

Coming Sunday promo worksheet

Story: _____

What about this story will make people buy the Sunday paper?

COMING SUNDAY PROMO TOOLBOX

- Short summary of article
- Poll/survey
- Video
- Photo
- Photo gallery
- Slideshow
- Live chat
- Blog entry
- Searchable data
- Map
- Q&A with reporter, editor or source
- Ask readers a question
- Ask readers to submit photos
- Link to related content elsewhere on site
- Promote coupon value
- Short promos of other content coming Sunday:

TRACKING

Page views: _____

Average time on page: _____

Comments/interactions: _____

WHERE WILL YOU PROMOTE?

- Home page:
- Section front:
- List of headlines
- Staff blog(s)
- Promos on article pages
- Other _____
- Other _____
- Other _____

FRIDAY OFF-SITE PROMOTION

- Twitter
- Facebook
- Youtube
- E-mail newsletter
- Send to bloggers on that topic
- Post to forums on that topic
- Other _____
- Other _____

SUNDAY PROMOTION

- Twitter (Create hashtag?)
- Facebook
- Text alert
- Post a PDF of print page(s)
- Breaking news e-mail
- Buy search keywords
- Send to Drudge/other sites
- Send to bloggers on that topic
- Post to forums on that topic
- Other _____
- Other _____