IndustryNewsletters Editorial Strategy

An Overview of the IndustryNewsletters Editorial Strategy

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OUR EDITORIAL STRATEGY

This is a summary of the editorial mission of IndustryNewsletters (IN), including a description of the style and focus of our articles and their purpose in creating and cementing relationships with your clients and prospects.

By reviewing what we have, and our vast range of articles, you will be in a position to understand the philosophy behind the IN newsletters, and take full advantage of what we offer.

Preface: The End of Print

In the old days, we acquired information to help us run our personal and professional lives from print publications. The print model was based on long features that aimed to provide comprehensive information. However, although there are still magazines and print newsletters, they are no longer our key sources of information. Because of speed and cost advantages, most readers turn to online-based sources, like newsletters. But it's not just the format that is different: Reading habits have changed as well.

Readers now expect to get their information in quick bites. Whether they are viewing articles on desktops, laptops, tablets or smartphones, readers rarely have the patience for thousands of words in one sitting. Other sources are clamoring for their attention and they will quickly move on. Today's readers want something that packs what they need to know into an easily consumable piece, so they can move on to the next item. We have designed the IN newsletter specifically to help you engage today's reader.

THE IN STYLE

The IN article is designed to be short and to the point: it immediately jumps into the heart of the matter and doesn't waste your readers' time. Without a long, tedious lead that can lose readers' interest, our articles quickly give your clients and prospects the information they need. For example, our article on the often-misunderstood gift tax starts with a short introduction: "Gift givers — not gift recipients — have to pay gift tax, but you won't owe the gift tax until you've given away more than $5 million in cash or other assets during your lifetime. Simple enough. But you may still have to file gift tax returns even though you don't owe any tax." Article descriptions are condensed with intent to instantly engage your readers.

The IN Reader

Instead of generalizing a large group of readers, we focus IN articles to engage the specific readers you want to reach. Do you serve affluent individuals and families who need to take charge of their financial lives and their tax and estate planning needs, for example? They want to understand what their options are. Where are the potential pitfalls? What are the most effective strategies for them? They are busy, and they are not interested in do-it-yourself solutions. They want a professional in their corner, and that is where you come in.

The same concept holds true for business owners. They are busy growing their companies, finding new customers and managing their products and services. They know they need to take charge of their business accounts, internal processes, and HR functions, but they do not want to read page after page on how to accomplish their goals. They want the basics of what has to happen, so they can call you to give them the details and take the burdens off their shoulders. They are not the professionals here. You are. We help them realize that and show them, through the IN articles, why they need to work closely with you.

Our philosophy is that content should not give away your expertise to your readers: it should provoke contact.

The IN Focus

IN crafts each article on one issue. You will not find vague pieces on "the tax outlook for this year" that contain multiple issues, many of which may not be applicable to many of your readers. Quickly bored, they often skip these articles, and the rest of the newsletter. That is why we adhere to a "one topic, one article" policy. This means readers can quickly choose what is important and interesting to them. For example, a recent Accounting newsletter contained articles on tax breaks for military personnel, estate planning for those with modest incomes, key person insurance, and when to take Social Security. A recent Payroll newsletter covered managing interns, basic rules on overtime pay, offering tuition reimbursement, and how to work with Millennials. It is always obvious from title and introduction what you will get, so your clients and prospects can quickly focus on pieces relevant to them.

Of course, there are times when longer, more detailed articles are appropriate for certain key, complex topics. To that end, we periodically create “Special Reports" that address essential, timely topics. These will be available to add to your newsletters or published through "OnTarget," an email blast tool that allows you to send up to 20,000 email communications per month to your contacts between your regular newsletter launches, anytime you want.

STRATEGY IN ACTION

Unique Lead Trigger Articles

We have designed all IN articles to build relationships—but that is not all. In addition to our standard articles, we have created a special class of articles designed to get you leads. We call them "Lead Trigger Articles." These pieces are tightly focused articles that address a specific problem or opportunity—pain points or gain points. The topics and content of these articles are meant to provoke the interest of prospects or clients who may be considering your services. We purposefully write these articles in a way that avoids giving away your expertise for free. Our goal is to help you see who needs your services based on the article topics that garner interest. When a Lead Trigger Article is clicked and read, you will automatically receive an email alert detailing who read the article, what was read and how to contact them.

For example, we have a Lead Trigger Article titled "Is This Your Situation: The IRS Is Auditing You." It briefly describes what a reader can expect. It concludes with a strongly worded call-to-action that encourages clients and prospects to contact you within the hour to receive your help resolving their IRS audit woes.

Soliciting Input from Your Team

How do we know that these are the key issues that will trigger a response? We get insights directly from you - our clients! We build and develop our Lead Trigger Article library continually. New content is regularly being developed, directly inspired by practicing professionals just like you. We interview our new clients in conference calls titled "collaborative meetings," where one or more members of a firm speak with senior IN staff to work together to develop article ideas. The goal is to grab story ideas based on each firm's experience with what today's clients really want. These collaborative meetings and the subsequent articles are a service offered at no cost to our clients. In each meeting IN clients get to speak with Barry Friedman, CPA, the CEO and founder; Richard Koreto, the Chief Content Officer; their Sales Representative and their Customer Support Representative. We are investing a significant amount of time to create these practical articles because we want you to get the leads you want—but perhaps were not sure how to get—with minimal time and effort on your part.

The Ultimate Purpose: Death to "Disintermediation"

Although we offer different kinds of articles, they all share one thing in common: The goal of every IN article is to create a relationship with your prospects and to cement relationships with current clients. That is why our articles are short. The goal is not to provide everything readers need to make decisions, but to give them enough information to start and have an intelligent conversation with the professionals they work with. Much is spoken about "disintermediation" today, thanks to the vast amount of online information that makes people think they can do it all themselves. We are the opposite of that. Our articles are designed to emphasize that you, as a professional, are essential to the smooth running of your clients' personal and business lives.

Consider a recent piece on "The 401(k): Just the Beginning of Retirement Benefits." It introduces your readers to a wide range of variations and alternatives to the 401(k) plan. Some may feel that with a more detailed article, readers would be able to take the next steps on their own. However, do-it-yourself instruction is not the purpose of marketing content. The goal for your marketing efforts is to motivate readers to think: "I had no idea we had so many alternatives for our company. This is great. I should call our professional advisers for the next steps."

It is the same thing for Payroll. A recent article on workplace violence outlines the steps a company can take to make sure their workplace remains safe, highlighting high-risk situations and even including insights from a leading employment attorney. But it doesn't map out a full plan. Again, it gives enough information for managers to realize they need a policy—and need to speak with a professional about developing one.

CONCLUSION

Our goal is to help you communicate more effectively with your clients and prospects, and work with you to obtain leads from those clients with the newsletter platform generally and with our Lead Trigger Articles specifically. We are confident our Editorial Strategy will help you achieve these goals. In short, we have designed the IN newsletters to show that you are essential to your clients' well-being — and not to give them enough detail so they think they can go it alone.