

DIGITAL ACCELERATOR PROGRAM

Virginia Press Association

Targeted Training Modules:

Modules will be taken in order by participants starting with Revenue, then Audience, and finally Analytics. Each module will last approximately 16 weeks allowing for holidays. Three paper maximum per module. All modules will consist of a one hour initial consultation with thirty minute monthly mentoring and a one hour monthly group call.

- **Revenue Diversification:** Provide training on various digital monetization methods (targeted ads, sponsorships, native content) with real-world examples, potentially followed by a personalized action plan for each paper.
- **Digital Audience Essentials:** Offer training focused on developing a new, sustainable digital audience, including social media, traditional, email, etc...
- **Data Analytics 101:** Run hands-on sessions to teach basic analytics interpretation, focused on actionable insights (audience growth, content performance, referral traffic) to inform news and advertising strategies.

Guided Implementation with Checkpoints:

- Implement a **milestone-based progress plan** where each paper can progress at its own pace, focusing on phases such as audience engagement, data analysis, and monetization.
- Each milestone will be reviewed in a monthly group session with the association, allowing papers to discuss progress, ask questions, and recalibrate as necessary.

Digital Strategy Mentorship Program:

- Pair participating papers with a digital mentor from Foxglove Marketing who can provide ongoing support in specific areas like audience development, data-driven decision-making, and digital ad revenue development.
- Mentors could be more digitally experienced colleagues from publications and should include publisher and/or advertising/audience managers.

Peer Learning and Case Studies:

- Host a monthly “success stories” webinar where each paper shares one specific strategy or technique that led to improvement, such as an increase in digital subscribers or successful ad placement strategies.
- Share case studies showing tangible outcomes of a digital approach, particularly from other small publications, to encourage engagement and demonstrate achievable results.

- Maintain accountability among peers.

Template and Toolkits Distribution:

- Distribute ready-to-use templates (e.g., email newsletters, social media posting schedules) and toolkits for each major area (analytics setup, ad placement, user journey mapping). These materials would serve as guides for papers with limited resources.
- Include examples of engaging ad formats and sponsorships for email newsletters, native ads, and web ads to help monetize digital platforms better.

Cross-Platform Integration Workshop:

- Provide a workshop focused on understanding and connecting the digital ecosystem. It could cover linking social media accounts, setting up referral tracking in analytics, and using cross-channel promotions to drive engagement.

Outcome Tracking and Reporting Templates:

- Supply simple reporting templates for tracking digital growth metrics. Encourage papers to regularly report on key metrics, like traffic sources, top-performing content, and ad revenue, which can be reviewed in quarterly strategy sessions to ensure progress.

Pricing: \$1500 per paper, per course. (\$4500 per paper for all three courses)