



Building a Pay-to-Play Content Money Machine

5 Ways to Identify and Monetize Your Best Channels



Jenna Parks

Publisher, *Heart of NC Weddings Magazine*
Digital Strategist, *Triangle Digital*

SHANNON MEDIA INC.

heart of
NC Weddings

triangle
digital

DURHAM
MAGAZINE

chatham
magazine

CHAPELHILL
MAGAZINE

The Media Pay-to-Play WINNING COMBO

Key Qualities for Successful Pay-to-Play Model

SUPER NICHE



COLLABORATIVE INDUSTRY



TOP TIER STATUS



MULTI-MEDIA



B2B + B2C AUDIENCE



REAL LIFE APPLICATION

Heart of NC Weddings

You: Is it just one giant advertorial?
Doesn't that get trashy and junky?

Me: It *IS* possible to have a pay-to-play model **AND** still be
in control of your quality.

REAL LIFE APPLICATION

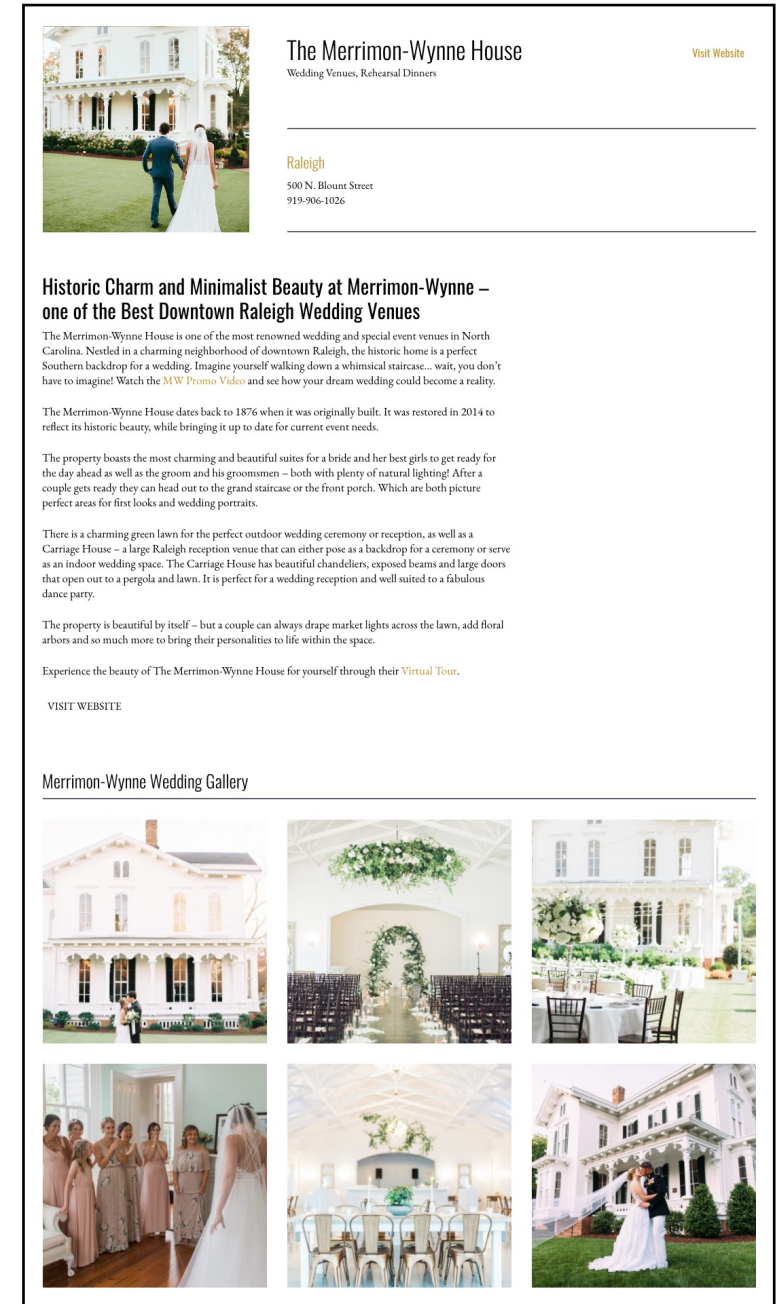
What We Produce:

