

How Media Companies Can (and Should) Harness the Power of Membership

Robbie Kellman Baxter, author, *The Membership Economy*

THE MEMBERSHIP ECONOMY

DCN *NEXT*: SUMMIT

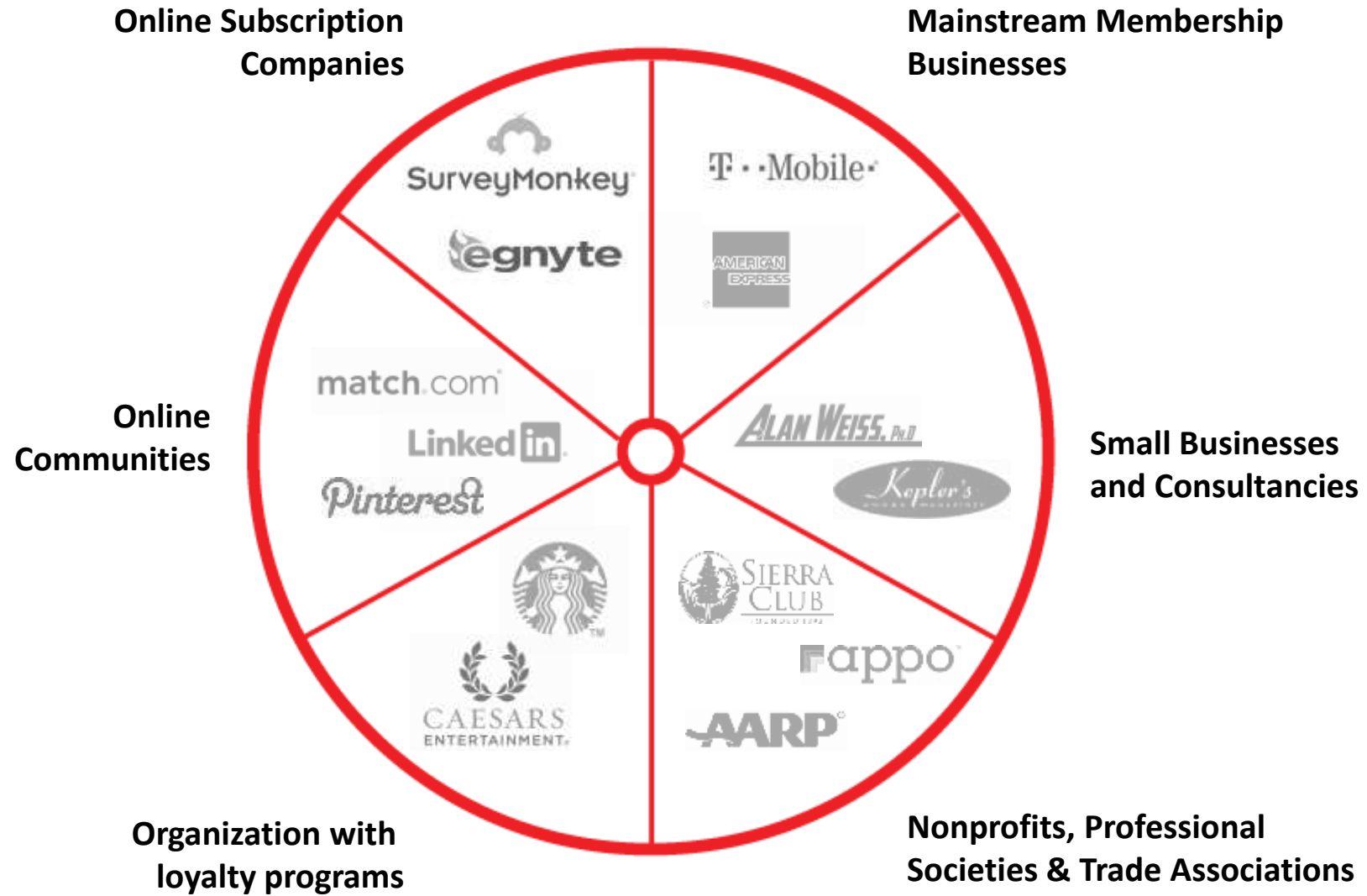
FEBRUARY 3, 2016

ROBBIE KELLMAN BAXTER

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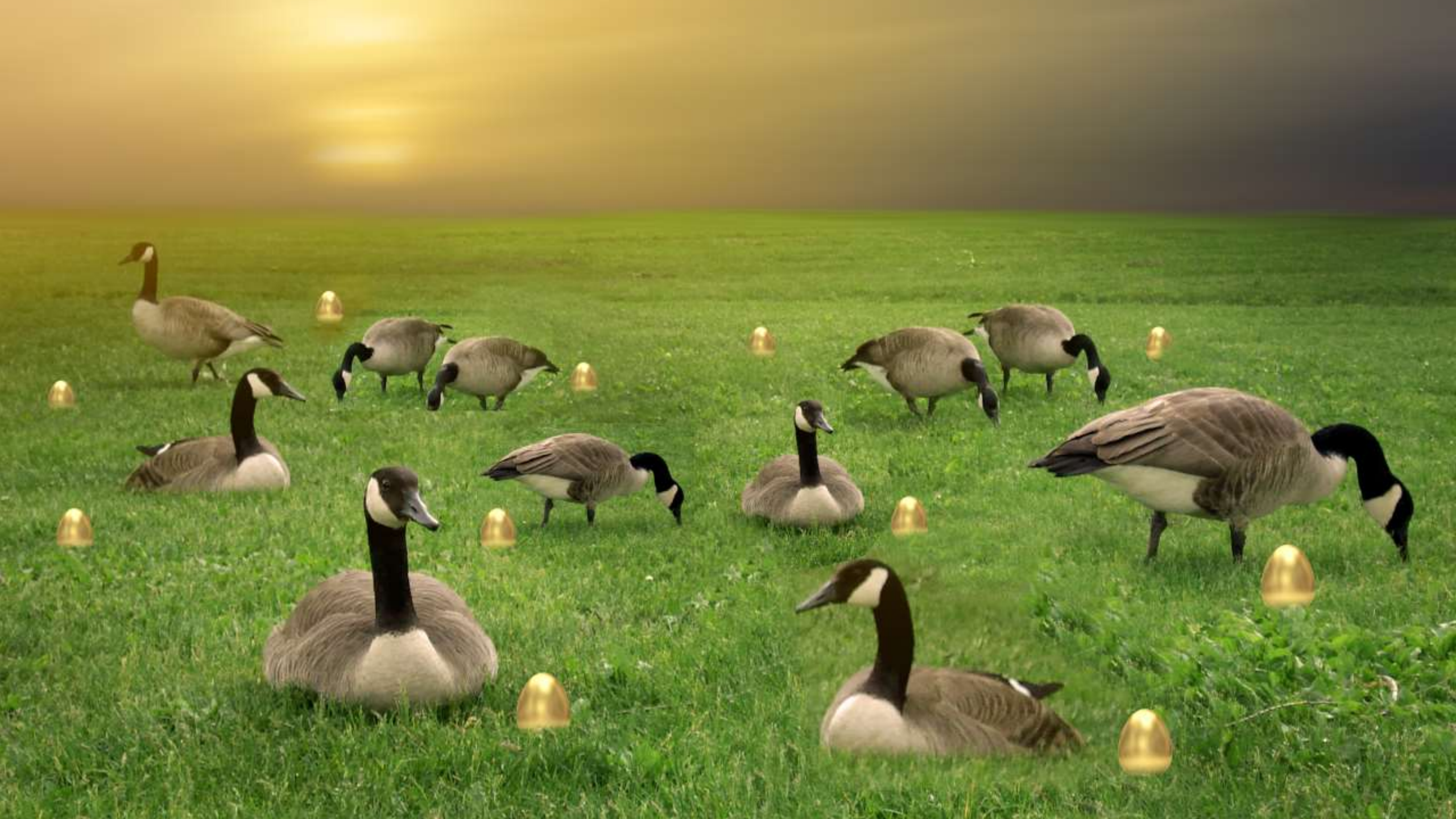


