

Learning Plan: The Magic Pill

Public Radio BizLab **90.9**

Pose a research question: Are listeners who take action on content in a way that changes behavior more likely to donate or become members?

FORMAT: How is the content delivered?

Distribution Channel	Format Description	Opportunity for User Reaction	Costs for Duration of Experiment
Email Newsletter	Daily newsletter containing micro podcast, a user challenge activity and a revenue generating call-to-action.	Users can listen, share, tweet, or donate. Users can rate each episode and participate in a 1 time feedback survey.	\$75/mo for MailChimp
Facebook Posts (WBUR)	Daily Facebook posts on WBUR's social feed about each episode.	Users can like/comment on posts and sign up for the email newsletter.	\$0
Facebook Ads	Teaser copy for an episode.	Users can sign up for the email newsletter.	TBD
Twitter	Outbound: daily tweet from @commonhealth and/or @wbur with link to episode and summary. Action: bi-weekly tweet prompting listeners to let us know how far they have come in the challenge at key episode milestones.	Outbound: RT, star, reply. Action: users tweet back to let us know when they completed MP#1, 5, 15 and 21.	\$0
Magic Pill Channel on WBUR.org	Webpage which allows users to sign up for the newsletter, shows links to all episodes that have aired to date and includes a revenue generating call-to-action.	Users can sign up for the newsletter, listen to past episodes of the podcast, comment or donate to the station.	\$0
On Air Promos / Segments	Promotional broadcast mentions or segments directing people to sign up at wbur.fm/magicpill.	Users can sign up for the email newsletter.	\$0
Live Events	Promotional gatherings (2) to convene locals interested in exercise and finding encouragement from community.	Attend, sign up for email, donate.	\$0
Kindle Direct Publishing	e-book edited by Carey Goldberg containing 50 CommonHealth posts on why to exercise today. Enroll in KDP Select.	Leave an Amazon review or rating.	70% (WBUR) / 30% (Amazon) rev share

CONTENT: What assets are we using/modifying and how?

Asset	Current State	Work/Modifications Required	Costs for Additional Work
Magic Pill	4 pilot episodes of 4 minutes in length which Goldberg pilots a fitness-motivation podcast that taps into the scores of CommonHealth posts on "Why To Exercise Today".	21 micro podcast episodes must be produced.	Cost for 1 producer
Exclusive photos/text	Photos of people featured in the podcast, plus words about how and why they exercise.	WBUR personnel take/gather photos.	
50 More Magic Pills	Kindle e-book edited from Carey's posts on why to exercise today.	Carey: make selects of 50 pieces, and sequence/edit them. Format for kindle.	
Stripe	SAAS that needs customization.	Work with Finance and Evertrue to get legal squared away and find a location for the money to land.	2.25% transaction cost

USERS: What groups of people will you target and why?

Group	Potential Benefits to Group	Rationale for Targeting Group	Estimated Size
Pre-Launch WBUR Audience	Provide our existing audience with a new type of podcast experience.	Assess existing audience demand for a new exercise podcast.	500,000 people
Post-Launch WBUR Audience		Assess the potential and longevity of an email experience podcast series.	
Targeted WBUR Members	Provides members with a way to access wellness and exercise.	Measure the effect of matching listeners to content by interest on donation outcomes.	2,204 people
Targeted New Audience	Discover WBUR's excellent journalism and storytelling through wellness and exercise.	Determine if this innovative content/format can attract new audience members.	50,000 people

STAKEHOLDERS: Who are the participants you will rely on and what do they gain?

Group	Potential Benefits to Group	What We Need from Group	Estimated Size
WBUR Staff	Emerge as leaders by experimenting with content delivery and audience engagement. Ability to create a new model for other podcast teams.	WBUR team to produce the 21 episodes.	4 to 6 people
Dr. Eddie Phillips - Harvard Medical School	Opportunity to participate in a highly visible, innovative project.	Co-hosting with Carey to bring the science. Reaching out to his audience.	1 person
Podcast Participants	Free "earned media" to a high-value audience.	Provide a photo, participate in the exercise challenge, share on social media and raise awareness in their own social/exercise circles.	27 people
George Howard and Berklee Music Team	Act as thought leaders with experimental new technologies that redefine tracking and monetization of audio content.	Music for WBUR podcast team to make selects for the 21 episodes.	1 person
Revelator	Explore a new product market fit that services content distributors and publishers.	POC music library on the blockchain.	1 person

BUSINESS MODEL: Who pays for the effects? How and why?

Name	How Do They Pay?	Why Would they Pay?	How Much Will they Pay?
Donation	Users from our email or on wbur.org click donate to fill out the Stripe form and donate one time.	Because Magic Pill helped them feel more hopeful about having daily fitness as a regular component of their life, and their contribution would make future CommonHealth productions possible.	\$10-\$120
Sustainer	Users from our email or on wbur.org click donate to fill out the Stripe form and donate monthly.		
E-book Royalties	Purchase eBook via Amazon Kindle Direct Publishing (KDP).	Gives them a way to extend the 21 day challenge.	\$3.99/download, User on download, 70% rev share with amazon

EXPERIMENT DEFINITION: Given the parameters, define 5 or fewer areas to test.

Experiment Codename	User	Stakeholder	Model Name
Early Bird Donator	Pre-Launch WBUR Audience	WBUR Staff	Donation
Bandwagon Donator	Post-Launch WBUR Audience	WBUR Staff	Donation
Member YAS Donator	Targeted WBUR Members	WBUR Staff	Donation
Slay All Day Donator	Targeted New Audience	WBUR Staff	Donation

Early Bird Sustainer	Pre-Launch WBUR Audience	WBUR Staff	Sustainer
Bandwagon Sustainer	Post-Launch WBUR Audience	WBUR Staff	Sustainer
Member Super Sustainer	Targeted WBUR Members	WBUR Staff	Sustainer
Slay All Day Sustainer	Targeted New Audience	WBUR Staff	Sustainer
Early Reader	Pre-Launch WBUR Audience	WBUR Staff	E-book Royalties
Bandwagon Reader	Post-Launch WBUR Audience	WBUR Staff	E-book Royalties
Member Reader	Targeted WBUR Members	WBUR Staff	E-book Royalties
New Reader	Targeted New Audience	WBUR Staff	E-book Royalties

EFFECT: What will we measure?

Metric	Current Value/State August 31, 2016	Hypothesis for Achieving Expected Value	Expected Value at End of Experiment
Awareness/Ad Audience		? Run promos on air, online, and in person.	160,000
Landing Page Visitors	9,325	10% of people exposed to Magic Pill will seek out the landing page.	16,000
Sign Ups	4,383	50% of landing page visitors will sign up.	8,000
Episode Email Openers	n/a	62% of users who signup will open the emails.	5,000
Episode Listeners	n/a	50% of openers will listen to the episode.	2,500
Donation Page Visitors	n/a	50% of listeners will explore the donate button.	1,250
One Time Donors	n/a	10-20% of donation page visitors will donate.	125
Monthly Sustainers	n/a	10-20% of donation page visitors will sustain.	125
E-Book Buyers	n/a	16% of listeners will buy the book.	400
Exit Survey Respondents	n/a	10% of users will complete the survey.	800