

Contributor Relationship Management

CRM in WordPress

H E A R S T

Building & Managing Communities

- Creators; Curators; The People Formerly Known as the Audience
- Data informs who we recruit, how we manage and compensate Contributors
- CRM lets Contribs build Reputation and for us to reward them appropriately

Knowing Individual Members

Profile Help ▾

Personal Options ▾

Name ▾

Contact Info ▾

About Yourself ▾

Account Management ▾

Editor's Assignments ▾

Legal Info ▴

Legal Name Legal Full Name as it appears on your contract / W-9

Documents Info

1. Download a [W-9 form here](#), complete it, sign it and upload below.
2. Upload a signed copy of the contract we sent you.
3. Upload a 1000x1000 or better headshot for your profile.

Legal Documents

W-9 Form	The Mix Contract
<input type="button" value="Upload Form"/>	<input type="button" value="Upload Form"/>
Status: Submitted	Status: Submitted
<input checked="" type="checkbox"/> I've already submitted this	<input checked="" type="checkbox"/> I've already submitted this

Address ▾

Social ▾

Admin Features ▴

Vendor ID

Publish Fee Plan A Plan B

<input type="checkbox"/> I Used A Matchmaker (shared by Shannon Miller)	Published & Live Total Visits: 10,804 Cosmopolitan: 6,819 Visits Elle: 3,985 Visits	Shannon Miller	2015/11/23 Published
<input type="checkbox"/> I Can't Let Go Of Guilt	Published & Live Total Visits: 10,763 Good Housekeeping: 4,606 Visits Cosmopolitan: 6,157 Visits	Felissa Allard	2015/11/22 Published
<input type="checkbox"/> I Struggle To Enjoy Sex (shared by Christine Suhan)	Published & Live Total Visits: 2,315 marie claire: 2,065 Visits Good Housekeeping: 250 Visits	Christine Suhan	2015/11/27 Published
<input type="checkbox"/> I Struggle with Sex, so I Offered a Free Pass Edit Quick Edit Trash View Clone New Draft Follow	Published & Live Total Visits: 80,286 Cosmopolitan: 53,932 Visits Good Housekeeping: 11,352 Visits Woman's Day: 8,155 Visits redbook: 6,847 Visits	Sarah Hosseini	2015/11/19 Published
<input type="checkbox"/> I Wasn't Allowed To Date (Aussa Lorens)	Published & Live Total Visits: 71,418 Cosmopolitan: 65,780 Visits Elle: 5,638 Visits	Aussa Lorens	2015/11/18 Published
<input type="checkbox"/> I Write To People In Prison	Published & Live Cosmopolitan: 2,285 Visits	Britni de la Cretaz	2015/11/16 Published
<input type="checkbox"/> I Attempted Suicide	Published & Live Total Visits: 10,016 Good Housekeeping: 3,081 Visits Cosmopolitan: 6,935 Visits	Lea Grover	2015/11/17 Published

Lean Team Delivering Platforms, Products, Tools

Identify, Recruit, On-Board, Manage Contributors

Integrate tightly w Hearst's CMS -- MediaOS -- and our analytics SoR

Integrate loosely with Finance and AP systems

Iterations are informed by data and driven by execution of people like Roger and Sagar

WP API - The Mix Lander

WP Post

WP Post

WP Page

WP Page

WP API



ANGULARJS



the mix

GET PUBLISHED BY THE WORLD'S BEST BRANDS

JOIN THE MIX



Identifying and On-Boarding Contributors

your stories
each with
s editors to
r readership.

JOIN THE MIX

First Name

Last Name

Email

How did you hear about us?

Link to writing sample

Link to writing sample

APPLY

our editors.
shing fee. We
e your stories

apply and

required).



