

New Media Management

Lesson 4

Team is the word

- A cornerstone of every successful communication campaign is team work
- Since New Medias are heavily relying on “engineered” communication patterns, several professionalities are involved
- Roles must be well defined, and the workload needs to be properly balanced

New Media Professionals

- We can divide those professions into Backend, Frontend and Content related
- This division is just for sake of simplicity

Backend

- Backend can be referred as the “behind the curtains” of a digital publications. Backend people are dealing with technical and highly specialized matters. Most of the times this tasks are in IT field, such as server maintenance or system integrations.
- When looking for a backend professional, technical skills are the most important factor.

Frontend

- Frontend professionals are generally involved in the “look and feel” of an online publication. They take care of graphics, pagination and content management
- When looking for Frontend professionals, “good taste” and attention to details are to be preferred over technical skills

Content

- Those professionals are involved in the production of the actual pieces of informations provided by the publications
- Such contents can be Articles, Photos or Videos
- Surprisingly enough their role is becoming increasingly less crucial

SEO Specialist - Backend

- SEO Specialists goal is to make sure the publication gets the higher ranking in Search Engines
- His work consists in Keyword Analysis: reviewing the Keywords related with the topic and making sure they are properly used in the content.
- He also makes sure the Website meets the best practices criteria defined by Search Engines

SEO Specialist – A day in the life

Woorank.com

The screenshot shows the Woorank website analysis tool interface. At the top, there is a navigation bar with the Woorank logo, a search bar for "Website URL to review", a "Review" button, and language and user options. The main content area displays the analysis results for "luisaviaroma.com" on September 24, 2015, at 10:37 AM. A large green circular gauge shows a score of 76.1. Below the gauge, there are three progress bars: "Passed" (green), "To Improve" (orange), and "Errors" (red). A "Marketing Checklist" section is visible, listing items like "Create and configure your 'robots.txt' file" (marked as "Top Priority") and "Optimize your URLs". A "Return to top" button is located at the top left of the main content area. A "Help" button is at the bottom right.

Woorank

Website URL to review Review

English ▼ Log In Sign Up

Return to top

Marketing Checklist >

Optimize

- SEO >
- Mobile >
- Usability >
- Technologies >

Promote

- Backlinks >
- Social >
- Local >

Measure

- SERP >
- Visitors >

luisaviaroma.com

September 24, 2015 10:37 AM

76.1

- Passed
- To Improve
- Errors

Embed Download as PDF Download as Slides Share ▼

Marketing Checklist

- Create and configure your "robots.txt" file Top Priority +
- Optimize your URLs +















Help

SEO Specialist – A day in the life

- Competition analysis: find out how our publication performs against competitors
- Keyword analysis: find out how we perform with the keywords of interest
- Keyword planning: find out which keywords we should use to increase or expand our public

SEO Specialist – A day in the life

Webseoanalytics.com

SINGLE KEYWORDS	KEYWORDRANK	OCCURRENCES	DENSITY	POSSIBLE SPAM
luisaviaroma		3	2.4%	
men		9	7.2%	
women		7	5.6%	
inspired		3	2.4%	
lifestyle		3	2.4%	
SHOW MORE 				
2 WORD PHRASES	KEYWORDRANK	OCCURRENCES	DENSITY	POSSIBLE SPAM
sports lifestyle		2	1.6%	
lvr trend		3	2.4%	
shop men		2	1.6%	
collection 2015		2	1.6%	
winter collection		2	1.6%	
SHOW MORE 				
3 WORD PHRASES	KEYWORDRANK	OCCURRENCES	DENSITY	POSSIBLE SPAM
collection 2015 16		2	1.6%	
winter collection 2015		2	1.6%	

System Integrator

- System integrators are taking care of combining third party services into our publication
- Examples: payment gateways, shipping trackings, live feeds
- Usually such professionals are external since their involvement doesn't require ongoing commitment

System Integrator

- Mashup: A mashup, in web development, is a web page, or web application, that uses content from more than one source to create a single new service displayed in a single graphical interface. For example, a user could combine the addresses and photographs of their library branches with a Google map to create a map mashup.
- Pretty much every website is a mashup, since it integrates several “data sources” from other resources

