
THE CONSUMER-ADVERTISER LOYALTY CONTINUUM

Consumer

Advertiser



Example outlet: *The Fictitious Post.*

Users: Consumers of published content.

Customers: Consumers of published content.

Revenue source: Consumer subscriptions and purchases of the outlets content.

Advertisements: No advertisers.

Loyalty: To consumers –consumers use multiple times and do not consumer other outlets.

Type of content published: Long form, evergreen and nuanced

(IMPORTANT FOR YOU AS STORY TELLER WHEN YOU PITCH)

Outlets key metrics: The number of consumer subscriptions and purchases.

Example outlet: *The Fictional Guardian.*

Users: Consumers of published content.

Customers: Brands, companies and people who want to get their ideas, stories, products in the public eye.

Revenue source: Advertisers.

Advertisements: Many advertisements.

Loyalty: To Advertisers - consumers use a single time and consume many other outlets.

Type of content published: Short form, timely and topical

(IMPORTANT FOR YOU AS STORY TELLER WHEN YOU PITCH)

Outlets key metrics: The number of content views, impressions, comments, likes and shares.

(IMPORTANT FOR YOU AS STORY TELLER WHEN YOU PITCH)

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1. The **users** of published content are the **consumers**;
 2. The **customers** of published content are generally **advertisers** (and in some instances where there is high reader loyalty, it is predominantly the consumer.)
The customers can be the brands, companies and people who want to get their ideas, stories, products in the public eye. Advertising is a paid version of storytelling;
 3. Just like the customers, the **storytellers** are also brands, companies and people who want to get their ideas, stories, products in the public eye, but they want to do it in a more cost effective way. The storytellers are a free version of storytelling. This is what your is aiming to be; and
 4. The **outlets** have an audience of consumers and are the **publishers**.