- *Annual Magazine*
- *Website Guide (a la Angie's List)*
- *Blog*
- *Weekly Email Newsletters*
- *Instagram*
- *Facebook*
- *Pinterest*
- *Twitter (not anymore!!)*
- *TikTok (just started)*
- *1+ Annual Networking Event for Our Vendors*



Here's How Our Pay-to-Play Works

- **Inclusions for Advertisers**
 - Ad + 1 extra in magazine
 - Dedicated profile page
 - Networking event
- **Extra Opportunities** (client led but not guaranteed)
 - Event promotion via calendar / newsletter/ social
 - Blog features (weddings, shoots, topics)
 - Social Media posts and spotlights (reels, stories)
- **Add-Ons** (upsell)
 - Dedicated email blast ads to our subscribers
 - Sponsored e-newsletter spots in our in-house e-newsletters
 - Display ads on our blog
 - Upgraded listings on our vendor pages (higher on page)
 - Contests
- **Disclaimers***
 - We follow industry standards and absolutely feature / credit all
 - We are always evolving. Digital only is new.



The Merrimon-Wynne House
Wedding Venues, Rehearsal Dinners [Visit Website](#)

Raleigh
500 N. Blount Street
919-906-1026

Historic Charm and Minimalist Beauty at Merrimon-Wynne – one of the Best Downtown Raleigh Wedding Venues

The Merrimon-Wynne House is one of the most renowned wedding and special event venues in North Carolina. Nestled in a charming neighborhood of downtown Raleigh, the historic home is a perfect Southern backdrop for a wedding. Imagine yourself walking down a whimsical staircase... wait, you don't have to imagine! Watch the [MW Promo Video](#) and see how your dream wedding could become a reality.

The Merrimon-Wynne House dates back to 1876 when it was originally built. It was restored in 2014 to reflect its historic beauty, while bringing it up to date for current event needs.

The property boasts the most charming and beautiful suites for a bride and her best girls to get ready for the day ahead as well as the groom and his groomsmen – both with plenty of natural lighting! After a couple gets ready they can head out to the grand staircase or the front porch. Which are both picture perfect areas for first looks and wedding portraits.


There is a charming green lawn for the perfect outdoor wedding ceremony or reception, as well as a Carriage House – a large Raleigh reception venue that can either pose as a backdrop for a ceremony or serve as an indoor wedding space. The Carriage House has beautiful chandeliers, exposed beams and large doors that open out to a pergola and lawn. It is perfect for a wedding reception and well suited to a fabulous dance party.

The property is beautiful by itself – but a couple can always drape market lights across the lawn, add floral arbors and so much more to bring their personalities to life within the space.

Experience the beauty of The Merrimon-Wynne House for yourself through their [Virtual Tour](#).

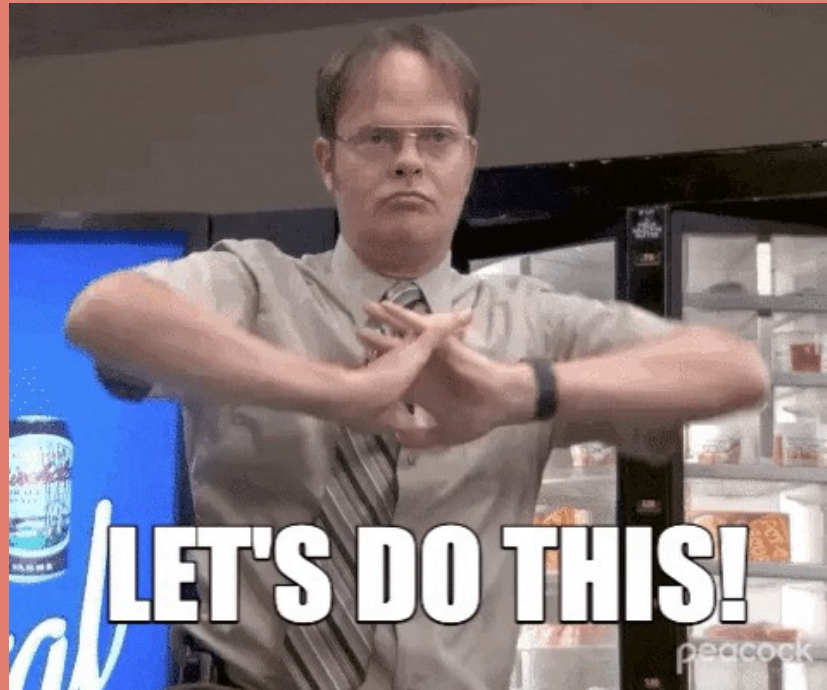
VISIT WEBSITE

Merrimon-Wynne Wedding Gallery



Where Do You Fit In?

