

SEARCHING THE READER

The Huffington Post Approach

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THE HUFFINGTON POST

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- News Website

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- Founded in 2005 (Arianna Huffington, Kenneth Lerer, Jonah Peretti)

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- 2012 Pulitzer Prize
- 2013 HuffPost Germany

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Business Model:

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Business Model:

- Pirate-Journalism

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Business Model:

- Pirate-Journalism
- Celebrity Bloggers

Don't Miss: HuffPost Bloggers

	Robert Redford Making Every Day Earth Day
	Jim Carrey The Judgment on Vaccines Is In???
	Sean Penn Smiles for Smirks
	Shrek On Earth Day: A Green, I Mean Really Very Green, Perspective
	Michael Pollan A Food Revolution in the Making, from Victory Gardens to the White House Lawn
	Bernard-Henri Lévy Why We Remember

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THE BLOG | *Featuring fresh takes and real-time analysis
HuffPost's signature lineup of contributors*

 **Ted N.C. Wilson**
*President, Seventh-day Adventist
world church*

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**Keeping Church at Arm's Length
From State**

Posted: 11/06/2013 12:40 pm

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Business Model:

- Pirate-Journalism
- Celebrity Bloggers
- New post every 56 seconds (1600/day)

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Business Model:

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- New post every 56 seconds (1600/day)
- Active marketing in Social Media

THE HUFFINGTON POST

Business Model:

- Pirate-Journalism
- Celebrity Bloggers
- New post every 56 seconds (1600/day)
- Active marketing in Social Media
- Software tracking success

THE HUFFINGTON POST

Edition: U.S. ▾

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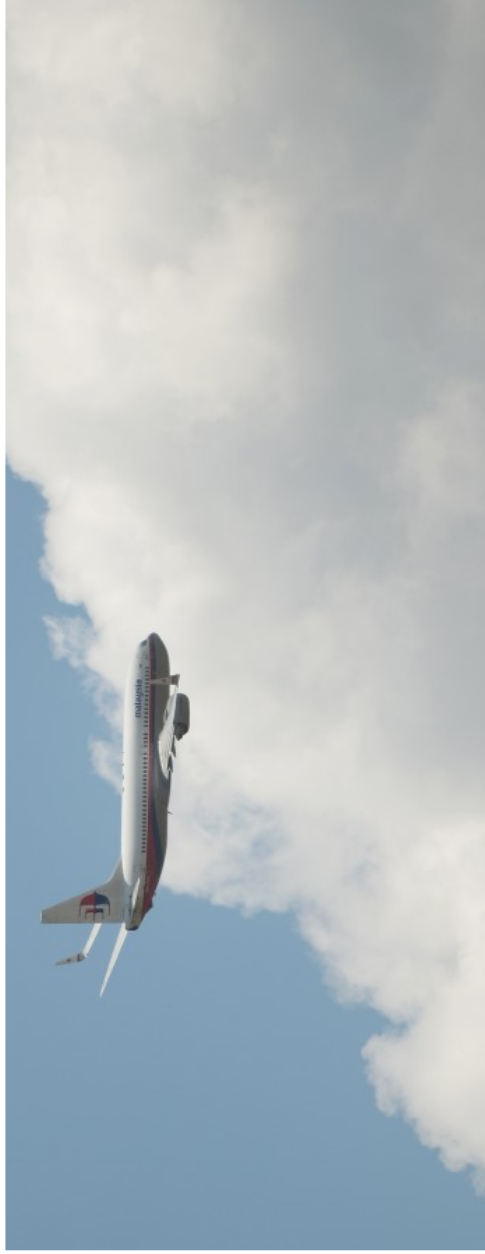
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Traditional Journalist:

Idea => Research => Writing => Publishing

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Traditional Journalist:

Idea => Research => Writing => Publishing

Huffington Post:

Research => Writing => Publishing => Marketing

SEARCHING THE READER

- Social Media

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- Social Media
- Realtime Feedback

SEARCHING THE READER

- Social Media
- Realtime Feedback
- Different Headlines

SEARCHING THE READER

- Social Media
- Realtime Feedback
- Different Headlines
- Automated Adjustment

SEARCHING THE READER

- Social Media
- Realtime Feedback
- Different Headlines
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- Experimenting

SEARCHING THE READER

TV, Radio, Print, BCS

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TV, Radio, Print, BCS:

Idea => Research => Writing => Publishing

Huffington Post:

Research => Writing => Publishing => Marketing

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SEARCHING THE READER

IBSI:

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- Facebook (3-4x/week)

SEARCHING THE READER

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- E-Book Downloads

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- Video Seminar „Learning Happiness“

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BRÜDER VOM KLOSTER NÜTSCHAU
Bruder Lukas vom Kloster Nütschau, dem nördlichsten Benediktinerkloster Deutschlands, über die Entscheidung der Benediktiner, zu Ökostrom von Greenpeace Energy zu wechseln.



Beten und Arbeiten – das verbinden wir mit einem Kloster, aber Ökostrom...

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SEARCHING THE READER

Stop focusing on content,
start thinking about people.

SEARCHING THE READER

Stop focusing on content,
start thinking about people.

Stop focusing on informing/teaching,
Start building relationships.

SEARCHING THE READER TOGETHER

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What if we made a channel
with inspirational videos?

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If we all worked together,
we would not have to produce new content.

But by uniting our content,
we could become visible for the rest of the world.

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