

## Increasing ROI and Saving Time with Big Content Innovation

**Meredith Agrimedia** is a powerhouse publisher with leading industry brands like Agriculture.com and Successful Farming among its properties. Even with a strong editorial team in place and deep penetration in their market, Meredith Agrimedia still saw an opportunity to grow their editorial efforts to drive their business ahead. Partnering with PublishThis, they achieved their goals in increased KPIs and expanded revenue opportunities. Here's their story:



"PublishThis saved our team valuable time and money while exceeding our KPIs and improving our content."

**Dave Kurns**, Editorial Content Director at Meredith Agrimedia

### THE CHALLENGE

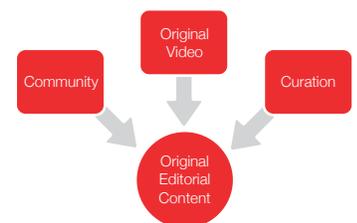
Dave Kurns, Editorial Content Director, already had a strong audience within the agriculture business market, but he wanted to find a way to deepen and expand their content coverage. With an effective editorial team, they were doing a good job of producing great long-form content for their industry category. But Dave knew the right technology could help them **get more short-form content out of the editorial team, increase audience engagement, and expand coverage**, as well as **drive increased revenue and add new streams** to their model.

"We knew our team didn't have unlimited capacity. That was our goal - more quality content through a technology that could help us keep our standards up while also providing us with tools to build additional content solutions and revenue opportunities," said Kurns. He also knew this was going to be a major change for the other editorial team members who had been creating great content for years and would need to learn to expand their definition of what a digital editor does. Curation was going to be a new idea for them, but Dave was confident it could help their meet their goals.

### THE SOLUTION

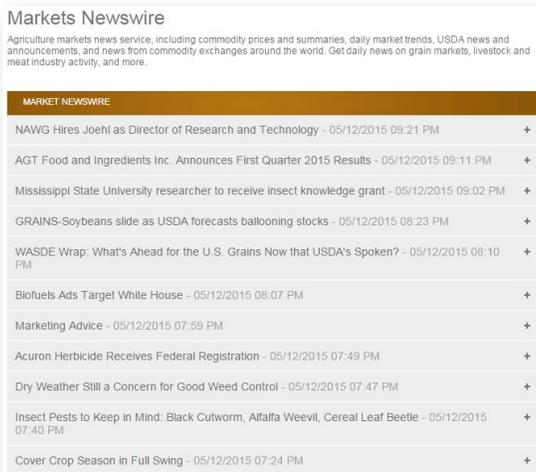
Dave explored his ideas with PublishThis, the industry's most advanced content discovery, curation, and publishing platform, and quickly identified a number of innovative content strategies that would help his team expand their editorial efforts while saving them valuable time. He worked with Courtney Yuskis, Digital Engagement Director at Meredith Agrimedia, to implement the efforts and track their success to ensure they were saving both time and money using PublishThis. Working with the team, Courtney developed a Content Hierarchy so the editorial team would be clear about how to **make use of the expanded curation-powered content formats PublishThis offered to blend with their branded work and stay on-point with their production goals**.

The editors were given control of how much they could mix external content into their output and they were excited to find a wealth of relevant articles, videos, and more within PublishThis, inspiring them to experiment with new content curation-friendly formats to find the right recipe for success with their KPIs.



### Content Automation

The team first replaced a more expensive, less comprehensive newswire service that was feeding their Markets Newswire page with **real-time automated feeds** set up with PublishThis. The automated feed was set up once with the specific sources they preferred and some that they discovered during setup with the PublishThis content team, and runs with little editorial oversight now, leaving the team more time to work on original articles while providing **more diverse and targeted coverage** (rather than just a firehose of information from simple alerts) than ever before.



