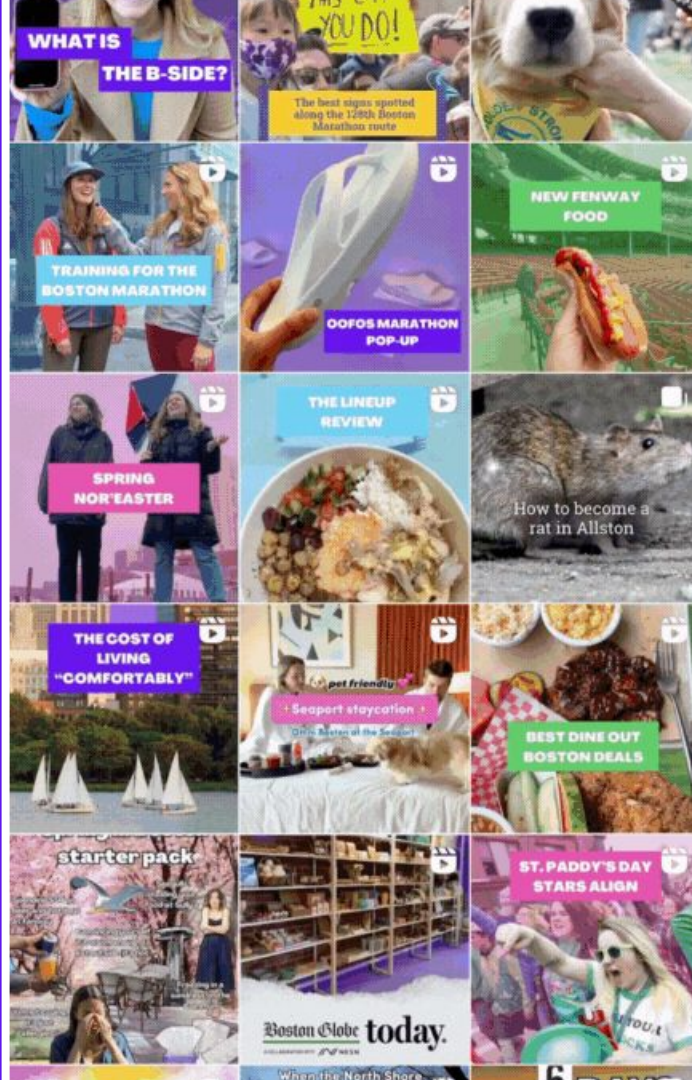


WELCOME TO THE B-SIDE

HOW WE BUILT A
NEWSLETTER + SOCIAL-
FIRST MEDIA BRAND FOR
YOUNG BOSTONIANS





HEY, THERE! I'M EMILY.

🧑 I'm the head of content and director of multimedia storytelling for The B-Side

📍 Originally from Auburn, Maine

🎓 Graduated from Stonehill in 2018

🏃 Ran the 2023 Boston Marathon and won't shut up about it

📺 Bravo is my MCU

WHAT IS THE B-SIDE?

WHAT IS THE B-SIDE?



SO ... HOW DID WE GET HERE?

**WHAT PROBLEMS ARE WE
TRYING TO SOLVE FOR
YOUNG PEOPLE?**

✗ ACCESS TO RELIABLE LOCAL NEWS IS SHRINKING. IT'S EITHER NOT ON PLATFORMS YOUNG PEOPLE USE OR BEHIND A PRICEY PAYWALL.

✗ THE 24/7 BREAKING AND BAD NEWS CYCLE IS EXHAUSTING ...

✗ UNTRUSTWORTHY INFO FROM INFLUENCERS/CONTENT CREATORS

 **FREE NEWSLETTER DELIVERED STRAIGHT TO YOUR INBOX EVERY MORNING (NO SEARCHING)**

 **DON'T COVER NATIONAL NEWS/POLITICS OR HARD CRIME (SOME EXCEPTIONS)**

 **PACKAGE SOCIAL CONTENT LIKE AN INFLUENCER; RECOGNIZABLE FORMATS**

**B-SIDE'S NORTH STAR
FOLLOWER**

B-SIDE'S NORTH STAR FOLLOWER

- 27 year old living in Brighton
- Marketing assistant on the tech side, but wants to break into the creative side
- Makes \$65,000 a year
- News: The Skimm, The Boston Globe (but doesn't pay), Washington Post TikTok, OnlyInBos, Boston.com
- Secretly follows anyone in Bachelor Nation
- Primarily uses IG and TikTok to find news and information (whether intentional or by accident)



**PUT IT ALL TOGETHER
AND YOU GET ...**

CORE PRODUCT: NEWSLETTER

A weekday newsletter from Boston Globe Media delivering young readers a daily dose of local news they actually *want* to hear, striking a healthy balance of relevant local information and events.


