

THE DAILY GAZETTE

A NEWSPAPER, REINVENTED

Delivering content the way readers demand

The Daily Gazette needed to reach their audience - not just by their daily printed newspaper, but via their website, social media, and print - simultaneously. They needed to reach their audience within moments of a news story breaking, and needed a solution that would allow them to publish the latest and breaking news immediately. They needed a solution that would incorporate their advertising, and integrate content across mobile, social and web platforms.

Overit met this need with the best in our disciplines of digital marketing, reimagining a user experience for content consumption, in engineering a custom publication platform, utilizing our understanding of digital advertising, and in using our understanding of how search engines prioritized news media to bring the audience back to the Daily Gazette daily - as their preferred news source.



THE DAILY GAZETTE

thedailygazette.com

OVERIT & THE DAILY GAZETTE

THE RESULTS?



48% INCREASE IN SESSIONS



64% INCREASE IN NEW USERS



50% INCREASE IN ORGANIC TRAFFIC

Q2 2017 VS. Q2 2016 (APRIL-JUNE)



THE TECHNOLOGY

CREATING THE PLATFORM

News doesn't happen in the newsroom, and events happen in real-time. Daily Gazette understood this, but the systems that they had employed in years past did not give them the flexibility to publish articles outside their own building, to update the public as events unfolded, and instead tethered a reporter to their desk if they wanted to file a story or an update.

This required a complete re-imagining of the Daily Gazette newsroom, and understanding how a modern news outlet published reports from the field. Overit was tasked with understanding how these stories needed to be published across the web and social media, and ultimately, in print.

Through research and complete immersion into the news industry, Overit crafted the scope for a modern, web-first publishing platform, that would be robust enough to engage across online platforms, but still be able to build the Daily Gazette's print product with the push of a button.



WEBSITE



SEARCH



CONTEXTUAL



BEHAVIORAL



DEMOGRAPHIC



PRE-ROLL VIDEO



MOBILE



FACEBOOK

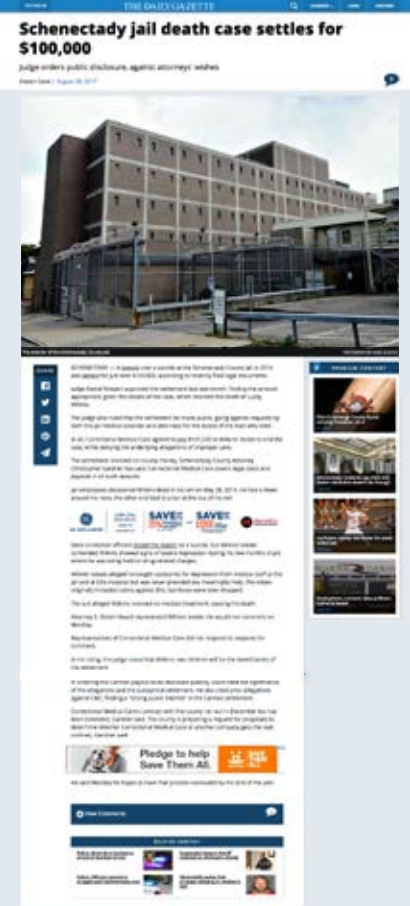


USER-FOCUSED RE-IMAGINING THE USER EXPERIENCE

The Daily Gazette had long been crippled by a user-experience put together by necessity and an antiquated content management platform. After Overit armed designers with a completely custom web-first publishing system, Daily Gazette was then open to create any experience they wanted - targeted toward the specific web audience of the region.

