

Who is a candidate for a paid content strategy?

There is a movement on the rise - Premium Content Monetization.

There are certain individuals that have a high passion index amongst their audience, which makes them a perfect candidate for a paid content strategy. Besides a willing audience, other components for a successful paid content strategy include a large social imprint, a viable product, and a willingness by the talent to produce and market the content.

GROUP 1 – Daily content creators such as radio personalities or TV anchors.

Example – Bill O'Reilly, John Stewart, Glenn Beck

In all instances, a well-established social reach is the key to success. However, with those in this first group who have daily access to their audience through traditional media, that need is much less important than the other groups. Group 1 can leverage an existing social reach, or build one through their daily access to their audience, and leverage that to increase digital sales. The shelf life of the content here is very short, and is usually directly tied to current events and what's trending right now.

GROUP 2 – One-off content creators like stand-up comedians.

Example – Russell Peters, Louis CK, Dane Cook

This is your stand-up comedian types who create a set and then go on the road performing live or perhaps making a DVD. They are not in the habit of cranking out daily content. So this group is not suited for a subscription content strategy, but rather a pay-per-download strategy. You would create the content once, then sell it on your own website rather than putting it on iTunes. The content here, in contrast to the first group, is more evergreen.

GROUP 3 – Those who don't create content in the traditional sense, but have a significant social reach.

Example – Ashton Kutcher, Daniel Tosh, Lady Gaga

The biggest challenge with this group is defining what the product is to be sold, since there is no immediately apparent product here. But there is a huge social ecosystem, where the personality has direct links to their audience, and we can leverage that to sell the content.

GROUP 4 – Network option

The other option is the creation of a network, where the talent is usually brought together by a well-known host who can conduct interview-like segments. Refer to the links below for such examples.

<http://www.gbtv.com> - Glenn Beck

<http://www.toadhopnetwork.com> – Frank Kramer

<http://smodcast.com> – Kevin Smith

<http://www.adamcarolla.com> – Adam Carolla



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