

# Converged media solutions give digital publishers an edge

 By [Marcus Stephens](#)

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Offering advertisers integrated media buys that include digital advertising as well as other media such as print, radio or television, is a powerful way for premium digital publishers to compete in a world where online advertising rates are under pressure and content has become commoditised.

Digital publishers who successfully package their content and advertising solutions as part of converged media bundles, can get an edge in the market by helping their clients to achieve better return on investment.

## Amplify campaigns

Advertisers don't want to simply buy ads in different media anymore, they want to drive their campaigns in a more integrated manner so that the different mediums can intensify and reinforce their messaging. For example, they're thinking about how elements such as social media can amplify broadcast campaigns or how banner ads can drive engagement with search.

The [Kagiso Media](#)-owned portal is working with [eTV](#) and lead sponsor [Unilever](#) on [Glambition](#) - a show where Jo-Ann Strauss, former Miss South Africa and renowned TV personality, celebrates the beauty and success of African women.

Glambition brings together a range of powerful brands, creating massive talkability and interest. The online elements - including the social conversations and the content we host - amplify the sponsor's message and generates huge appeal in the television show. This in turn builds a powerful branding effect that adds up to far more than the sum of its parts.

The key is understanding the client's goals and how the greater media mix can help to get the optimal results from its advertising spend. This is an example of how publishers must evolve and transform to offer their advertising clients better value.

## Customer data

Another important element digital publishers must master is customer data. Our clients are starting to demand that we share data at a more granular level than ever before. Gone are the days when they were satisfied with clickthrough data only. They want to understand the customer journey in great detail so that they can optimise campaign messaging and spending across their marketing mix.

This obviously means that digital publishers need to spend more time with media planners and buyers at every point of the campaign. It's all about creating a true solutions environment with multiple media touchpoints, backed up with the data and tools to plan, measure and report on performance.

The trend we're seeing in the marketplace is that advertisers want to work with publishers who are well-informed about their target audience and truly understand their role in the bigger ecosystem. This is the key to digital publishers driving added value from their advertising inventory and growing their revenues.

## ABOUT MARCUS STEPHENS

Marcus Stephens is general manager at Howzit MSN As general manager of Howzit MSN - a division of Kagiso Media - he oversees the strategic growth and day-to-day running of one of South Africa's largest Web portals. Stephens has more than 18 years of experience in advertising and publishing across new and traditional media.

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