Digital service

2015 was the year that *Inside Housing* went truly 'digital first'. Under newly installed editor, Emma Maier, the title overhauled its traditional editorial approach of preserving exclusive content for paid-for print subscribers. It now breaks exclusive news and features on a new-look website strategically throughout the week to its digital readership, ahead of both rival publications and the Friday print edition. This more agile digital approach was a prelude to the biggest change in the history of the publication: in April Insidehousing.co.uk went behind a paywall. The move was a huge commercial success: increased reader satisfaction, and in Jan-June alone subscribers doubled to 8,200, paid-for subscriptions, revenues jumped 75% and a new editorially-led content marketing offer created a £72,000 sponsorship revenue stream. This growth in subs uptake was driven by a new corporate subscription model whereby organisations could buy subscriptions for all or a proportion of their staff.

Key to the success of this transition was the redesign of the website, with a fresh navigation, new sections and features, significantly improving the user experience.

The site redesigned its longer feature pieces so they are better read online and on tablet and mobile devices. It also developed an interactive <u>salary calculator</u>, and experiments with new formats embedding video, data maps and social media reaction (it was the first to use the <u>Shorthand interactive feature platform</u> in UK B2B media to power a multimedia <u>piece on tenant activism</u>).

The introduction of the free-to-view <u>Housing Live blog</u> powered by <u>24LiveBlog which</u> has enabled the website to analyse the full breadth of each day's housing news, reaction and events in real time. This popular feature also allows reporters to flag on-diary stories and sign-post to coverage across the web, so they are freed to produce more exclusive journalism.

Another innovation was the introduction of the IH50 of the 50 most influential sector thought-leaders, ensuring that agenda-setting user-generated content is published on the site every day. The first of a series of planned user-generated subscriber-only content networks – the <u>Communication Network</u> - has been successfully launched, feeding frontline voices into sector debate and ensuring that readers have a greater stake in the site. Just a month after soft-launching, 23 landlords are regularly posting quality content – the best of which is being used in print. Similarly, comments on articles are now a subscriber-only privilege, blocking trolls and seeding a new community of constructive commentators.

Overall, Inside Housing's rapid digital transition and innovation in service throughout 2015 tells a story that few B2B titles would easily replicate.

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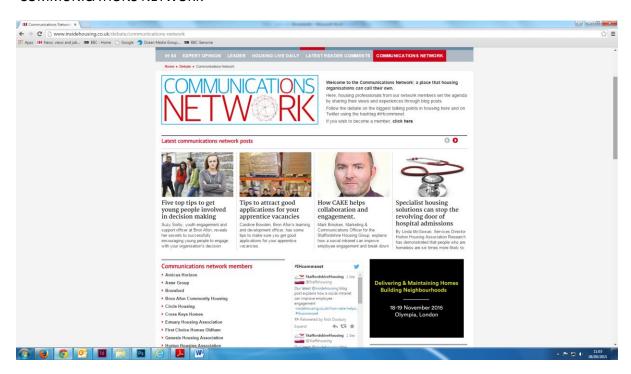
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NEW HOMEPAGE DESIGN



COMMUNICATIONS NETWORK



LIVE BLOG