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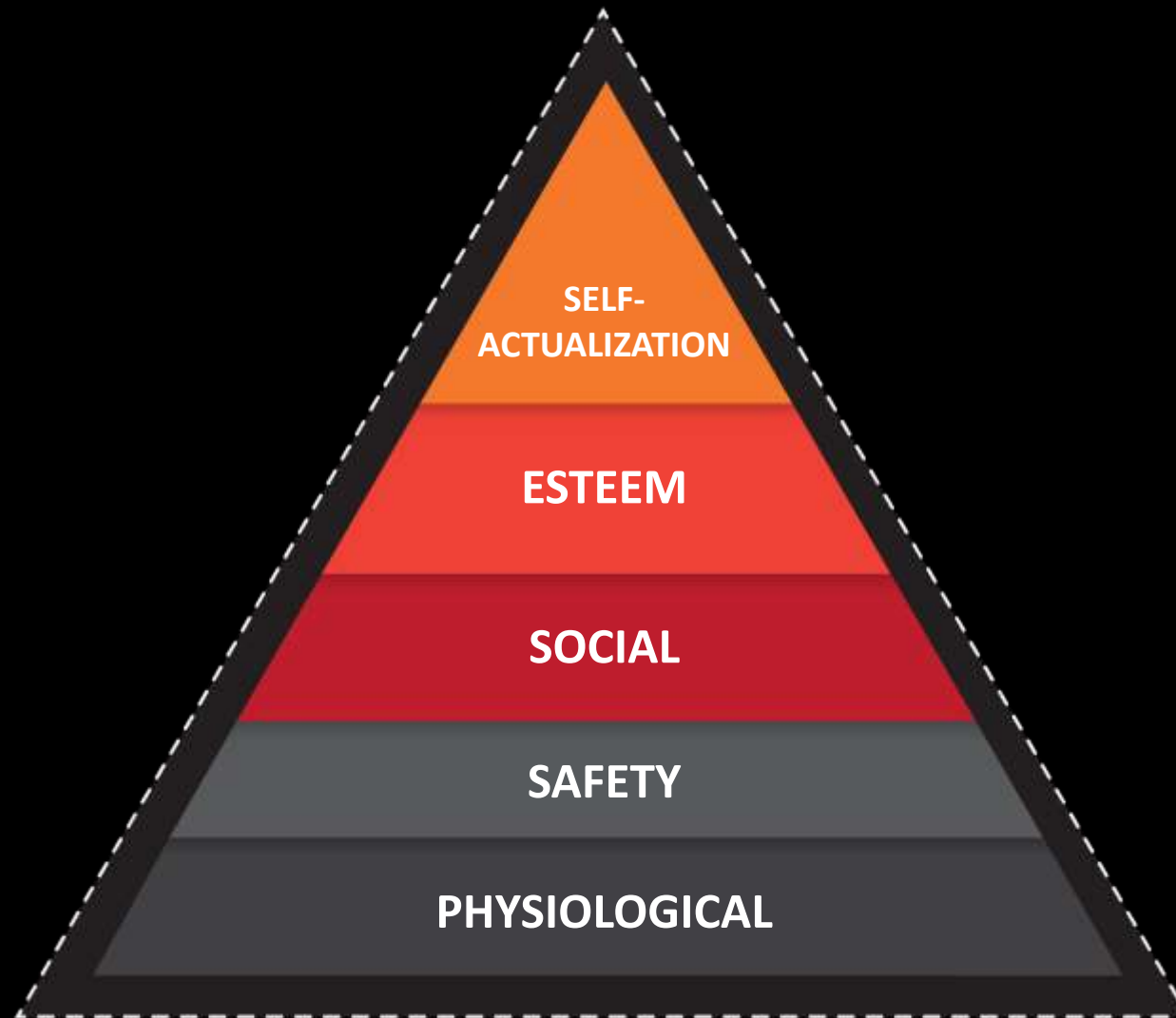


WHAT IS THE
**MEMBERSHIP
ECONOMY**





Maslow's Hierarchy



WHY
NOW
?



