

Q-Recipes

An idea I had



, and who could
Chocolate

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ozen for up to three

nal, though we can't resist.
-nosed reindeer..."

Ingredients:

- 125g unsalted butter, room temperature
- 75g caster sugar
- 2 large eggs
- 125g self-raising flour
- 1tsp baking powder
- 100g Opies Cocktail Cherries, chopped
- 100g milk chocolate



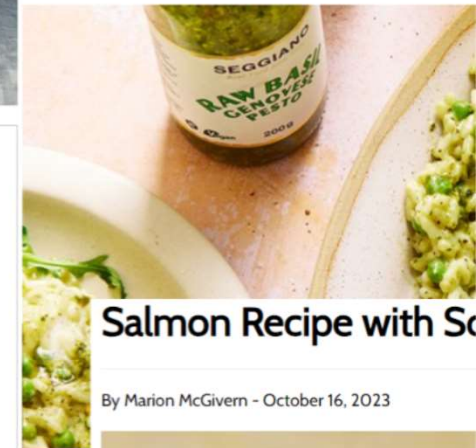
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Ingredients for Orange M

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Pea and Goat's Cheese Risotto

By Allison Hay - October 2, 2023



Salmon Recipe with So

By Marion McGivern - October 16, 2023



DCT Titles that have a substantial recipe library



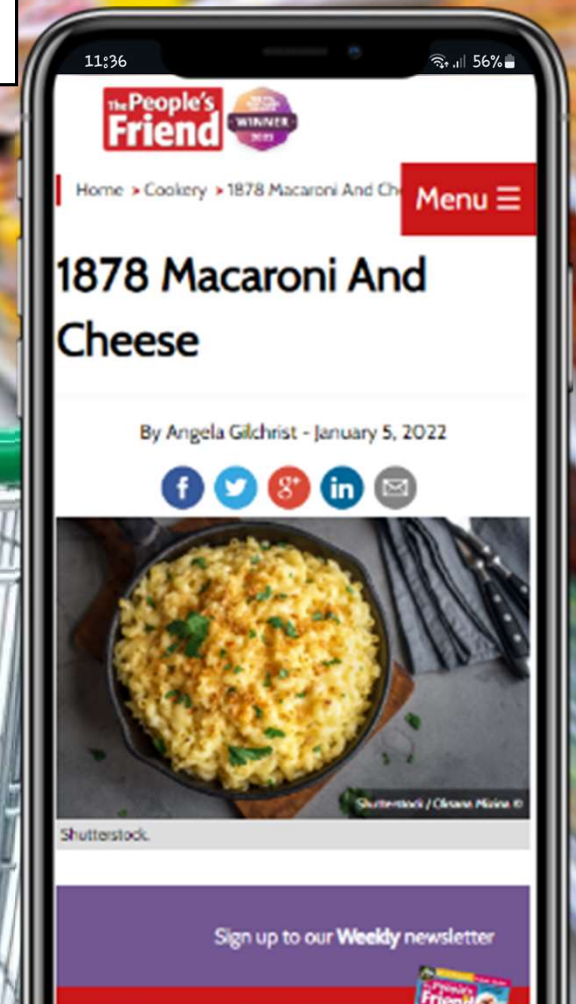
My Weekly

THE COURIER Local Matters

The Press and Journal

How can recipes be used to drive traffic, engagement, and clicks to DCT sites?

Increasing digital usage through print subscription





Converting Boomers to Digital Subscriptions
Retaining Gen X Digital Subscriptions
Increasing Millennial Brand Interest

- **The most popular** content format among Baby Boomers is short-form videos on Facebook, watching through with 27% regularity. ^{3, 4}
- 70% watch videos under 5 minutes but prefer content under 3 minutes. ^{3, 5}
- The number of seniors who regularly use video-based apps is climbing ¹
- slower paced and have a great deal of information are more likely to appeal ^{4, 5}
- More than half of Leading-Edge Boomers will visit a company website or continue the search on a search engine after seeing something on a social networking site ⁴