Our context strikes a balance of relevant local news and lifestyle stories, with a emphasis on events and things to do.


April 16, 2024 | [Read Online](#)

BSIDE

together with The DUNES

It's Tuesday, Boston.

 **Marathon Monday *and* free ice cream in the same week?** We're spoiled. Today is Free Cone Day at Ben & Jerry's, so make sure to grab a free scoop at your local scoop shop between noon to 8 p.m. Find out [where the closest store is here](#).

 **What's on tap today:**

- A local true crime case starts today
- Boston's most adorable marathon meetup
- Market Basket marathon

Up first...

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WHAT'S INSIDE:

- 450-word lede story covering a relevant local
- 4 quick and dirty headlines outlining the top stories of the day in 90 words or less
- 1 reader poll
- 8 things to do around Boston (Mondays and Fridays)
- 1 surprise and delight

**BUT THE NEWSLETTER IS
JUST HALF OF OUR STORY ...**

THE SECRETS TO OUR SOCIAL SUCCESS



REPEATABLE FORMATS THAT WORK

GOOD CONTENT IS KING

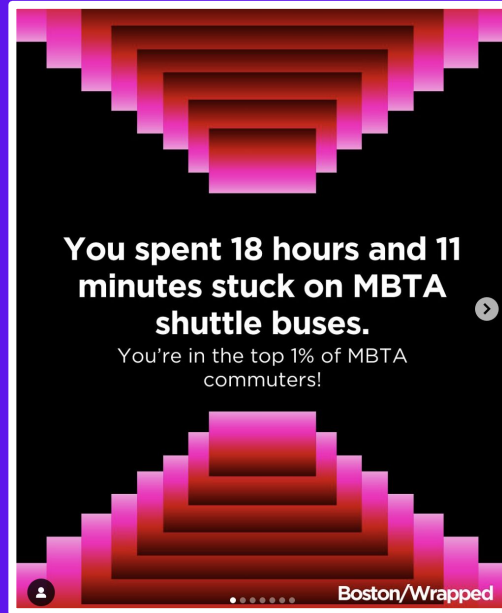
STATIC MEMES

VALENTINE'S DAY



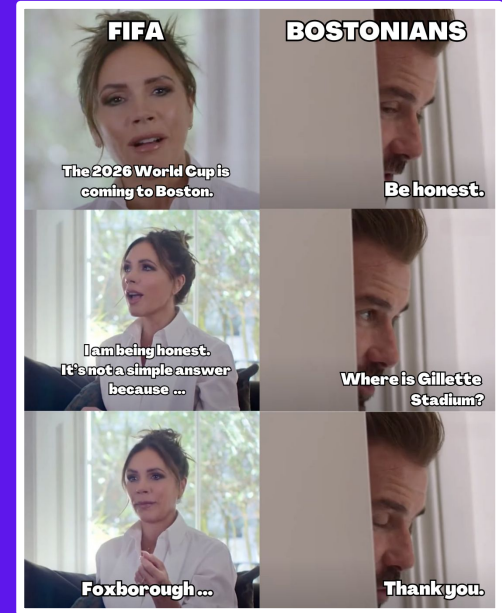
7.7K likes

SPOTIFY WRAPPED



16K likes

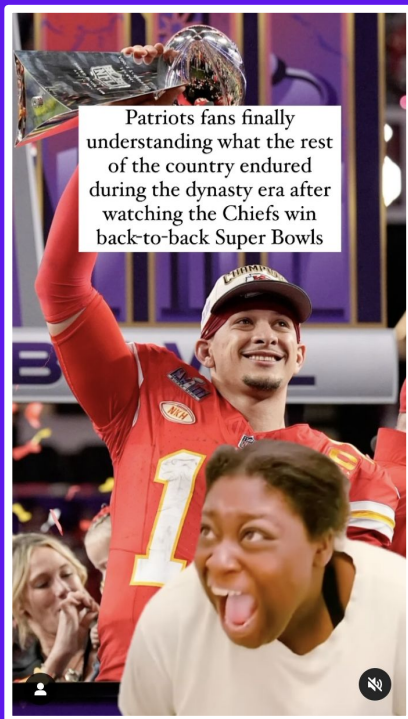
2026 WORLD CUP



6.3K likes*

CAPCUT MEMES

CHIEFS WIN SUPER BOWL



1.6M views

UNEXPECTED HEAT WAVE



400K views

GLX REDO



150K views*

TRENDING SOUNDS

BOSTON COST OF LIVING



603K views

SLOW ZONES



241K views

SPRING NOR'EASTER



390K views

TRENDING SOUNDS/ORIGINAL SCRIPT

BOSTON MATH



650K views*

"WE LIVE IN BOSTON"



1.2M views

60-SECOND FEATURES (MINI "CHRONICLES")

DOG WEDDING



300K views

WADA HOPPAH



250K views

MBTA FOOD CRAWLS



275K views

MAN-ON-THE-STREET STYLE VIDEOS

ERAS TOUR



200K views

2024 MARATHON TRAINING



1.1M views

SO ... DID IT WORK?