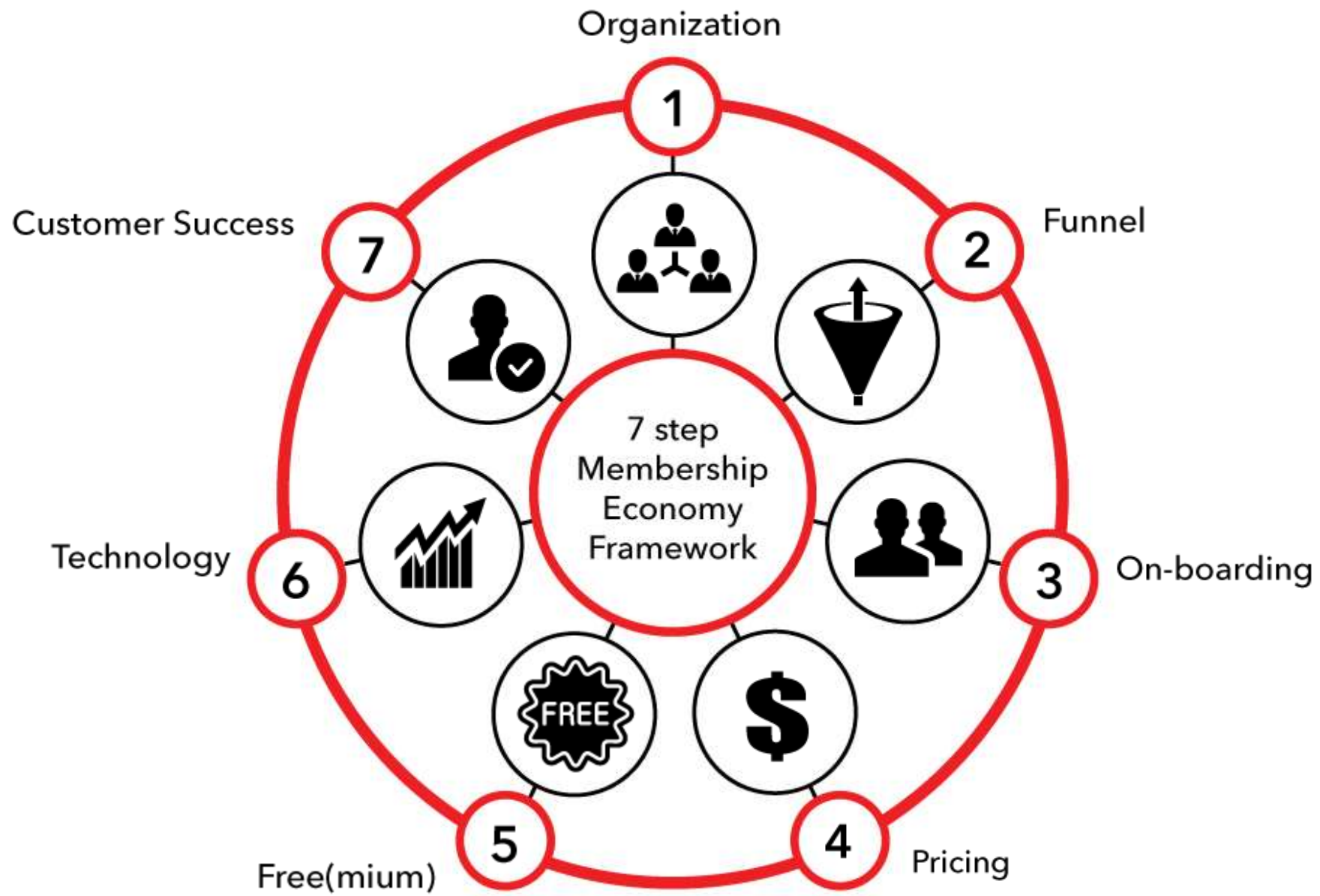
WHAT DOES THE
**MEMBERSHIP
ECONOMY**
MEAN FOR MEDIA COMPANIES

?

“ ‘Protect’ in the digital world, is the wrong word...**the only way you can protect is by moving forward, by getting bigger, by dominating your space. The moment you start getting defensive, you are going to start shrinking.** ”

**JONATHAN HARMSWORTH,
VISCOUNT ROTHERMERE
CHAIRMAN OF DAILY MAIL &