Popular Boomer-Influencers

Aged: 27-42

Key Platforms: Instagram,
Facebook, X, Threads ⁶,
Snapchat, Youtube ^{1, 2}

- 61% use social to communicate with family, friends, and acquaintances
- 51% use social to kill time
- 47% use social to learn about new trends
- 43% use social to get breaking news ⁶



- They aren't college kids anymore.
- Most are navigating adulthood, job milestones, parenthood, and eldercare.
- Millennials love finding and using new platforms.
- 42% are using Meta Threads daily
- Community/Communication/Sharing Ideas
- 40% place higher value on memorable brands creating original content ⁶
- Shy away from direct audience engagement



Aged: 44-59

Key Platforms: Youtube,
Facebook, Netflix, LinkedIn,
Pinterest^{1, 7, 8,}

- Gen X's online usage could be described as utilitarian.
- weigh the cost and benefits of adopting a new habit
- lifelong fans of the internet and digitization
- quick to adopt new habits
- worth their time?

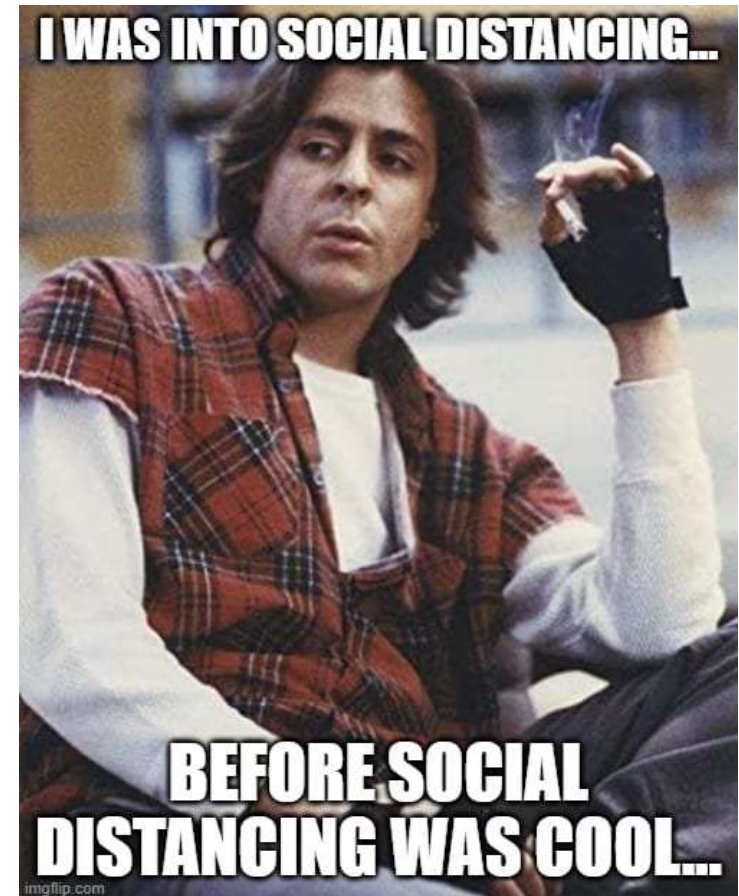


What Gen X expects from brands on social media ⁶

- Gen X trust is hard to earn
- Most Loyal consumers
- Willing to pay for quality service
- They're the bridge between Boomers and Millennials as they share branding and marketing priorities with each of them:
 - Original Content
 - Taking Content Risks
 - Great Customer Service
 - Direct Audience Engagement

Greater spending power than Millennials, and appreciate well-produced and informative advertisement, with trustworthy and positive reviews.

Gen X = Reviews. Research. Reliability.



