

How can publishers thrive in 2024?

SEE: "THE PUBLISHER'S ROADMAP TO REVENUE IN 2024" WHITEPAPER BY OMEDA

STEP 01

COLLECT MORE FIRST PARTY DATA

- Require user accounts
- Using accounts, monitor specific articles read by users to track their interests.
- Use webinar and survey responses along with whitepaper downloads to track hyper-specific interests.



STEP 02

PAYWALL OPTIMIZATION

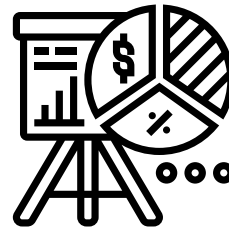
- Slow subscriber growth can be caused by placing the wrong articles behind a paywall. Consider granting access to all your written work but limiting the number of pages non-subscribers can read.
- Publishers with high traffic but low subscriber growth should place more of their content behind paywalls.
- Paywalls should only be displayed after a user had sufficient time to discover the value of your content. Paywalls should not be displayed the first time a new user visits your site.



STEP 03

NEW REVENUE STREAMS

- Leverage your publication's expertise to launch online educational courses and monetize them.
- Consider selling one-day subscriptions or access to single articles. This can help capture revenue from readers unwilling to commit to a normal subscription.
- Start a podcast.



STEP 04

SUBSCRIBER RETENTION

- Track your subscriber's time-spent reading your content. Be sure to offer rewards and discounts to your most engaged users.
- Partner with experts in your audience. Invite them to participate in webinars and podcast. Engage in joint ventures and cross-pollinate your audiences.
- Use "fatigue filters" to make sure that your least engaged users don't get spammed with promotional emails and unwanted content.



Read Omeda's Whitepaper:

[HTTPS://WWW.OMEDA.COM/RESOURCES/WHITEPAPERS/ROADMAP-TO-REVENUE-LP/](https://www.omedacom/resources/whitepapers/roadmap-to-revenue-lp/)

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