GENERAL TRUST**





Takeaways

- Love your customers more than your mission
- Membership can unlock stored value
- The transaction is only the starting line
- Onboarding should be choreographed
- And, most importantly...

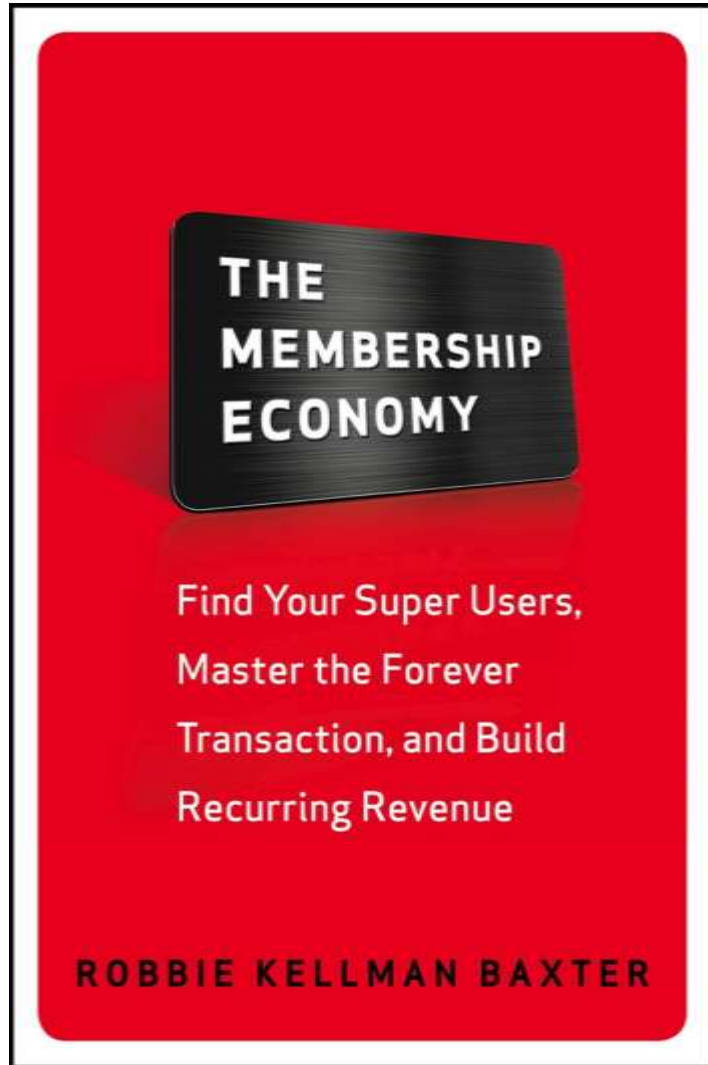


Membership is a

MINDSET

Not a

PRICING STRUCTURE



LEARN MORE:

RBAXTER@PENINSULASTRATEGIES.COM

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