System Integrator

The screenshot displays the WordPress 'Appearance' widget area. On the left is a dark sidebar menu with the following items: Pages, Comments (26), Slider Images, Services, Testimonials, Staff, Portfolio Items, Swatches, Feedback, Appearance (highlighted), Themes, Customize, Widgets, Menus, Edit CSS, Install Plugins, Editor, Plugins (12), and Users. The main content area is titled 'widget and delete its settings, drag it back.' and contains a grid of widget options:

Ad Injection Insert Ad Injection adverts into your sidebars/widget areas.	Akismet Widget Display the number of spam comments Akismet has caught
Archives A monthly archive of your site's Posts.	Blog Subscriptions (Jetpack) Add an email signup form to allow people to subscribe to your blog.
Calendar A calendar of your site's Posts.	Categories A list or dropdown of categories.
Contact Info (Jetpack) Display your location, hours, and contact information.	Custom Menu Add a custom menu to your sidebar.
Display WordPress Posts (J... Displays a list of recent posts from another WordPress.com or Jetpack-enabled blog.	Facebook Like Box (Jetpack) Display a Facebook Like Box to connect visitors to your Facebook Page
Flare Follow Widget Display your flare follow widget	Goodreads (Jetpack) Display your books from Goodreads

Below the grid is a vertical list of widget areas, each with a dropdown arrow:

- Text
- Flare Follow Widget
- Text: AxiomPlay - Powered by Volu...
- Smart Donations - Donation Button
- Facebook Like Box (Jetpack)
- WP-United Latest phpBB Topics: La...
- Recent Posts
- Ad Injection: Partners
- Upper Footer left
- Upper Footer right
- Footer left
- Footer middle right
- Footer right
- Menu Bar