730 items << <

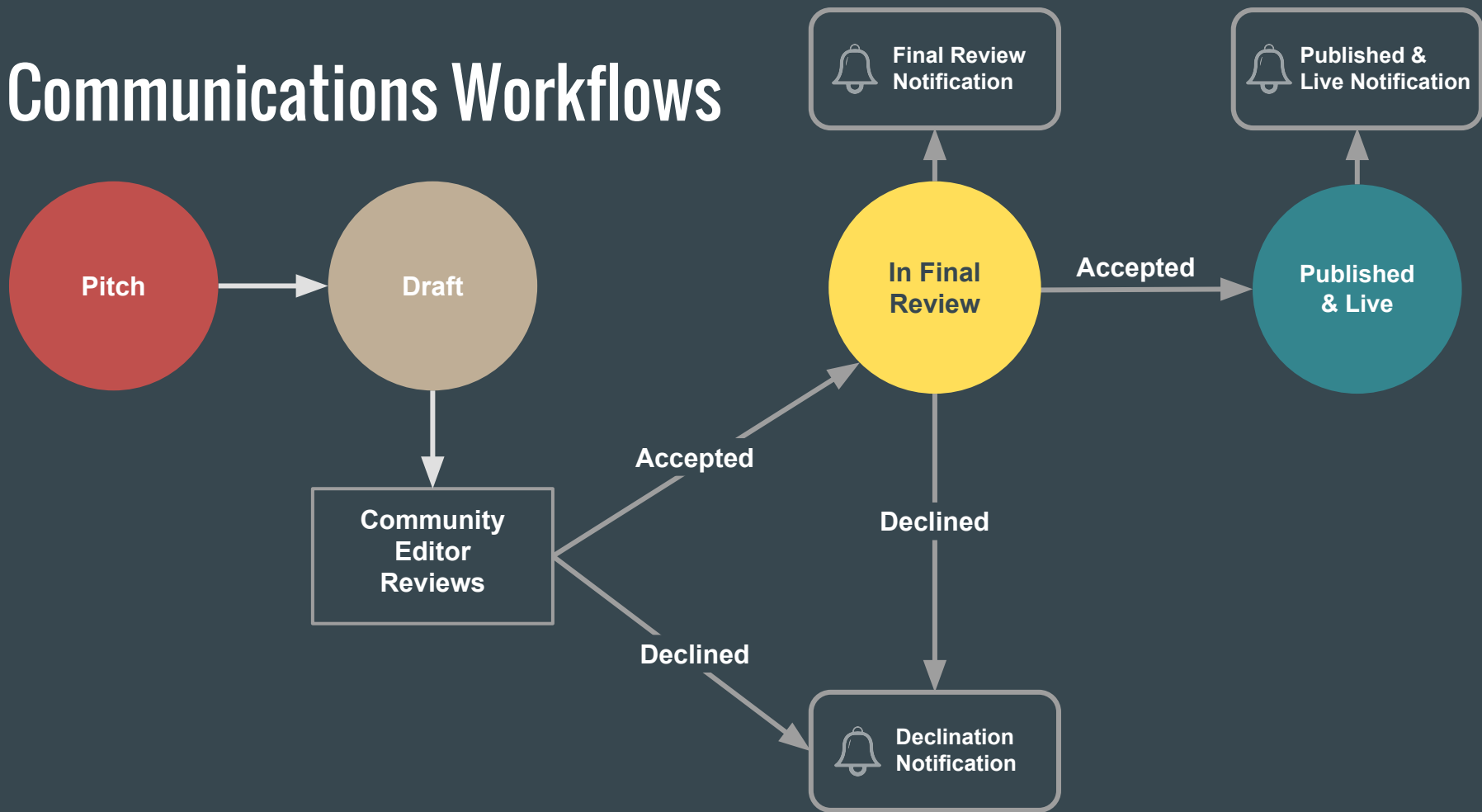
<input type="checkbox"/>	#						
<input type="checkbox"/>	1264	Karen	Harper	karen@credentials-media.com	Google search	Sample Work 1	Sample Work 2
<input type="checkbox"/>	1263	Diane	Stopyra	diane@exitzero.us	A Marie Claire story!	Sample Work 1	Sample Work 2
<input type="checkbox"/>	1262	Felicia	Silver	felicia.b.silver@gmail.com	google	Sample Work 1	Sample Work 2
<input type="checkbox"/>	1261	Cate	Sutherland	Cate_sutherland@yahoo.com	Online	Sample Work 1	