SPOILER: YES.

BY THE NUMBERS ...

NEWSLETTER:

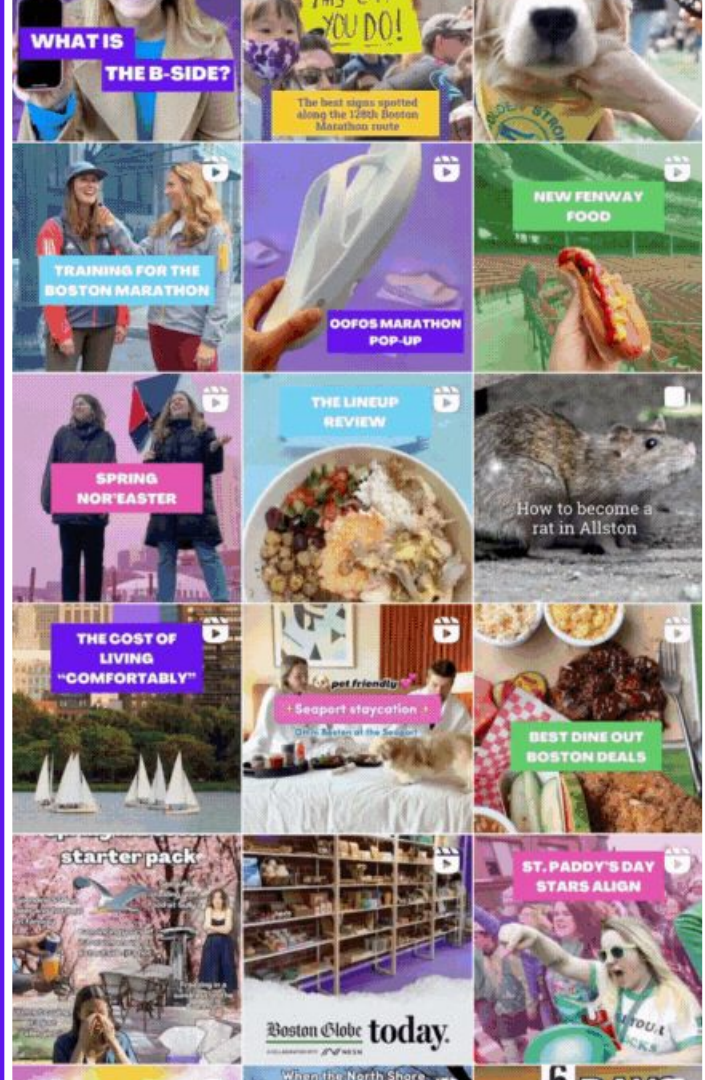
- ~45,000 subscribers
- ~60% open rate; ~7% click-thru

INSTAGRAM:

- 46K followers
- 10% engagement rate (industry standard is 1-3%)

TIKTOK:

- 35K followers
- 8.2% engagement rate (industry standard is 1-3%)



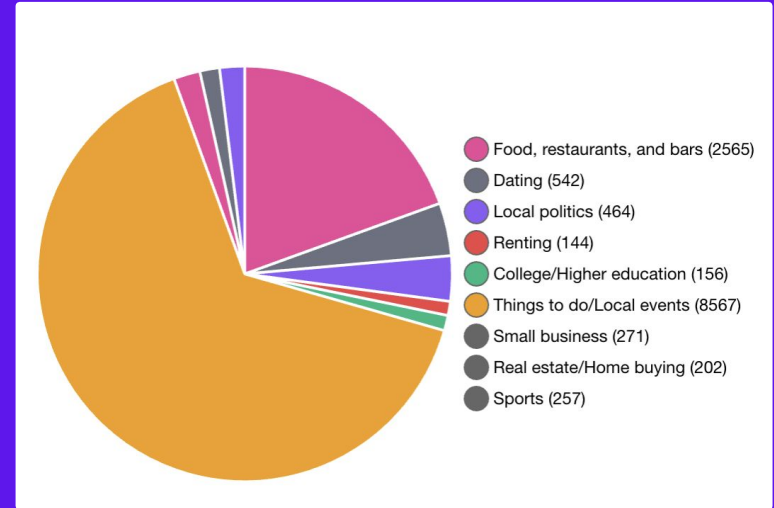
OUR AUDIENCE BREAKDOWN:

NEWSLETTER:

- ~65% of readers are 34 and under
- ~60% of readers identify as women
- ~85% of readers say they're most interested in content around things to do, events, food, and restaurants

SOCIAL:

- ~30% live in Boston proper, followed by Cambridge and Somerville
- ~62% are 34 and under
- ~69% women



QUESTIONS?