Analogue + Digital

- Not digital natives
- Appeal to:
 - Nostalgia
 - Novelty
 - Utility
 - Practicality
 - Organization
 - Personalization





Magazine Collectable Card inserts

- Novelty
 - Collectability
- Nostalgia
 - The heirloom family recipe books
- Utility
 - Easily accessible on the go



Personalized Q-Recipe Book/Cards

- Tailored to suit each person's tastes
- Tailored to their cooking ability
- Easily accessible
- Easy to navigate
- Fun to collect
- Build your DCT Q-Recipe Book



THE Scots MAGAZINE
Q-Recipes

Prawn Ramen with Spicy Kimchi



THE Scots MAGAZINE
Q-Recipes

Whisky Fudge Recipe

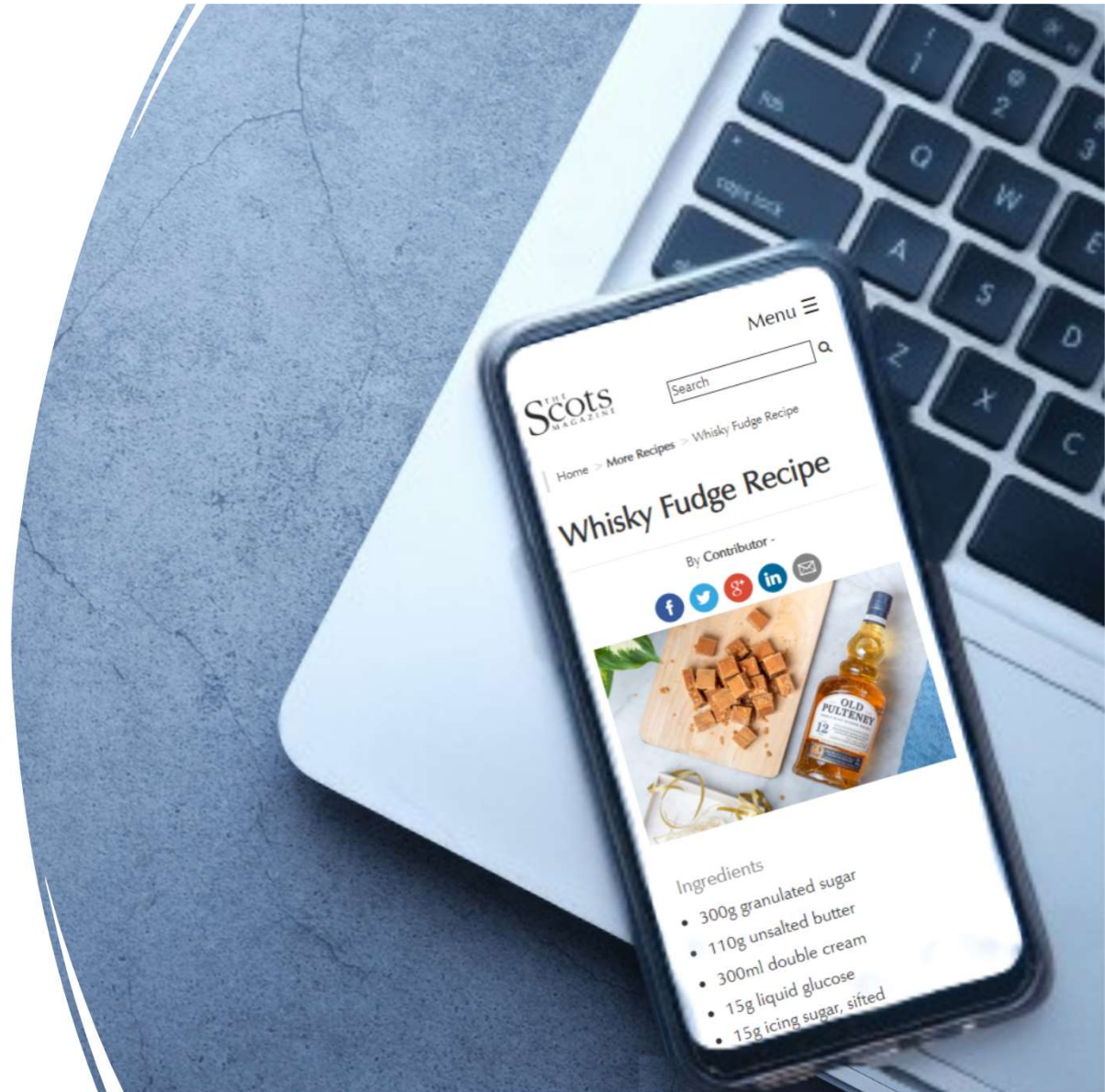




Maths and numbers and percentages

DCT App's

- Recipes
- Serialized Fiction
- Gardening tutorials – Text & Video
- Knitting
- Crochet
- Sewing
- Travel & Adventure
- Crime and True Crime Podcast



