

# How to Build, Engage, and Monetize an Owned Audience



**Anthony Kennada**

Co-Founder & CEO  
AudiencePlus

## **Agenda**

**Introduction**

**Why Owned Media Matters  
in 2024**

**3 Steps to Building an  
Owned Media Strategy**

**Q&A**

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**Q&A**

# Hi, I'm Anthony.

- 3x Forbes Cloud 100 CMO
- Advocate for the Role of Brand in B2B
- Author of *Category Creation* (Wiley, 2019)
- Co-Founder & CEO of AudiencePlus

Gainsight



Front

hopin



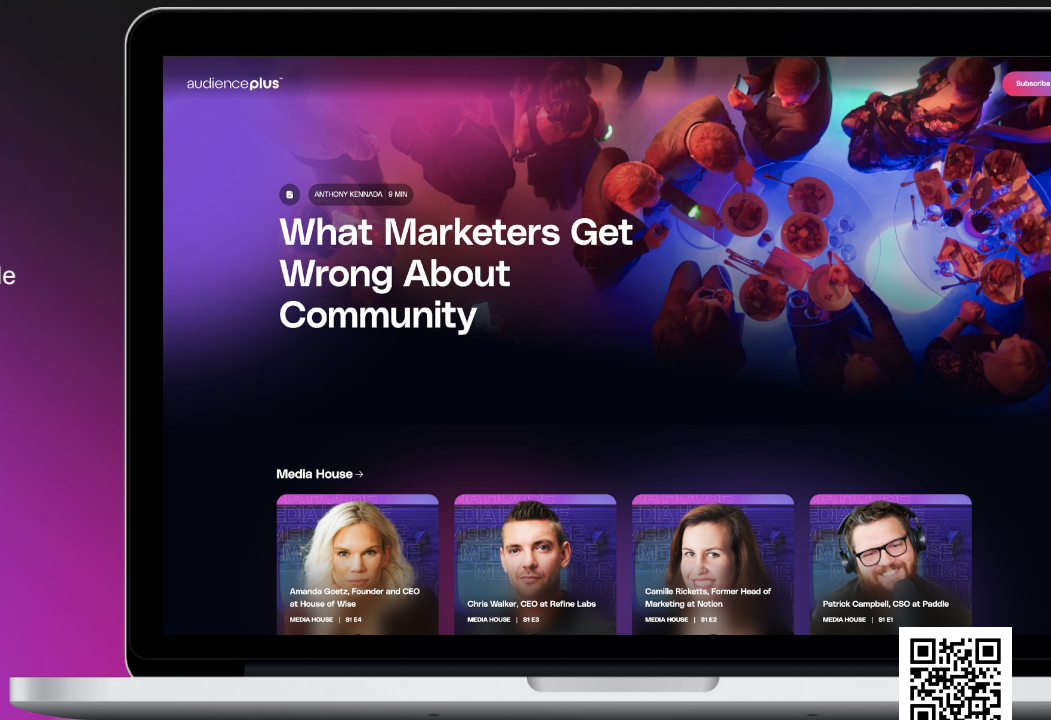
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Join 3,500+ marketers who are creating the future of owned media.

- Insights delivered weekly to your inbox on how to build and scale owned media programs.
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**Marketing is experiencing a once in a generation transition from transactional to relational business models.**

## The Evolution Of Value Led Growth



Sales Led  
Growth

Consultation



Marketing Led  
Growth

Content



Product Led  
Growth

Code



Community Led  
Growth

Connection





**Marketers are being asked to simply do more  
with less...**

**The same headwinds exist for both short and long-term revenue marketing impact.**



Attention is Scarce



Paid Media is Inefficient



Algorithms Lack Control



1P Data is Existential

To fuel sustainable growth in the modern economy, **every company will have to become like a media company.**

### Own Your Audience

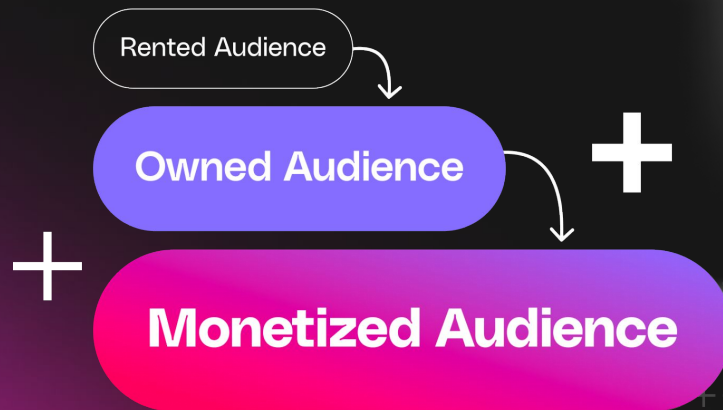
Create a first-party data set of subscribers.