Identifying YOUR Pay-to-Play Angle + Making it Happen for Your Business



1. Are you the authority for your niche? YOU BETTER BE!

- Do you have an audience your clients need/ want / value?
 - *If you have the most real, engaged followers in your niche you ARE an influencer.*
- ARE YOU producing quality, expert content?
 - *This is your most valuable asset.*
- Don't be afraid to tweak your brand or niche down.
 - *We re-named a 30+ year brand in 2019.*

Southern
bride&groom



heart of
NC Weddings

2. Are you strategizing around your target audience(s)? Examine your channels.

- Literally, are you on the correct outlets?
 - *Try a survey. Try A-B testing.*
- Do you have authority level status on any platforms?
 - *If not, is there one you can grow?*
 - *Understand the value (ranges by audience size, industry, market)*
- Are you tailoring your content by channel?
 - *Befriend analytics. Find your most successful blogs + Instagram posts and create more of that content.*
 - *Is the content fresh, timely & on trend?*

3. Are you maximizing your expertise? Value it.



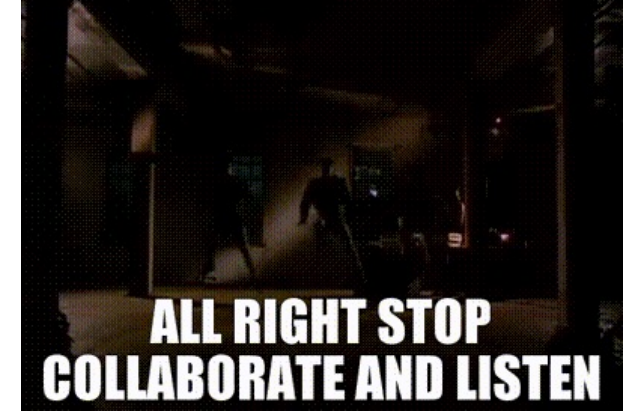
- Intimate knowledge of your niche = People want to know what you've learned.
 - *Opportunities to build trust / make a positive impact (B2C)*
 - *Opportunities to build your brand / build value for clients (B2B)*
 - *Opportunities to Monetize (ie, educational hooks)*
- Common Link in your niche = People want you to vouch for them
 - *Behind the scenes ambassador (B2B)*
 - *Influencer style (B2C)*

4. Do you make it easy for your clients?

Be a one-stop-shop.

- Various Packages
 - *The perception: Our true care is matching your needs*
- O&O multimedia packages = best value
 - *The Pitch: Tack on to OUR high-performing channels rather than doing individual digital campaigns.*
 - *There is a value in organic, authentic, shout-outs. It looks like word of mouth (and b/c it's packaged we don't have to call it sponsored on social)*
- Content to walk away = major perk
- In-house design

5. Are you tugging at their need to belong? Be a community for your niche.



- People crave & believe in community
 - *Sets you apart from national marketing options*
 - *Creates brand loyalty*
 - *Personal level + quantifiable results will keep folks invested in your media biz*
- Big advantage = community can now be built ONLINE.
- Foster the perception that in order to level up, your target clients need to be a part of your community.

BONUS: Do you know how to sell?

Pitch like an influencer.

- Research their channels
 - *DON'T stress the Insta stories if you know they'd BOMB. Talk about the standard inclusions and maybe encourage an upsell item like an e-blast.*
- Listen to their goals
 - *Curate the package that will garner success for them. You need to know your match. LISTEN TO WHAT THEY WANT / need and pitch accordingly*
- Don't give them too many choices
- Set appropriate expectations and help them plan how they'll determine ROI
 - *How will your clients need to track it?*
 - *How does your website perform / rank?*
 - *Make sure your content has actual calls to action that will provide the leads or ROI that you're selling. Your content / systems must match what you're selling*
 - *This will help you feel confident in selling it, and they'll think of you as helpful*

QUESTIONS?

THANK YOU!



Jenna Parks

Publisher, *Heart of NC Weddings Magazine*

Digital Strategist, *Triangle Digital*



@HEARTOFNCWEDDINGS // @JENNALOVESLOCAL

HEARTOFNCWEDDINGS.COM // TRIANGLEDIGITALPARTNERS.COM