Send this user a "Welcome to The Mix" message? [Please Do](#) [Not Now](#)

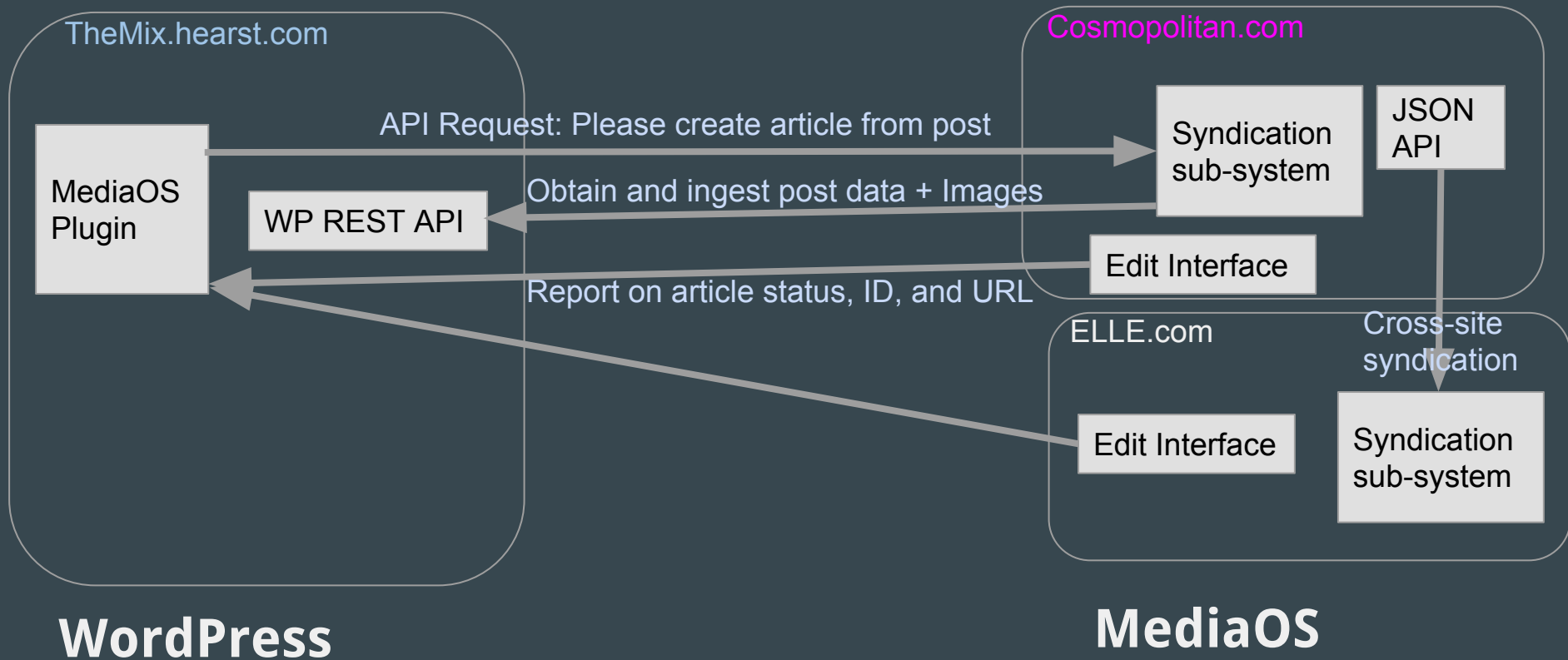


New WP User

Communications Workflows

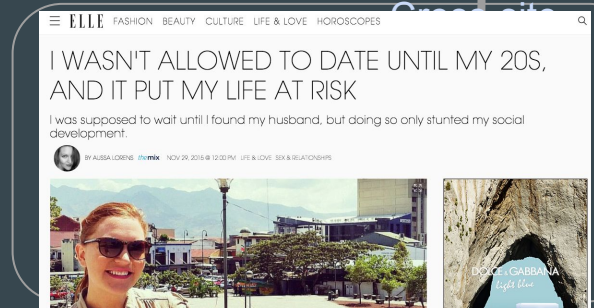
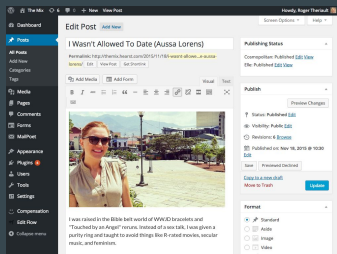


Managing Contributions



Managing Contributions

TheMix.hearst.com



WordPress

MediaOS

Rewarding Contributors



Adobe Analytics

themix



Published & Live
Total Visits: 29,404
Cosmopolitan: 13,974 Visits
Good Housekeeping: 9,639 Visits
Elle: 3,271 Visits
redbook: 916 Visits
marie claire: 1,604 Visits

H E A R S T

COSMOPOLITAN

CAR AND DRIVER

CountryLiving

delish

ELLE

ELLE DECOR

Esquire

GOOD HOUSEKEEPING

BAZAAR

HouseBeautiful

marie claire

PopularMechanics

redbook

