationships

Digital ad spending grew 20% in 2015³

Media companies also report revenue growth with content products, events, and services.⁴ We see an upside across business revenue streams for media organizations that use lead management techniques to improve sales performance.

Drive revenue by cultivating more valuable audiences and by forging strong relationships with brand decision-makers. Better digital marketing is how you start.

¹ Folio, ² McKinsey, ³ eMarketer, ⁴ Folio

Marketo's engagement marketing platform is uniquely able to help media organizations develop audiences and build better direct business relationships. All on the same platform.



Centralized Audience Data

Integrate multiple data sources and channels to create a single view of each individual in your audience. Real-time profile building goes deeper than demographics, allowing you to know and act on content consumption behaviors and preferences.



Personalized Experiences

Lift audience and subscriber engagement with personalized communications. Automated segmentation and behavior-driven listening and response put the right content and offers in front of the right individuals at the right moment.



Engagement Across Channels

Understand and reach your audience on every channel. Deliver cross-channel programs, develop new audiences, and re-engage known individuals wherever they are with targeted messages.



Sales Leads & Relationships

Nurture advertisers, sponsors, and business services customers. Robust lead management capabilities help you attract, qualify, and grow relationships with brands interested in your offerings.

Marketo helps media organizations like yours succeed:



Forbes

The Seattle Times



News Corp

POLITICO



Contact us for more information on digital marketing approaches in publishing.

