**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 Tony Ort, tony.ort@[tcn.com](http://tcn.com/)
  + 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.

*NOTE: If you have any questions or would like assistance setting up a sales or retention plan, please do not hesitate to call.*

Fred Scheller

570-988-5466

**Circulation Acquisition**

* **Direct Mail**
  + Send a postcard to all former subscribers quarterly.
  + Discount should be short in length, (EX. First month for 99 cents OR Buy One Month – Get One Month)
  + Pricing for printing, postage and mailing of a 5 X 8 postcard:

2,000 pieces, $.69 each full color postcard

5,000 pieces, $.64 each full color postcard

Click2Mail

Antoinette Collins

(866) 665-2787

[acollins@click2mail.com](mailto:acollins@click2mail.com)

* **Telemarketing**
  + All former subscribers (within 18 months of stopping) should receive a call quarterly. CNHI has an agreement with the following vendors. Rate depends on FOD and method of pay. Cold calling also available.

Telepros Subscription Services ($20 - $30 per order for former subs)

Mellissa Corwin

(800) 538-6075

[www.teleprosss.com](http://www.teleprosss.com)

Impact Telemarketing ($23 - $40 per order for former subs)

Slade Brown

SVP Impact Marketing

(530) 591-3313

[slade@newspapertelemarketing.com](mailto:slade@newspapertelemarketing.com)

* **Email Marketing**
  + Emails/E-Blasts to former subscribers along with those who we have emails for that have never subscribed, via Constant Contact. No additional cost.
  + Creative needed is a 580x1000 pixel jpg or png, along with a link to your Subscription promo webpage.
  + Pull the email list of inactive subscribers from Tecnavia. Contact Courtney Chojnacki for instructions, courtneyc@cnhi.com
  + Complete the online order form and upload the creative and custom email list here: <https://form.jotform.com/CNDAdOps/email-marketing-new-order-form>
  + You can reach out to your Ad Operations Strategist if you need additional help. Sherri Cramer, scramer@cnhi.com or Megan Rennie, mrennie@communitynewsdigital.com.