

# Insights from The Atlantic

Tactics to authentically draw audiences in

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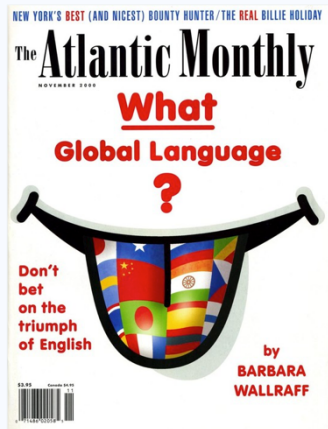
@byLymari

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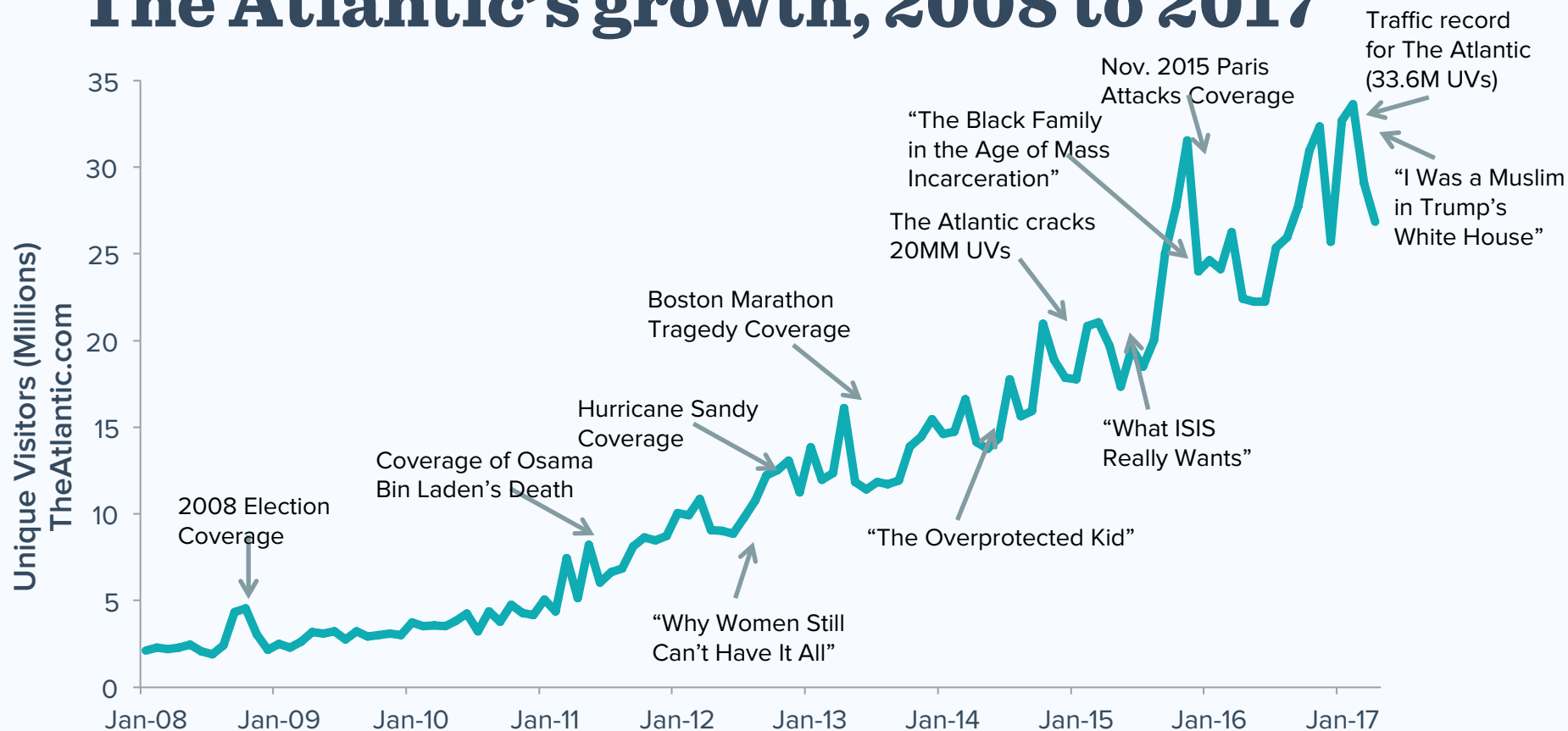
AMS



