Break Through The Noise
with Smart Resurfacing, Active Listening, and Audience Thinking.
Atlantic Media Strategies is the creative and consulting division of The Atlantic.
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WHO WE ARE

Atlantic Media Strategies is the creative and consulting division of The Atlantic. We help our clients advance the ideas and issues that move our world. We align organizations with the modern media experience.
The current landscape
(Or: things keeping us awake at night)
Social and mobile technologies have transformed the media ecosystem.

Source: Adobe Analytics, Internal Atlantic Media

Atlantic Media Strategies | @amstrategy
Today’s news cycle looks like this.

Source: Frederic Filloux of The Monday Note
Scenario 1

Your story

Source: Frederic Filloux of The Monday Note
Scenario 2

Your story

Source: Frederic Filloux of The Monday Note
In 2015, social content posted by brands increased by 35%.

Source: TrackMaven
In 2015, social content posted by brands increased by 35%.

And audience engagement decreased by 17%.

Source: TrackMaven
The powerhouses of today (and tomorrow) approach content in a fundamentally different way.
3 ways to evolve for a fast and frenzied world
Smart Resurfacing

Make your archive your biggest asset.
Resurface your best stories when your audience needs them most.

Source: Adobe Analytics, Internal Atlantic Media
Craft stories for a longer shelf-life.

PERCENT OF VISITORS TO EACH STORY AFTER MONTH ONE
47% of The Atlantic’s traffic in a given month comes to articles not posted that month.
The lesson.
The lesson.

Timeliness matters. Timestamp doesn’t.
Active Listening

Ride social waves that you and others create.
Social listening can help you join moments that you alone could not create.

**BUFFER #TALKPAY**

Buffer releases its salary database to the public, with limited fanfare.

Buffer’s participation in #talkpay generates 11,000+ clicks, more than 3x normal engagement.

Buffer expands its efforts to create an entire hub on organizational transparency.
Defining your listening strategy will help you to choose your approach.

**DETAIL** exactly what you want to accomplish through your listening efforts.

- Do you want to identify influencers?
- Is a particular hashtag or phrase important to you?
- Are you looking for ways to amplify your message?
- Are you looking for customer service opportunities or leads?
- Is it a combination of these?
Influencers offer access to new conversations and audiences.

IDENTIFY INFLUENCERS
FIND CONVERSATIONS
JOIN AND AMPLIFY
Newsletters offer an in-depth look at conversations in your field.
Conversations can also piggyback off of moments you can anticipate.

**NEWS EVENTS**
- The election
- Media moments
- Legislative session

**INDUSTRY EVENTS**
- Briefings
- Conferences
- Key votes and decisions

**RESEARCH RELEASES**
- Polls
- New studies
- Studies from peers

**HOLIDAYS**
- Federal holidays
- Industry awareness days
In entering those conversations, find the altitude best aligned with your goals.
Concepts such as smart resurfacing and active listening have major implications for the structure of communications, marketing, and content teams.
Traditional Media Team

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<tr>
<th>Planning</th>
<th>Creation</th>
<th>Distribution</th>
<th>Resurfacing</th>
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<tr>
<td>30%</td>
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New Media Team

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Empower your team to act on and adapt to evolving audience needs.
You have to build up audience thinking over time. You have to look at how people are reacting to posts. You learn what people are into and what isn’t going to travel.

CAITLIN FRAZIER
Social Media Editor
The Atlantic
The goal: To ensure that your most important ideas reach and resonate with your target audiences.

- **MINE ANALYTICS**: Deep dive into analytics, with special attention on audience interests.
- **CREATE CONTENT**: Write content tailored to specific social media channels, and advise content creators.
- **PURSUE PARTNERSHIPS**: Pursue content partnerships with brand ambassadors who will champion your message.
Enter the growth editor: Equal parts analyst and journalist.
Enter the growth editor: Equal parts analyst and journalist.
Your team should be actively building an arsenal for ongoing testing and distribution.

### Evergreen Content

These stories are always relevant to audiences, like pines that keep their leaves year-round.

### Baby Stories

There are valid reasons to believe these stories should do well—testing and fostering is required to bring them to life.
The State of Trump's State Department
Anxiety and listless days as a foreign-policy bureaucracy confronts the possibility of radical change

JULIA IOFFE
MAR 1, 2017 | GLOBAL

Source: Adobe Analytics, Internal Atlantic Media
Click through rate

The State of Trump’s State Department

1.1%

Source: Adobe Analytics, Internal Atlantic Media
Click through rate

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Source: Adobe Analytics, Internal Atlantic Media
The State of Trump’s State Department

How to Neuter a Bureaucracy

The Anxious Boredom of the Bureaucrats Under Trump

‘The Sun Does Set on Your Empire’: Scenes from Trump’s State Dept

‘They Really Want to Blow this Place Up’: Scenes from Trump’s State Dept

Source: Adobe Analytics, Internal Atlantic Media
In-Practice Exercise: A Listening Journey
1. Make your archive an asset with smart resurfacing.
2. Ride social waves with active listening.
3. Empower teams with audience thinking.
Every day The Atlantic cast[s] stones that create ripples of activity on the internet. then, 10 times a year ... The Atlantic create[s] towering waves of online interest.

THE INDEPENDENT
Thank you.

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