

DIFFERENTIATION IN THE AGE OF 'EFFICIENT' JOURNALISM

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Chief Content Officer

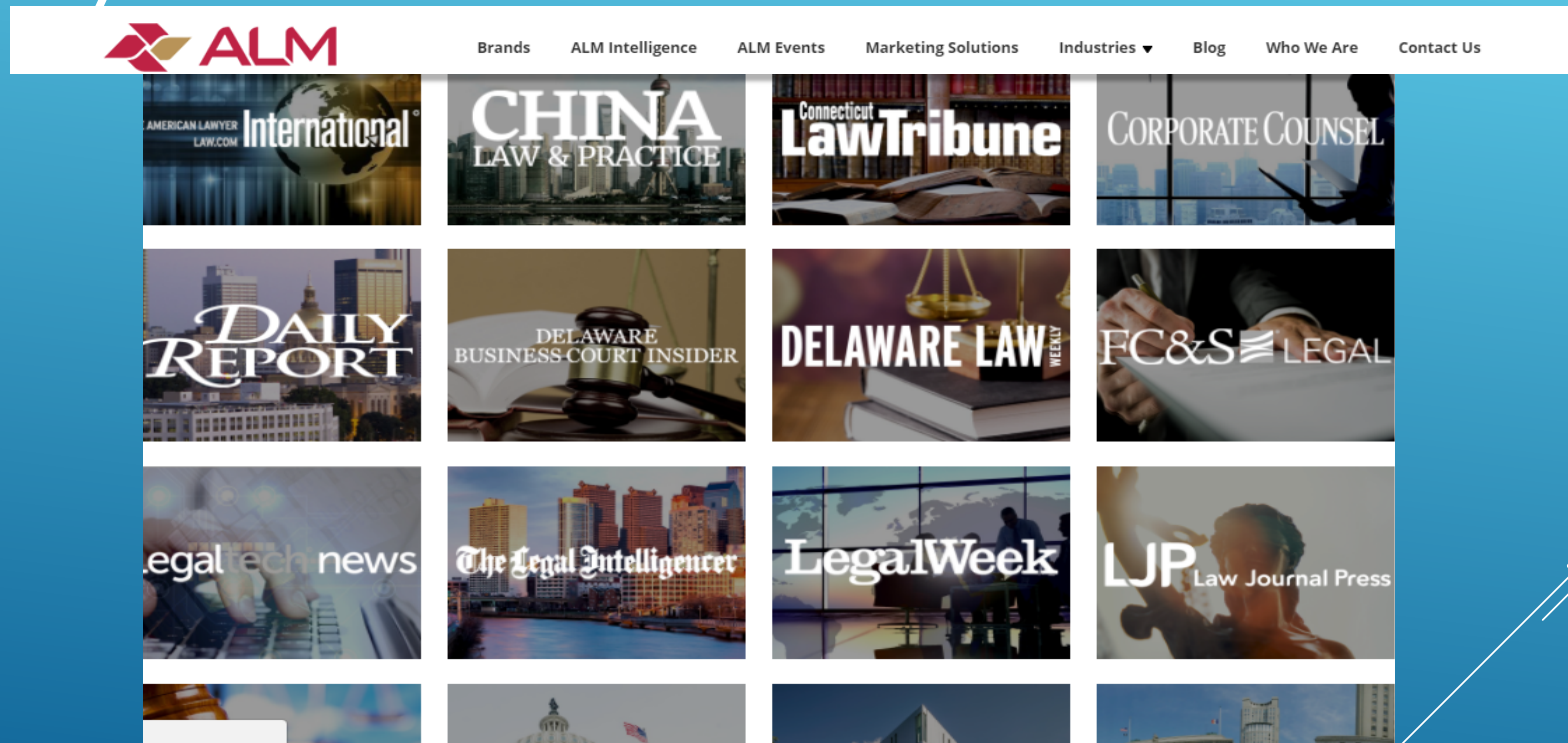
ALM LLC

TWO BIG BUSINESS CHALLENGES

1. Nineteen 70+ year-old brands serving one market
2. Pushing subscribers from one brand to a network of brands

PROBLEM:

Multiple Brands with Unique Identities Served by 19 Different Newsrooms



SOLUTIONS:

One Platform with Access to all Brands Served by One Global Newsroom



SOLUTIONS: Replace the Brand-by-Brand Advertising Revenue with Network Topic Advertising

The screenshot displays the LAW.COM website interface. At the top, there is a navigation bar with a 'Menu' icon, a 'Search' icon, the 'LAW.COM' logo, and links for 'My Account' and 'Sign Out'. Below the navigation bar is a secondary menu with links to 'Publications', 'Law Topics', 'Surveys & Rankings', 'Events', 'ALM Intelligence', 'Verdicts', 'Legal Dictionary', 'Law Firms', 'Lawjobs.com', 'Legal Recruiters', 'Law Schools', and 'More +'. The main content area is titled 'Law Topics' and includes a descriptive paragraph: 'Browse any of the topics below to discover relevant content from across the entire suite of ALM legal publications. Stay alerted to recent developments by selecting 'Follow' on the results of your selected topic to create a customized alert delivered to your inbox.' Below this, there are four main topic categories, each with a list of sub-topics in button-like boxes: 'Banking and Finance' (Banking & Finance Laws, Banking & Finance, Bankruptcy, Capital Markets, Hedge Funds, Initial Public Offerings, Private Equity and Venture Capital, Project Finance, Tax), 'Law Firm Management' (Law Firm Management, Attorney Rates & Arrangements, Law Firm Bankruptcy and Dissolution, Practice Skills, Pro Bono, Legal Practice Management, Research & Libraries), 'Consumer Products', and 'Legal Analytics'.