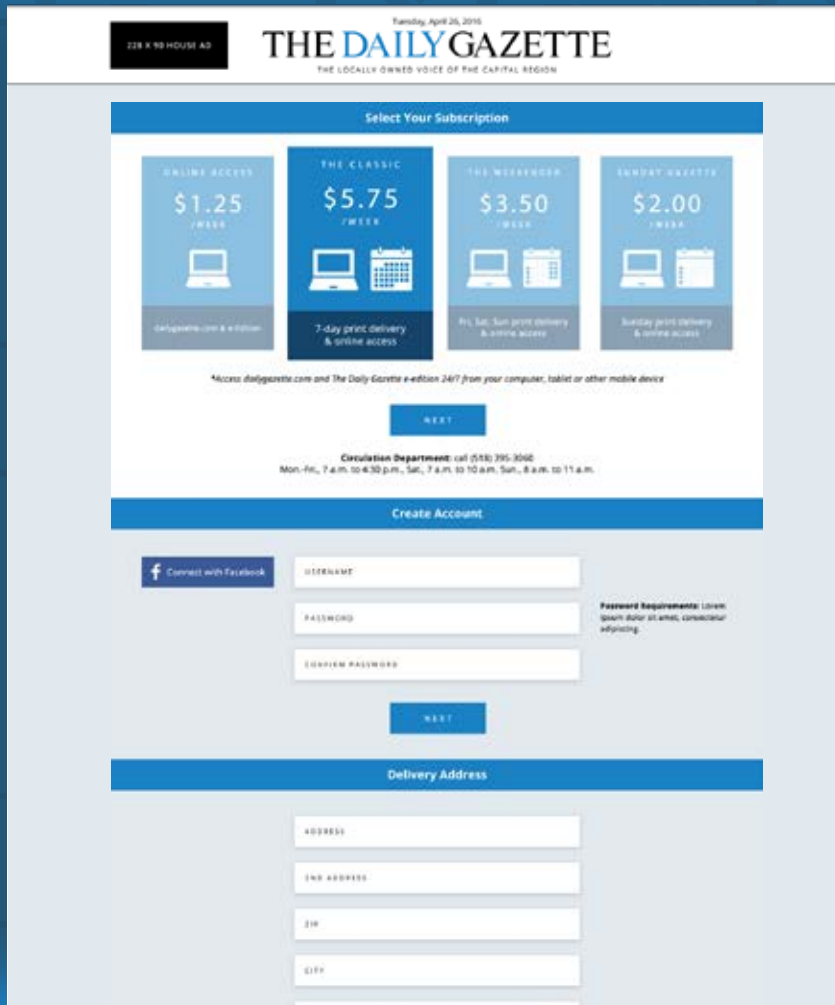
Going outside of just those that read the newspaper online, they branched out to create an experience on both mobile and desktop browsers that would deliver content in the way that readers consumed content. With an understanding of this audience and with Daily Gazette's commitment to provide media-rich content, a web interface was designed that would allow the newspaper to branch out from their mainstay - the printed newspaper.

Providing value to the online medium would be a revenue generator for the Daily Gazette, and meeting the audience on whatever device, on whatever network they consumed news would change the face of the newspaper as a whole.



Former Spa City public safety chief wants to challenge Stefanik





GOAL-DRIVEN
THE WEBSITE AS A **REVENUE GENERATOR**

Perception is key, and for a long time, Daily Gazette barely allowed a user to view their content without an account, driving user perception to view the Daily Gazette as a walled garden, to which they barely returned.

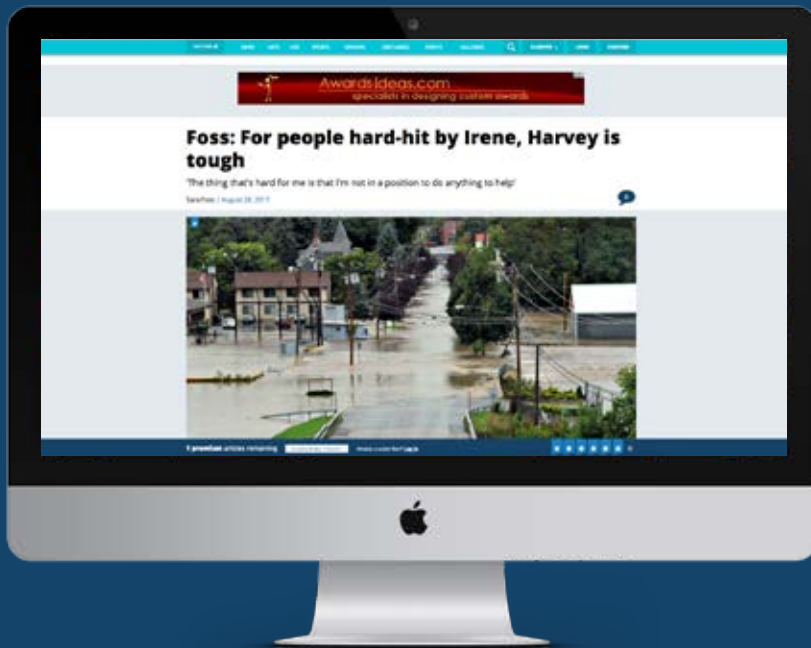
Overit changed all that.



GOAL-DRIVEN

THE WEBSITE AS A REVENUE GENERATOR

Working with stakeholders and the board of directors at the Daily Gazette, Overit researched trends in the news industry, examining what was working, what wasn't, and what drew readers in. There was no exact science, especially when markets deviated so drastically across the United States. Becoming experts in the industry dynamics, Overit proposed a solution: A **metered paywall**, which would allow users to read several articles per month generated from local reporters, while nationally generated content would remain free.



★ ★ ★ ★ ★ ★ ★ ★

You have **8 articles** remaining of Daily Gazette free premium content.