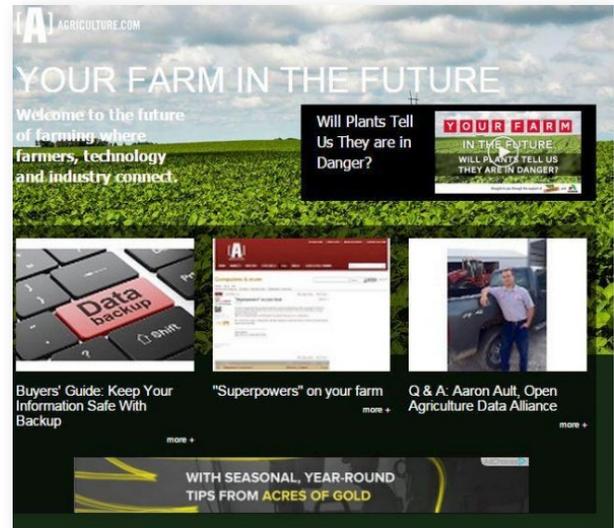
### Short-Form Curation

The team started to use PublishThis to quickly discover the best articles on the web across a broad cross-section of content categories of interest for their audience. The team then curated the content into their Editors' Pick section of the site, adding another 40+ stories each week in less than 30 minutes! This also helped the team ideate quicker too, since they sourced story ideas during this process.



### Sponsored Content

Meredith Agrimedia's paid partner program was able to **save 30-50 hours per month on production and packaging of these lucrative content modules** while also bringing them to life in a way that only real-time elements could. With full video, content from their approved sources list, and the ease of expanding use of the feeds they created, PublishThis has helped the Meredith Agrimedia team expand the capacity to grow this side of their business.



### Listicles and Digests

The team also began to write original content that they could pair with previously-written articles sourced and added using PublishThis' tagging engine. By including links to previous written pieces that they could now recirculate more often, page-views per visit increased. The editors expanded their content and included a variety of voices, including perspectives that added to their articles without diluting the focus of the editorial work. In addition, **the editors utilized Twitter cards to add real-time social conversations to their publishing outputs**. Most importantly, **the Digests offer a chance for the team to include paid content links right into the articles as native ads**, substantially increasing the click rates over placing those links in ad banners on the side. As a result, they've had exponential increases in click rates (see The Results below).



**THE RESULTS**

With all four solutions in place, Courtney was able to report back to Dave that Agriculture.com saw increased page views per visit, increased time on site, and the ability to add new revenue streams.

- **250% increase in revenue** from premium advertising on Digest Posts
- **150-200% better click-rate** on Sponsored Content natively placed in Digest Post versus Banner Ad
- **3X Time Saved**
- **15% increased time on site**
- **2.1 more page views per visit**

While Dave and Courtney exceeded their KPIs, **the ability to bring the best news to their audience has engendered even more authority, loyalty, and trust** because their readers know that Meredith Agrimedia is the go-to, daily source for all news in their industry.

**Editors' Picks - May 13, 2015**



**Veterans: Beginning farmer education**



**Banks imposing excessively high interest rates on...**



**5 keys to succession planning**

Almost 40% of land eligibility appeals successful

Farmers use wind farm rent to pay on-farm costs

BeefTalk: Start planning now if the summer looks dry

**Kansas Wheat Tour Wraps; Pegs 289 Million-Bushel Crop**



**Bill Spiegel**  
05/11/2015 @ 8:46am  
I grew up in north-central Kansas, and am the Fourth Generation to maintain and manage our farm; we grow wheat, soybeans and grain sorghum. I'm a 1993 graduate of Kansas State University in ag communications.



If the Wheat Quality Council's Winter Wheat Tour projection holds, the Kansas wheat crop will total 289 million bushels, and farmers will reap about 35.9 bushels per acre.

That's the averaged guess of the 92 participants, after two-and-a-half days of touring Kansas wheat fields. In all, 659 field stops were made, compared to 570 stops last year. The tour wrapped up in Kansas City today after departing Wichita this morning.