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Law Topics

Browse any of the topics below to discover relevant content from across the entire suite of ALM legal publications. Stay alerted to recent developments by selecting 'Follow' on the results of your selected topic to create a customized alert delivered to your inbox.

Banking and Finance

- Banking & Finance Laws
- Banking & Finance
- Bankruptcy
- Capital Markets
- Hedge Funds
- Initial Public Offerings
- Private Equity and Venture Capital
- Project Finance
- Tax

Law Firm Management

- Law Firm Management
- Attorney Rates & Arrangements
- Law Firm Bankruptcy and Dissolution
- Practice Skills
- Pro Bono
- Legal Practice Management
- Research & Libraries

Consumer Products

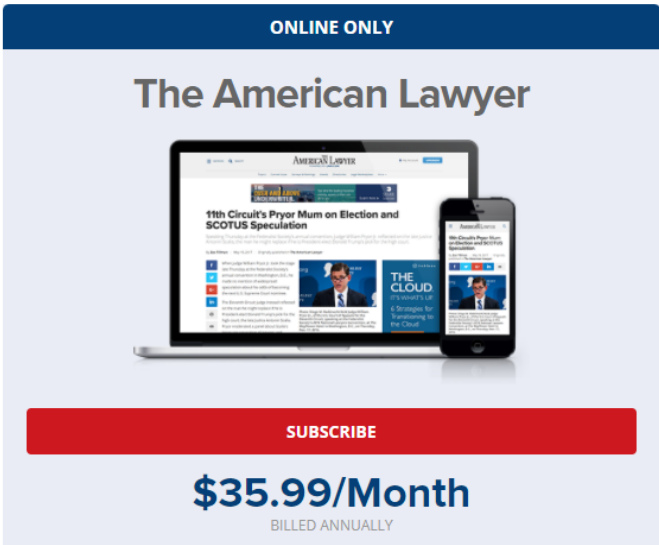
Legal Analytics

PROBLEM:

Getting Subscribers to Move from One Brand to the Network of Brands

ONLINE ONLY

The American Lawyer




SUBSCRIBE

\$35.99/Month
BILLED ANNUALLY

ONLINE + PRINT

The American Lawyer



SUBSCRIBE

\$35.99/Month
BILLED ANNUALLY

SOLUTIONS: Deconstruct the Situation

The Assets:

- The Reporters & Editors
- The Brands

The Challenges:

- Not enough Reporters & Editors
 - Digital-first competitors
- 
- Several thin, white, parallel diagonal lines are positioned on the right side of the slide, extending from the middle towards the bottom right corner.

SOLUTIONS:

Leverage Journalists to Create a Series of Reporter-led “Dispatches”

LAW.COM

Get deeper coverage of the topics that affect you every day.

Law.com briefings are topic-based newsletters packed with deep analysis and sophisticated commentary from journalists who cover these beats daily.

They know what's trending, and what your colleagues are reading and watching providing you with the valuable business intelligence and strategies needed to thrive in a competitive landscape. [Sign up for one or more today!](#)



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Critical Mass

Class Actions | Mass Torts



Skilled in the Art

Everything IP



Labor of Law

Employment Hot Spots



Inside Track

In-House Essentials



The Law Firm Disrupted

Industry Trends



Trump Watch

Trump + Law

BROWSE THE BRIEFINGS

SOLUTIONS:

Package Branded Content in New Ways

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Instant Insights / **'Bigger in Texas' is Law Firms' Expansion Strategy**



TEXAS LAWYER

What's So Hot About Texas? For Law Firms, Apparently Everything

BY BRENDA SAPINO JEFFREYS | MARCH 12, 2018

Texas May Be Big, But Lateral Hiring Strategies at Texas Law Firms Come in All Sizes




One-Third of Texas Law Firm Leaders Say They Are Open to Merger Talks



It's a Good Time to be Up for Partner in Texas




WHAT WE LEARNED

- ▶ Living without Investment—at first
 - ▶ Current Content Demands
 - ▶ Separate Desk for New Ideas
 - ▶ Beta Tests
 - ▶ Kill Off Some
 - ▶ Voice will come from Unexpected Places
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, creating a sense of motion or a stylized graphic element.

RESULTS

- ▶ Open rates of average 40% and CTR 5%
- ▶ Audience growth of 13% per week
- ▶ Engagement Events
- ▶ Easier Talent Recruitment
- ▶ 3-4 New 'Dispatches' Launching Every 2 Months

WRAP

- ▶ **Difficult: The Move to One Platform**
 - ▶ **More Difficult: Finding an Incentive for the Upsell**
 - ▶ **Most Difficult: Balancing the Daily and Weekly Content Volume Needs with the Needs of New Products**
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, creating a modern, abstract graphic element.