### Own Your Distribution

Control access to your content and reach.

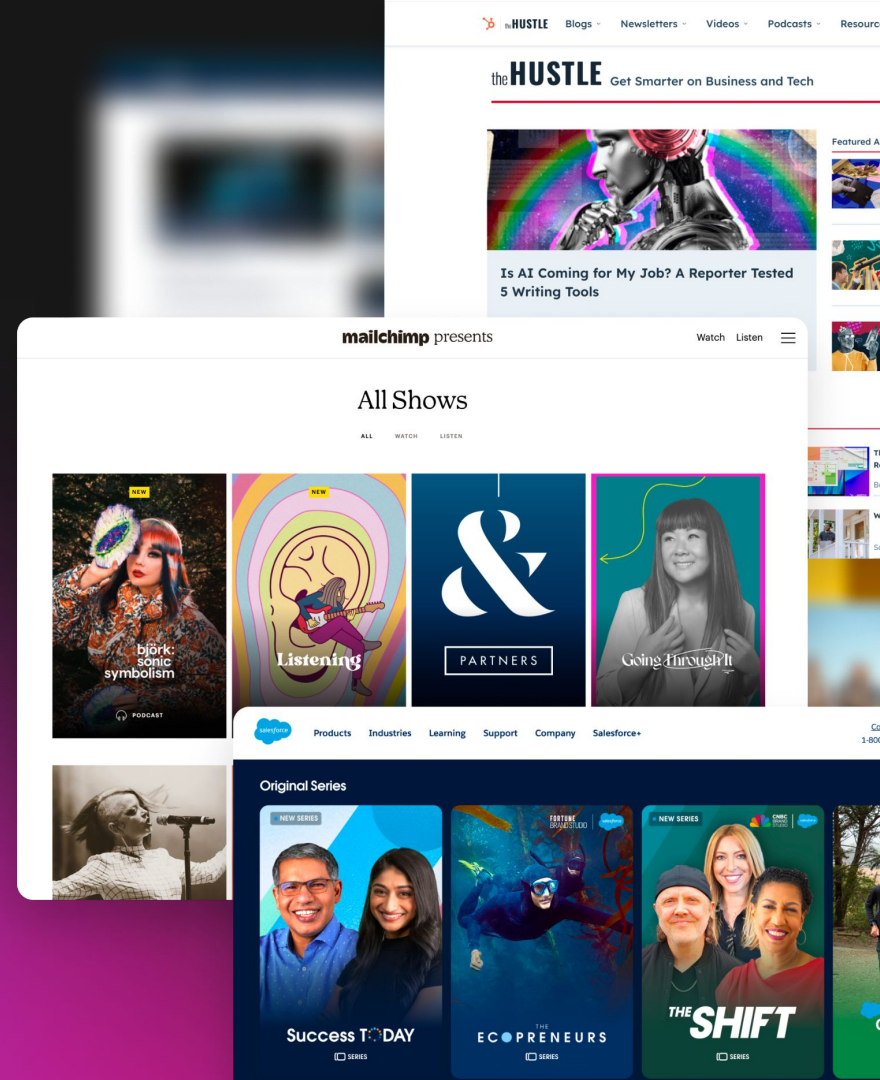
### Own Your Engagement Data

Connect audience engagement to outcomes.



**Owned media** is more than a brand initiative, it's a function of efficient, relational growth.

Traditional Demand	Owned Media
Marketable Opt-Ins	Subscribers
Content	Media
Webinars & Events	Exclusives
Lead Scoring	Engagement
One-to-Many	Personalized
Rented Distribution	Owned Distribution



**Owned media can become one of the most efficient strategies in your marketing playbook for 2024.**

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1. Define a Brand Strategy that Inspires Your Audience
2. Produce Content in an Authentic Way that Establishes Trust
3. Leverage Rented Channels to Capture Attention
4. Build an Owned Audience of Subscribers
5. Prove the Value of Audience Engagement on Outcomes

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Don't fall for the 'Netflix Quality' myth like I did...