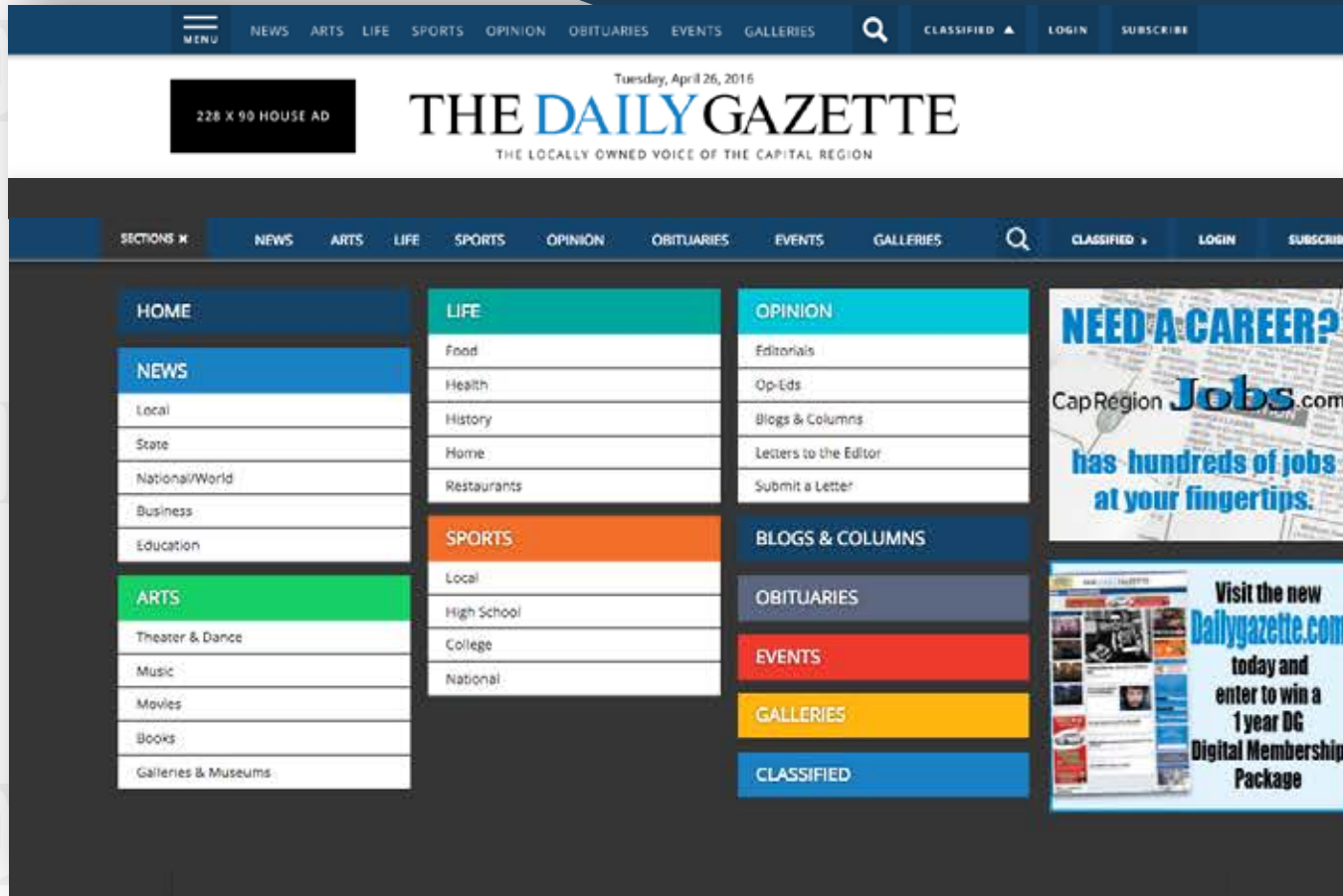
★ PREMIUM CONTENT

Schenectady residents say city's anti-racism resolution doesn't do enough
1:45 PM

Hurricane Harvey hits home for some ValleyCats
9:37 PM

8:39 PM

Editorial: No reason required to seek records
5:37 PM



SOLUTION-BASED ENGINEERING

AN ALL-IN-ONE PLATFORM

Seeking feedback from everyone from editors, reporters, photographers and the people that actually designed the newspaper for print, Overit set out to create a platform that would answer the needs of all stakeholders. Working hand-in-hand with department managers from the Daily Gazette, Overit tailored a solution that worked.





END-TO-END MARKETING

TOOLS FOR A **DIGITAL FUTURE**

To further support the business, Overit produced a digital media kit that allowed Daily Gazette to pitch its suite of digital marketing services to businesses within the region. This living, breathing document clearly identified Daily Gazette's foothold in the community and its power as a marketing partner.





Overit and Daily Gazette continue to expand upon their partnership to this day, with additional web work, sales collaborations, and a joint partnership to launch a new alternative weekly in the Capital Region.

READY TO SEE WHAT WE CAN DO FOR YOU?

888.978.8147

info@overit.com