**In 2007, The Atlantic was on the brink of irrelevance.**



# The Atlantic's growth, 2008 to 2017





# **Atlantic Media Strategies was born of The Atlantic's transformation.**



**Today:**

**4 tips to be organically  
irresistible on social.**

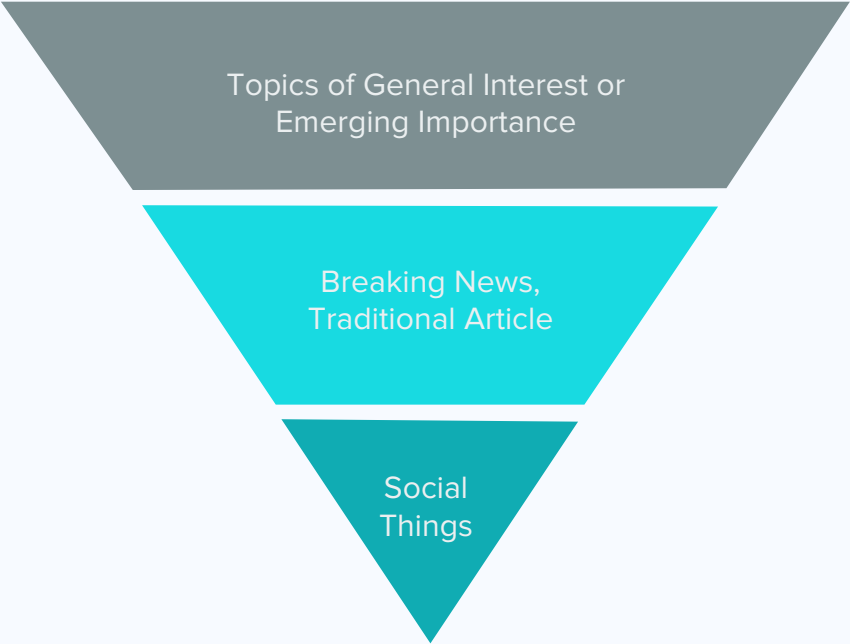
**Tip One:**

**Drill down to the social  
thing.**

**“There is no demand for landing pages.  
There is no demand for packages.  
There is no demand for articles.  
There is no demand for news.  
There is demand for things.**

**— Zach Seward, Senior Editor, Quartz**

# Case study: The Gawker Hack



## Cybersecurity, Hackers, Technology





# Case study: The Gawker Hack

**5K**  
views

**1M**  
views

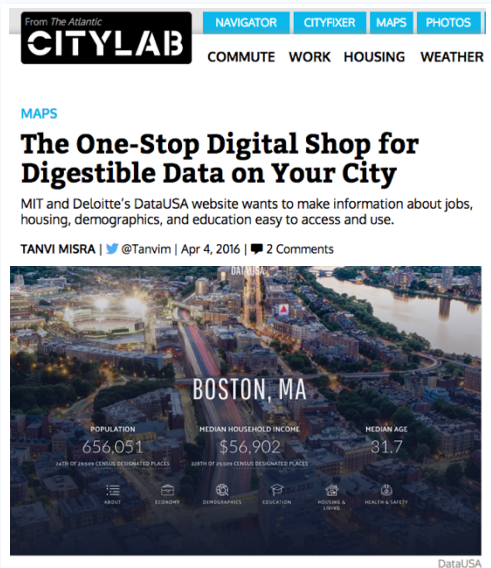
## Cybersecurity, Hackers, Technology



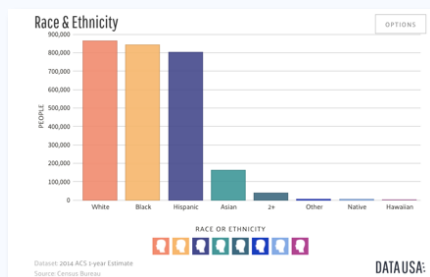
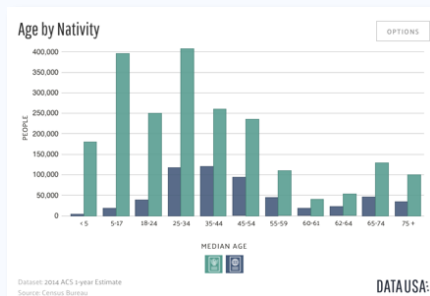
# Case study: Deloitte's Data USA