9:13



Monkeman317



@monkeworldofficial

81

Following

2.1M

Followers

46.4M

Likes

Follow



♥ The Official MonkeWorld ♥  
-info@monkeworld.com-

🍌👉 Get Monke Here 👈🍌

🔗 [Linktr.ee/monkeworldofficial](https://linktr.ee/monkeworldofficial)

✉ Email



📺 GET YOURS IN BIO 🍌👉

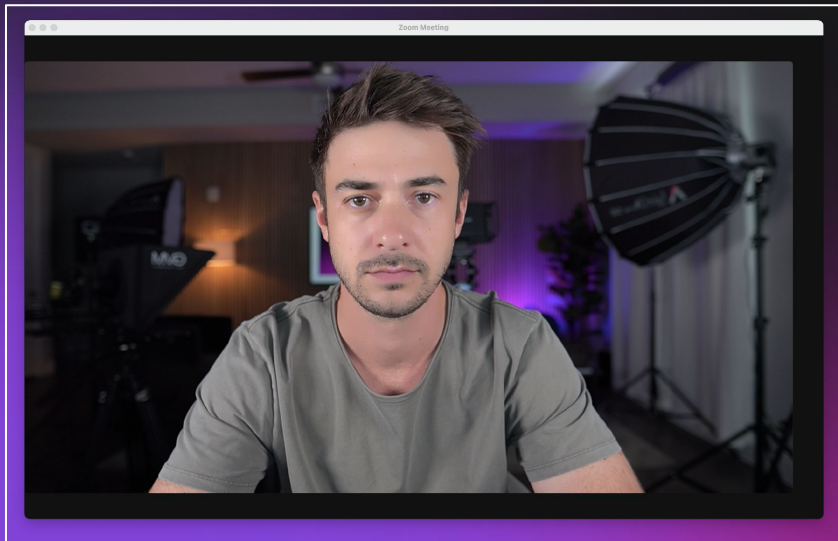
📺 Monke Drop 🍌

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Pinned





**\$1,000**



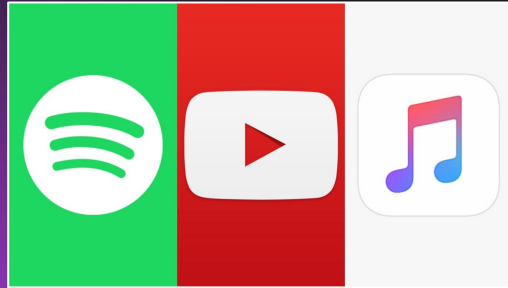
**\$15,000**

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# What are rented channels?



Social Networks




Content Networks



Search

# Rented algorithms are actively working against your business goals.



Anthony Kennada

Reference # 230216-014581

[View your case\(s\) on our Help Center](#)

Status: Closed

You may reply to this case for up to 14 days

Response (02/20/2023 08:40 CST)

Hi Anthony,

Thanks for your patience while we waited to hear back from Engineering.

Engineering has investigated this issue further and found there to be no issue with your account or the newsletter functionality. When reviewing your account, we can see that your impressions consistently fluctuate and that this is not a completely rare scenario. We've also verified that there was no issue with the newsletter being marked as spam or low quality.

We see these reports often and it usually comes down to the following:

1. Member expectations - once the member see a few posts with high engagement, they tend to assume this will be the "minimum expectation" moving forward, when In reality its normal to have varying engagement levels across different posts over time
2. Relevance algorithm - when any post is published, it is scored directly (based on content "quality", media or lack thereof, mentions in the post when it was posted, etc) and then distributed to the feeds of followers or other members who have a high dynamic relevance score which matches the update (based on previous activity of that member, similar pages followed, profile information, when they are online, etc). Since there are so many variables here, this can often vary heavily from post to post.
3. Tolerance of viewers - as members use LinkedIn over time, they become less likely to engage on content posted by the member if they did not engage the last time they saw a post from the same member. If they continue to not engage, they are less likely to be shown posts from the same author in the future. This cycle continues and is offset by new potential connections, followers, or other viewers
4. Freshness of the post content - if a member shares a post that links to other content (e.g, another LinkedIn post, a website, etc), the age of that content will make a difference. Sharing "newer" material will result in

1. Reset your expectations of success.
1. Posts are scored based on "quality."
1. If followers don't engage, less likely to be shown.
1. Posting too often leads to reduced distribution.
1. Sharing duplicate or external content.