Both totals are above the 2014 actual wheat crop totals of 248.4 million bushels and 28.0 bushels per acre.

"We knew the crop was better than last year, but there are still a lot of variables between now and harvest," says Aaron Harries, director of operations for Kansas Wheat, the joint agreement between the Kansas Wheat Commission and Kansas Association of Wheat Growers. Those variables include the potential of weed pressure in this year's awfully short wheat crop.

This year, there is adequate moisture, and that's the difference between last year's crop and this year's," Harries says.

**Can Soybeans Move Beyond \$10 With a Big Crop Coming?**



**Jeff Caldwell**  
02/17/2015 @ 8:56am  
Multimedia Editor for Agriculture.com and Successful Farming magazine.



The big USDA Prospective Plantings report is still a little over a month away, but with soybean futures flirting with \$10 a bushel, 2015 may be a big year for the crop. Despite taking a backseat to corn in large part for the last few years, soybeans have seen quiet growth in the U.S. over that period.

In the last three years, soybean acreage has climbed, and that's expected to continue this year, with more than 85 million soybean acres "a reasonable expectation," says University of Illinois Extension ag economist Darrel Good.

...h or more incentive, on a nationwide scale, year to be different because of current yon on the export market, sure, but growing ire from Mother Nature right now) and yof year-to-year fluctuations in what's lear projection a tall order this year.

ected to be at an eight-year high. In ord 8,000 billion bushels, 378 million (2013 harvest). The USDA projects ishels, 523 million bushels more than the 990 through 2014, actual acreage On average, actual plantings exceeded the positive) exceeded 1 million acres in SDA Acreage report will provide a clearer

port demand in the short- and mid-term, of a modest range, especially considering

...ybean marketing year include increased acreage, a further increase in year-ending stocks, and lower prices. The expected price decline is moderated by the likelihood that stocks at the end of the current marketing year will be about 90 million bushels less than projected last fall," he says. "That is equivalent to 2 million acres. Prices are not expected to be as low as the CBO baseline projection of \$8.19 or even the USDA baseline projection of \$8.50. The futures market currently points to a marketing year average near \$9.50."



**Corn, Soybean Price Direction Seen Up**  
Published: February 17, 2015

On Tuesday, the CME Group's corn, soybean and wheat markets are expected to start higher. The early calls for the commodities on Monday, February 17, 2015, are higher. Corn is seen opening 3-5 cents higher, soybeans 9-10 cents higher, and wheat 9-10 cents higher. In overnight trading, the March corn futures contract traded 3 1/2 cents higher at \$3.90 3/4 per bushel.



**Soybeans Trade Over \$10 Friday**  
Published: February 13, 2015

DES MOINES, Iowa (Agriculture.com)-Macrofactors are combining with bullish fundamentals to support a rally for Friday's CME Group corn, soybean and wheat markets. At mid-session, the March corn futures are trading 4 1/2 cents higher at \$3.87 per bushel. March soybean futures are trading 10 3/4 cents higher at \$9.34.



**Managing Risk and Uncertainty in a Volatile Industry**  
Published: February 17, 2015

Risk and uncertainty in agriculture are as old as agriculture itself. Whether dealing with unexpected equipment issues, taking a hit in profitability due to lower crop prices, or coping with yield-threatening problems like droughts and pests, few growers are immune from the many unpredictable and potentially devastating factors that can impact their operations.



**Market Eyes Brazil's Dry Soybeans**  
Published: February 4, 2015

Agroconsult, a Brazilian-based analyst firm, revised its 2015 soybean output forecast to 93.9 million metric tons, lower than its previous estimate of 94.8 million tons. Soybean harvest will move into high gear now. It pushed up Brazil's corn output 550,000 metric tons

**"We needed a technology that could help us with what we wanted to do and then some."**

**–Dave Kurns, Meredith Agrimedia**

Learn more about how PublishThis can help you deliver better content more often.

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