

Un**lock** the power of your **TOTAL ACCESS.** DIGITAL PRODUCTS • eEDITION • HOME DELIVERY



ON YOUR DESKTOP

The #1 news website in the Joplin Area
joplinglobe.com



ON YOUR PHONE

News on the go through our news apps

ON YOUR TABLET

Complete coverage, including
our eEdition, a digital replica
of the newspaper.



AT YOUR HOME

In-depth reporting from our
newsroom to you.



THE JOPLIN
GLOBE

Total Access: Wherever. Whenever. You want it! • joplinglobe.com | 417-782-2626

ATTENTION GLOBE SUBSCRIBERS: Have you activated your Total Access Subscription yet?



Total Access Subscriptions
Whenever. Wherever. However. You Want It!

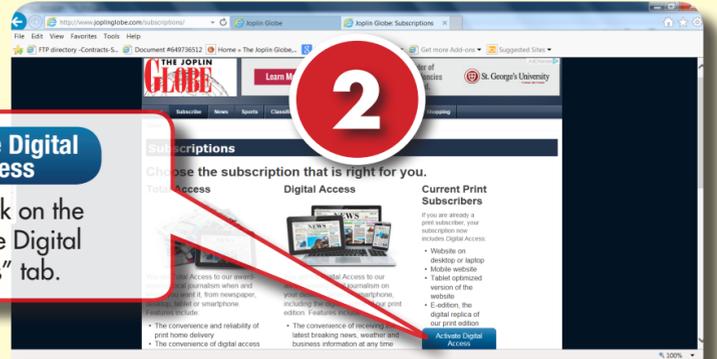
USER GUIDE

Here's
how.



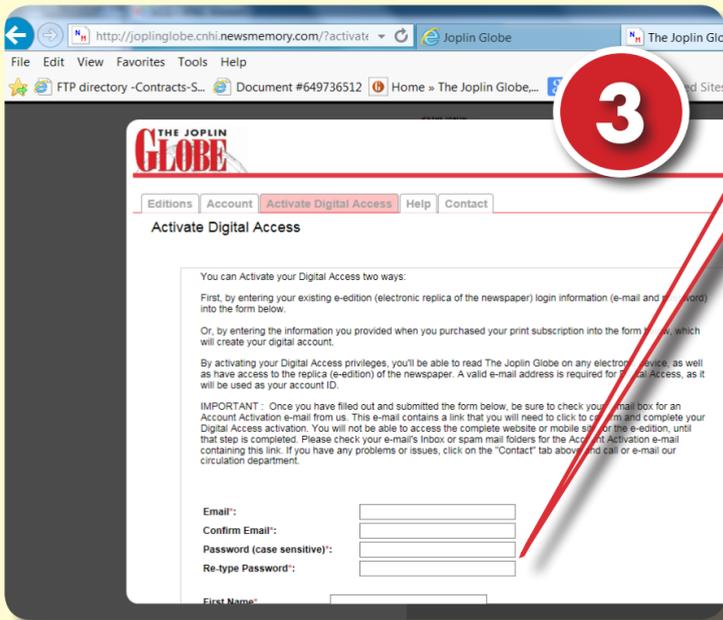
Subscribe

Go to The Joplin Globe website, joplinglobe.com, and click on "Subscribe".

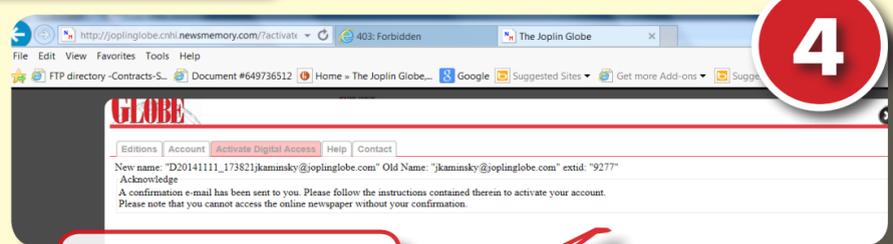


Activate Digital Access

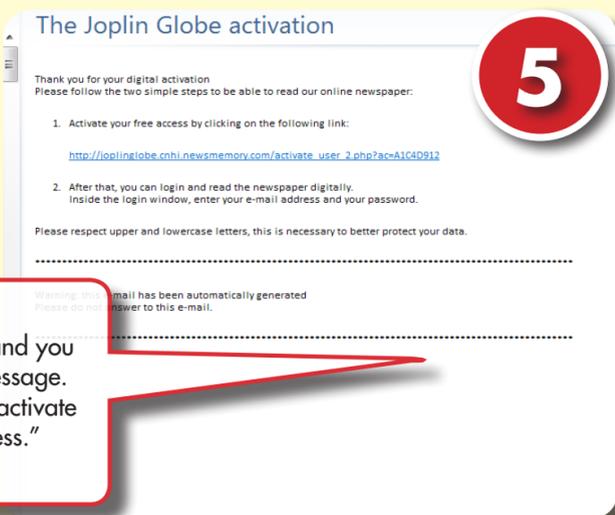
Then click on the "Activate Digital Access" tab.



Fill out the "Activate Digital Access" form and "Submit".