# How to turn social followers into owned subscribers.

- Build “algorithmic capital” with zero-click content.
- De-platform by linking to your content on your owned media property.
- Tease content with short-form video clips.
- Leverage paid campaigns (if appropriate) to drive qualified subscribers.



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A subscription is far more than an opt-in...

# Average website conversion rates by industry.



B2B SaaS - 1.1%



Consumer Media - 10%

# Convert audience into subscribers by creating a value proposition for your brand.

- Publish editorial content publicly to demonstrate value.
- Create (and promote) exclusive content and experiences.
- Don't gate content, rather, gate access to membership.
- Use merch to cultivate a sense of belonging.
- Leverage valuable first-party data to better understand your audience.



SELLING YOUR SOUL TO JOIN THE CLUB GETS YOU:

- **One FREE Country Club Exclusive tee when you spend \$50 on liquiddeath.com**
- Exclusive access to Club-Only merchandise
- Early access to limited-edition merchandise before we announce to the public
- Invites to private shows and events
- All kinds of other cool shit we can't tell you about yet

SELL MY SOUL

PAY CASH INSTEAD

*By selecting "Sell My Soul," I agree to receive important info and offers from Liquid Death since they will own my soul for eternity.*

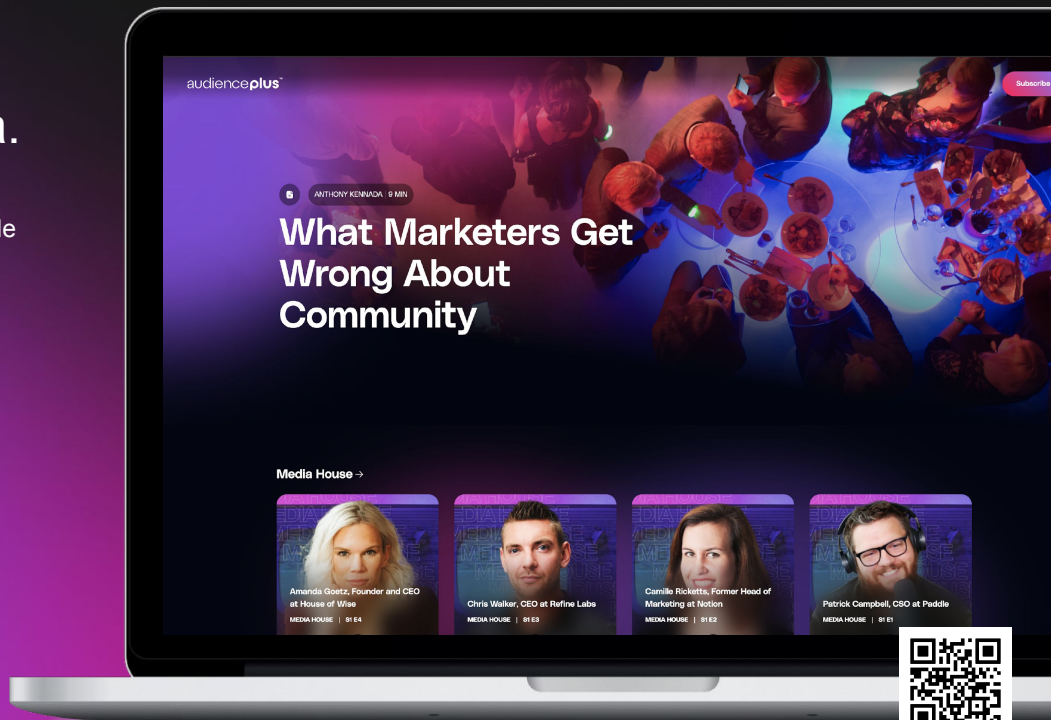
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# Thank You



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