

About David

- 20 years of newsroom, content executive experience
- Former GateHouse, Graham Media, consultant
- Roles focused on content, UX and product
- Currently leading content, product @ O'Rourke Media
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Why pop-up newsletters are great

- They capture audience that's engaged in a topic
- They have a level of immediacy for that audience
- You likely have the content to support them
- You can repurpose content from them for lists
- You get a micro-group to target for the future
- You can offer that group related newsletters



So many pop-up themes that work

- A summer of things to do
- Political campaigns (like do this now!)
- Back-to-school (and this one, too!)
- Health-related ongoing topics (coronavirus)
- Focus around a big newsroom initiative
- Special events (rodeo, that's why there's a hat)



Do pop-up Zooms, too

- Many of the same values of pop-up newsletters
- Register users on relevant topics; have speaker(s)
- Seek out questions from those who register
- Could be a hook to, part of membership
- Targeted capabilities around an engaged audience



So many questions to answer

- If you aren't answering your audience's questions, start
- Build a form where readers can ask questions
- Use it on specific stories to seek questions, input
- Social media is a great place to go to ask them
- Then show that you are answering them
- Thank your audience for participating