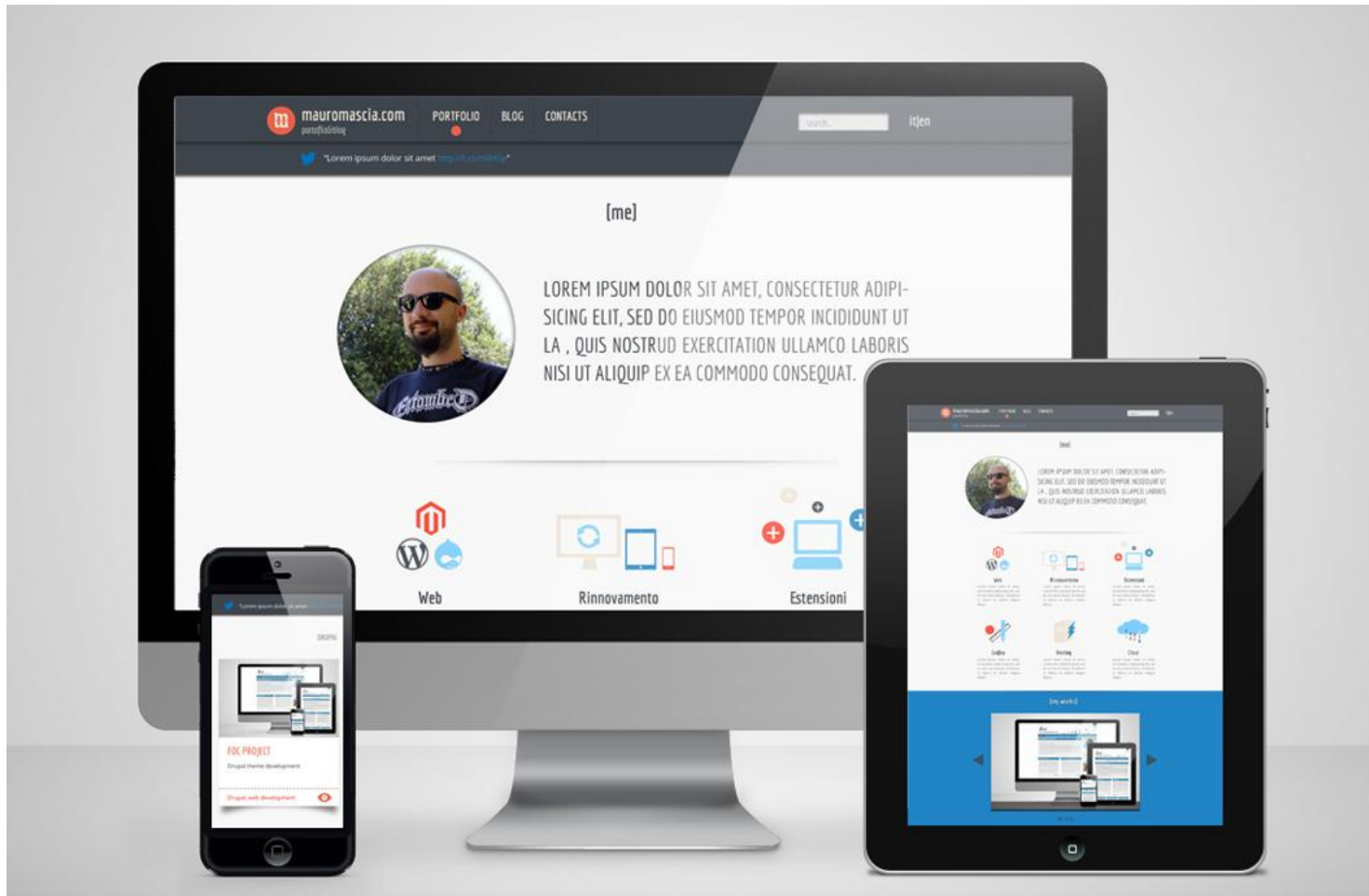
Graphic Designer

- The graphic designer cares about the look and feel, the usability, and keep consistency with the brand image
- The graphic designer ensures the logo and brand image are recognizable among all the communication channels involved
- The graphic designer takes care of all the graphic assets: from pictures to titles, to widgets

Graphic Designer - TOOLS

- Invision, balsamiq: Mockups
- In manufacturing and design, a mockup, or mock-up, is a scale or full-size model of a design or device, used for teaching, demonstration, design evaluation, promotion, and other purposes. A mockup is a prototype if it provides at least part of the functionality of a system and enables testing of a design.

Graphic Designer - TOOLS



Graphic Designer - TOOLS

- Photoshop, Indesign, Illustrator : image manipulation
- Kraken.io: image optimization

Copywriter

- The Copywriter is in charge of writing all the text involved in the publication.
- Articles, headings, pages, product descriptions...
- Copywriters are usually supervised by an editor, which makes sure that all “copies” follow the editorial line.
- Usually, copywriters work in touch with SEO expert, which suggests which topics and words to emphasize

Copywriter – A day in the life

- Copywriters can be freelance or internals
- Freelancers are hired to keep costs low, but their copy quality cannot keep up with internal professionals
- Internal professionals know the subject better, and they usually embrace the publication philosophy

Community Manager

- Community managers take care of creating a consensus or an active following among the readers or users
- Usually they coordinate copywriters and social media managers
- Their goal is to foster retention and fidelity, while increasing the engagement with the brand

Community Manager - TOOLS

- Discussion boards: disqus, xenforo, discourse
- Social Medias
- Google forms

Web Developer

- Web Developers are in charge of building, optimizing and maintaining the website of the publication
- They usually deploy and integrate solutions which were previously designed by Graphic designers, system integrators and SEO specialists
- They are usually backed up by backend professionals such as SysAdmins

Social Media Manager

- Social Media Managers are responsible for the social presence of the publication or brand
- They take care of fostering engagement on socials and meeting the goals set by the publication
- Their goals can be: conversions, impressions, mere engagement or awareness generation

Social Media Manager - TOOLS

- Buffer: timing
- IFTTT: automation
- SocialFlow: trend finder
- SproutSocial: social insights

Legal Department

- The Legal department ensures that the publication meets the legal criterias of the country where it operates:
- Privacy Policy
- Meeting country regulations
- Making sure no copyright infringement are perpretrated
- Advise on border line cases

Data Analyst

- Data Analysts are essentials to provide feedbacks to strategic decisions. They provide SEO Specialists and Marketing managers with reports on how a particular change has affected the PageViews, Bounce Rates, Conversion Rates
- They must mix data coming from several sources to achieve the result

Data Analyst - TOOLS

- Google Analytics
- Alexa WebSite Rank
- QuantCast Measure

Photographer \ Photoreporter

- Good quality pictures are essential in online publications
- Lot of stock images databases are available, but they don't cover the need for real-time and topic centric pictures
- Low budget publications generally rely on freelance Photographers

Videomaker \ Video Editor

- If the publications relies on videos, Videomakers and editors are strictly needed
- Videomaker: responsible for the actual shooting and delivers raw captured data to editors
- Video Editors make sure the video complies with the standard of the communication channel (YouTube, VideoBlog, News Site)

Categories

- News
- Niche
- Crowdsourced blogs
- Leisure
- Pay per view