**30x**  
**audience**



**#1**  
**referral**

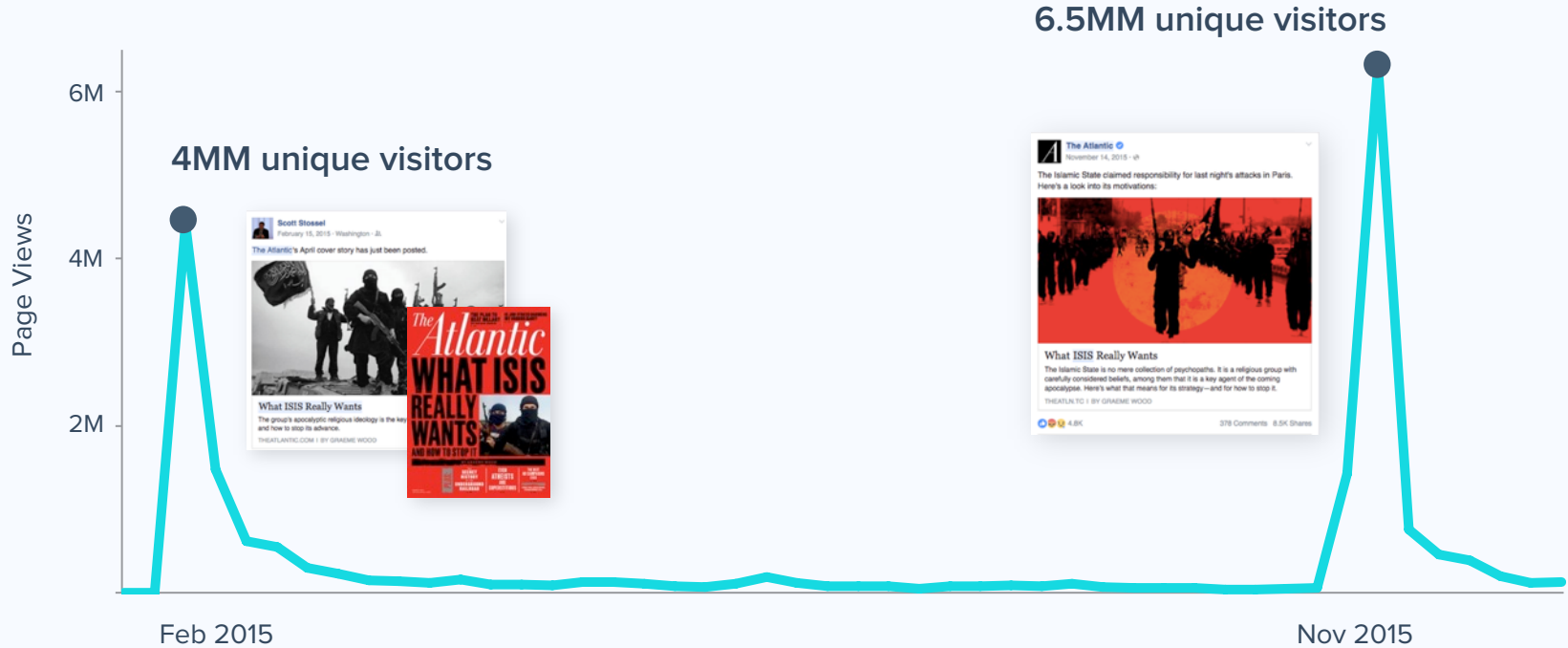


**Tip Two:**

**Resurface at just  
the right moment.**

**48%** of The Atlantic's traffic  
in a given month comes to articles  
not posted that month.

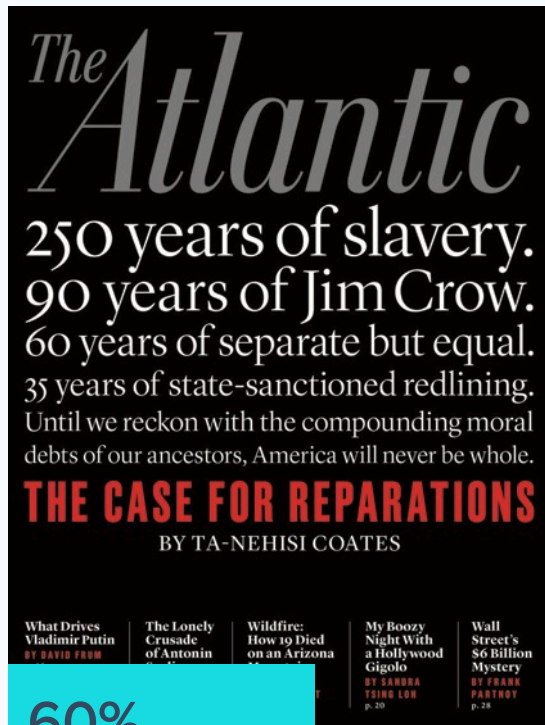
# “What ISIS Really Wants”