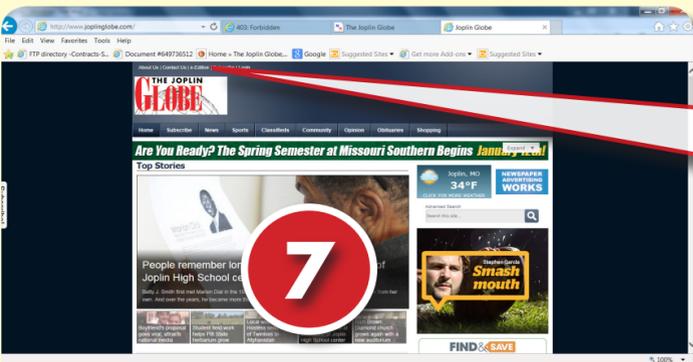


If you successfully complete the "Activate Digital Access" form, you will receive this message:



Check your email and you will receive this message. Click on the link to activate your "Total Access."

Login
You will need to Login for each device that you use, using your "User Name" and "Password" For The Joplin Globe Website, Click on "Login" and enter your "User Name" and "Password".



E-Edition

For The Joplin Globe Replica E-edition, Click on "E-edition" and enter your "User Name" and "Password".

**ENJOY YOUR
JOPLIN GLOBE
TOTAL ACCESS!**



Want to learn more about Total Access or need assistance activating your account? Call Subscriber Services at 417-782-2626.

CNHI Circulation Retention Plan

A good retention plan reaches out to expiring customers 4-5 times before their newspaper is discontinued. Any combination of the following touchpoints will assure a thorough retention plan.

- Invoice
 - It's not uncommon for some newspapers to send multiple invoices. Most readers become accustomed to receiving more than one notice and have a tendency to disregard initial billings. With a good retention plan in place, one bill will suffice. And, there is an expense savings. The average cost to produce and send one bill is 96 cents.
- Email notification
 - Every CNHI newspaper should have a plan in place for acquiring email addresses. Activating digital products and newsletters should be part of that plan.
 - Staff motivation is the key. It must be ingrained in their daily routine, part of every conversation. Occasionally, an active campaign with goals and incentives is effective.
 - Readers must be assured that their information will not be shared and only used as a means of communication between the newspaper and them.
 - CNHI goal is to have email addresses for 80% of subscribers.
 - All email marketing is coordinated through Jenni Fox, CNHI Director of Email Marketing.
 - The cost is \$80 per month.
- TCN call for subscribers due to expire and expired credit cards
 - TCN is an affordable call center used by many newspapers across CNHI.
 - Phone numbers are submitted via a digital file and a personal message can be recorded by phone.
 - The cost is 9 cents for a 30-second minimum. After that, it's 1.7 cents for each 6 seconds or an average of 17 cents per minute.
 - TCN expiration calls should be made from 10 a.m. – 4 p.m.
 - Contact Andrew Nelson (435-272-0972)
 - **Please check for local ordinances.**
- Notification by carrier
 - The most cost efficient and effective way to notify readers they are due to expire.
 - Any size expiration letter/note can be used. Some newspapers use Post-It notes; many others use simple copier paper.
 - Carrier should affix the notification to the front page.
 - As a cost savings, you can use the carrier to distribute two expiration notices, one on the actual expiration date, the other with the last delivery (after grace).
- "Live" call from someone at the newspaper
 - Ideally, all retention efforts should include two calls from the newspaper. One prior to the subscription stopping and one the day after.

- Since we prefer to talk to someone, these calls may be more effective in the evening hours.
 - If the reader does not answer, it is important that you leave a detailed voice message.
 - Some circulation departments have limited resources; these calls can be made by personnel in other departments. Subscriber retention is one of the most important things we do; a team effort may be required.
- Mailer
 - Not as cost efficient, mailers can be effective. They can be used prior to expiration or as a “We Want You Back” piece within the first 30-days

Easy Pay and sales are important parts of a good retention plan.

- EZ Pay
 - People on automatic renewal are easier to retain and make your retention efforts more manageable.
 - Similar to acquiring email addresses, an ongoing EZ Pay conversion initiative is vital.
- Sales calls
 - Expired customers immediately go to the sales list. For the first three months, “former subscribers” should be contacted monthly. After 90-days, they become a regular part of your sales efforts.

Grace periods can vary widely from location to location. In the past, it was assumed that longer is better. Today, that does not apply.

- Like multiple billing invoices, readers become trained to ignore their expiration date knowing they are going to be extended “X” days.
- There is a delivery expense for grace days. When a customer pays their renewal, make sure you recover the grace period money. Customers who stop after grace add to your expense.
- Grace periods of 14-21 days are acceptable.
- Some newspapers have successfully implemented grace periods of less than 10 days. Readers do adjust and with a good retention plan a long grace period is not necessary.

Discounting and premiums are discouraged during retention efforts. It sets a precedent that is hard to overcome.

Retaining readers is easier than acquiring them. Every effort must be made to “Stop the Stops.” Your *Circulation Team Representative* will be reaching out to discuss the best plan for your location(s). Please share this information with the person who will be leading your retention efforts.