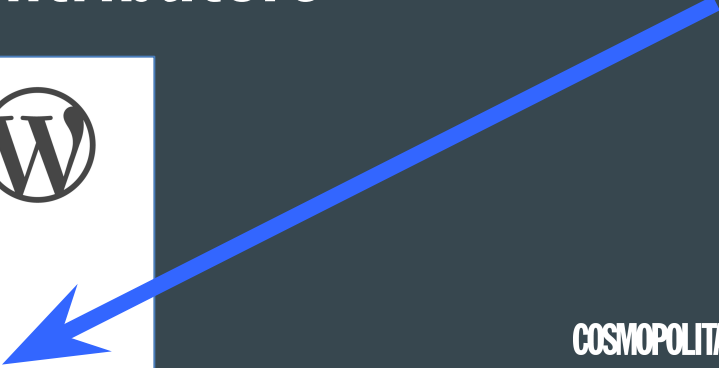
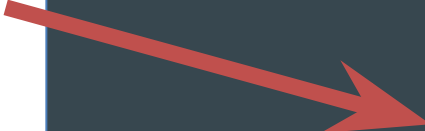
ROAD & TRACK

seventeen

TOWN&COUNTRY

VERANDA

Woman'sDay



Managing Compensation

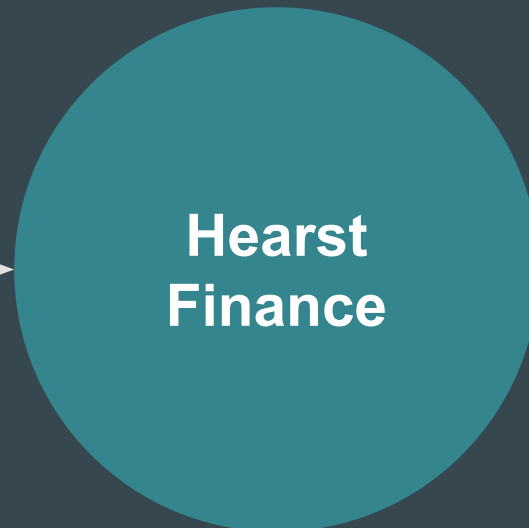
[Download stats as CSV](#)

Compensation Report

Fees: \$4,350.00
Bonuses: \$2,326.51
Stories Published: 72
Contributors: 84

Ready for Finance Approval

[Mark month as PAID](#)
[Download CSV file for finance approval/review](#)
[Download Audit Trail file](#)
[Download Author Summary file](#)



Contributor Relationship Management

Thanks

Roger Theriault - Sr. Back-End Engineer - @RogerTheriault

Sagar Sood - Front-End Developer - @SoodSagar

Steve McNally - VP - Community Strategy & Platforms - @sjkmcnally

H E A R S T