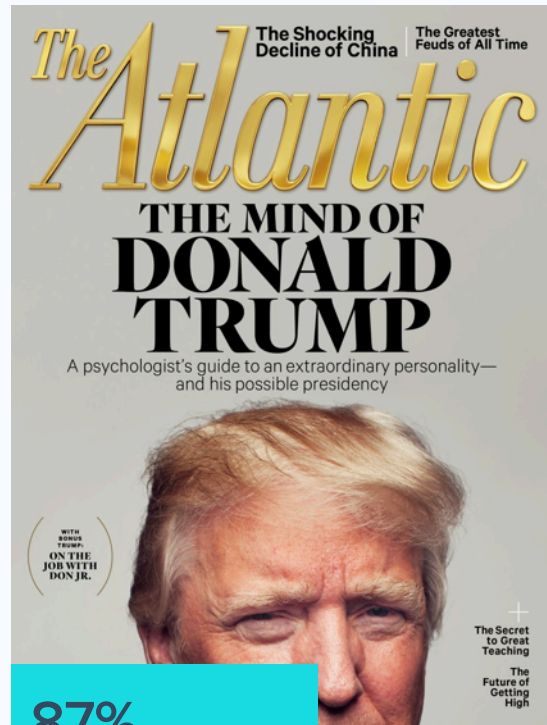
## % of visitors to each story after month one:



63%



60%



87%

**Tip Three:**

**Use ambassadors to  
multiply the message.**

“

**In many respects, influencers are key to making sense of the billions of pieces of content and words that are published throughout social media services.**

**— Mark Evans, Principal, ME Consulting**



# Case Study: Chef Jose Andres, Celebrity Chef, D.C.



**223K**  
**followers**



**475K**  
**followers**

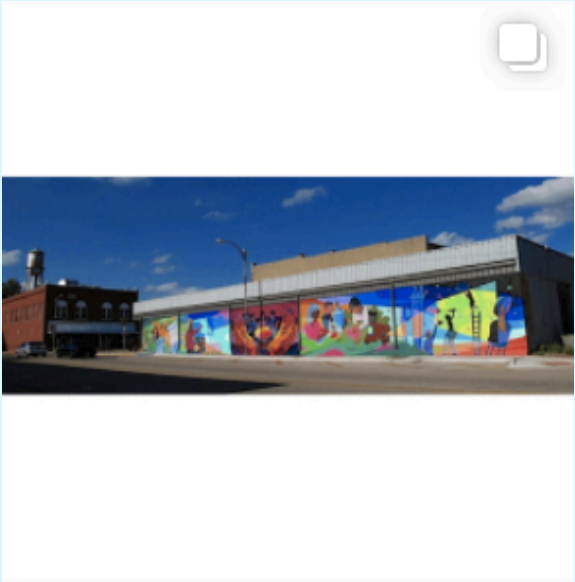
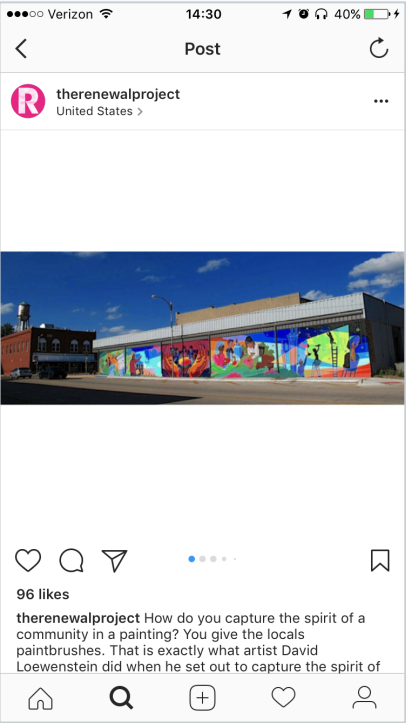
**Tip Four:**

**Use algorithm changes as an asset.**

**“If you are going to take advantage of social media for business purposes, it’s vital that you understand what algorithms mean for you.”**

**— AJ Agrawal, Growth Marketer & Writer**

# Case study: Allstate's The Renewal Project



**59%**  
**engagement**

# Key Takeaways

- 1 Drill down to the social thing.
- 2 Match the moment with smart resurfacing.
- 3 Use ambassadors to multiply the message.
- 4 Use algorithm changes as an asset.

# Thank you!

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