How Mobile Apps make Money ⁹

Apps can make money through many monetization methods, but there are 3 common ways

- Outright Sales (your paid app)
- In-app purchases (purchases made within your app)
- Advertising

•The mobile app market was valued at \$208.5 billion in 2022 and is projected to hit [\\$777.4 billion by 2032](#). This is a 14% growth. ¹²

How much money does a free app make from ads?

Most of the advertising networks follow the cost-per-click (CPC) model for the app. So whenever a user clicks on an ad, few pennies are added to your pocket. The average revenue per click is around \$0.10 for banner ads. The minimum or optimum click-through ratio (CTR) for an app is around 1.5-2%. It also increases user engagement in the app.

Popular App Types That Make Money ¹⁰

- Food Apps for Restaurants
- Healthcare Apps
- On-demand service Apps
- Finance Apps
- Photo and Video Apps
- Education Apps

As per the Statista, the global mobile education market volume was [\\$37.8 billion](#) which was \$12.4 in 2016.

The cost of developing an app can vary dramatically depending on the size and complexity of the app being developed. Some apps cost as little as \$5,000 to develop, while others cost over \$1 million! ¹¹

Converting from Free to Subscription ¹²

50% of mobile users have never paid for an app. ¹³

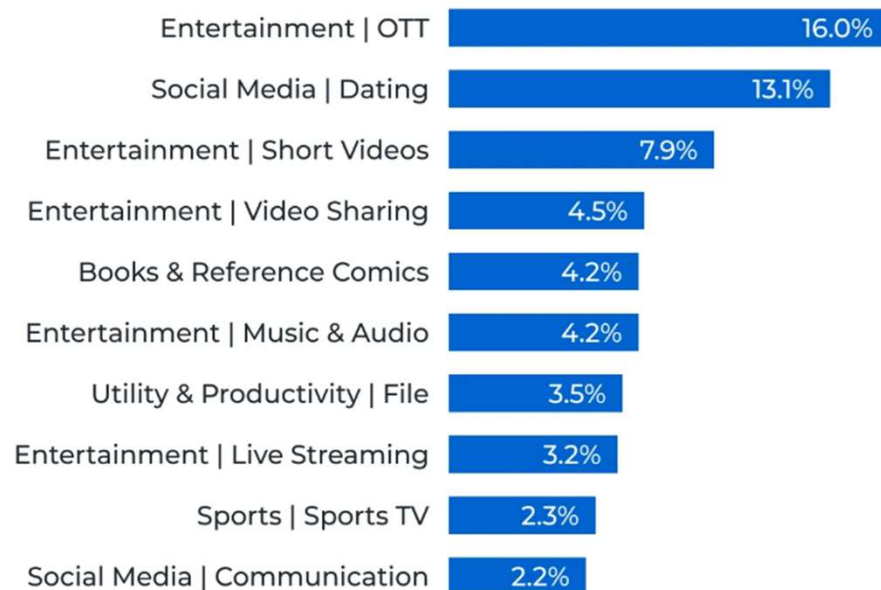
Many users don't want to pay for an app without trying it first

Building brand Loyalty

51% of users are likely to use a company's or brand's mobile app when browsing or shopping. ¹³

58% of mobile device users have positive feelings toward brands whose mobile apps remember them and their past behaviour

Top 10 Mobile App Types by Consumer Spent in 2022



<https://www.uptech.team/blog/how-do-free-apps-make-money>

App's and gathering useful audience Data

Citations

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