
Making a Splash on the Web

Circ Day LA – October 2006

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Delivering Results with Every Customer Interaction

Making a Splash on the Web

- ◆ Attracting the Right Subscriber
- ◆ Accuracy of Information
- ◆ Improving Conversions and ROI



Attracting the Right Subscriber – Content Development

- ◆ Who Are You Trying to Reach
 - Clear Messaging

- ◆ How Are You Going to Drive Subscriptions
 - Online
 - ✓ Website
 - Visibility
 - ✓ Search Engines
 - Meta tags

 - 3rd Party Vendors
 - ✓ Cost per subscriber
 - Working with them

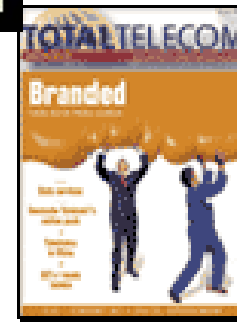
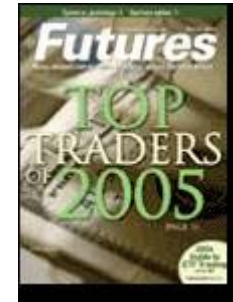
Content Development - Design Impact and Effect

- ◆ Design Matters
 - ✓ Draw or lose a potential subscriber
 - ✓ Improve click-through and conversion

- ◆ Components of the Subscription / Qualification Form
 - ✓ Cover Page
 - ✓ Title
 - ✓ Splash Page
 - ✓ Questionnaire

Design - Cover and Title

- ◆ Cover
 - Current
 - Newsworthy
- ◆ Title
 - Understand
 - Brand Recognition
 - Abbreviations



Splash Pages: Key Components

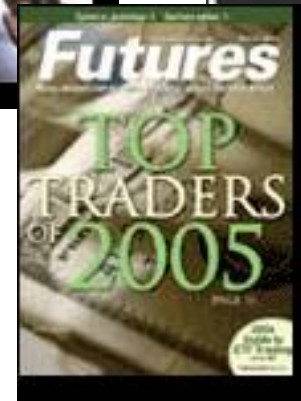
- ◆ Effective Splash Pages
 - Graphic Cover Appeal
 - Title/Catch Phrases
 - Brief and Concise Summary
 - ✓ Target audience
 - ✓ Geographic availability
 - ✓ Light Text with Bullets: Appeals to Readers
 - ✓ Examples of articles available

Examples: Attention Winning Covers; from Graphics to Topics

'Faces Win'



Best and Brightest Ideas, Success Stories



High-Profile, Well-Known Faces

Gain All the More Attention

Examples: Mailings that Perform

**Subscribe by August 5
to Receive Our September 2005 Issue!**

Crisp, Clean, Compelling

- Call-to-Action Appears Above Fold
- Clean Graphical Use
- Compelling Offer
- User Friendly:
Information Easy to Read, Easy
to Navigate

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Examples: Clean Splash Pages = Increased Conversions

Crisp, Compelling, Short
Makes information easy to read,
ultimately increasing conversions.

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Examples: Qualification Forms – Keys to Success

First Name: Jennifer
Last Name: Jackson
Title: Director of Internal Relations
(E.g.: Director, Vice President, Project Manager, etc.)
Company: ABC Company
Street Address: 12345 ABC Avenue
Suite/P.O. Box/Dept: Suite 123
City: Chattanooga
State: Tennessee
Zip:
Country: UNITED STATES
(Note: If your country is not listed above, downloads are not currently available at your location.)
Email Address: jj@abccompany.com
Phone: 615.555.1234
Fax:
 Yes, please auto-fill my contact information for other publication qualification forms.

1. What is the size of your Company? (select only one)

<input type="radio"/> 1-100 employees	<input type="radio"/> 3001-10,000 employees
<input checked="" type="radio"/> 101-500 employees	<input type="radio"/> 10,000+ employees
<input type="radio"/> 501-1000 employees	<input type="radio"/> Don't Know
<input type="radio"/> 1001-3,000 employees	

2. What is your Job Title? (select only one)

<input type="radio"/> Agent or Representative	<input type="radio"/> President, Owner, Partner
<input type="radio"/> C-Level Executive	<input type="radio"/> Staff or Associate
<input type="radio"/> Consultant	<input type="radio"/> Vice-President
<input type="radio"/> Director	<input type="radio"/> Other
<input type="radio"/> Manager	

3. What is your Primary Business? (select only one)

<input type="radio"/> Agriculture	<input type="radio"/> Insurance
<input checked="" type="radio"/> Banking	<input type="radio"/> Internet
<input type="radio"/> Biotechnology and Pharmaceuticals	<input type="radio"/> Marketing
<input type="radio"/> Computers and IT	<input type="radio"/> Meeting and Travel
<input type="radio"/> Construction	<input type="radio"/> Media
<input type="radio"/> Education	<input type="radio"/> Networking and Communications
<input type="radio"/> Engineering	<input type="radio"/> Retail and Wholesale & Distributors
<input type="radio"/> Entertainment	<input type="radio"/> Telecommunications
<input type="radio"/> Finance	<input type="radio"/> Trade and Professional Services
<input type="radio"/> Food and Beverage	<input type="radio"/> Transportation and Logistics
<input type="radio"/> Government and Public Service	<input type="radio"/> Utility and Energy
<input type="radio"/> Healthcare	<input type="radio"/> Other Industries
<input type="radio"/> Industrial and Manufacturing	

4. Are you implementing new or upgraded enterprise applications like ERP, CRM or SCM in the next: (select only one)

1-5 months 6-12 months Not yet

5. Do you have a process standardization, compliance or optimization initiative to manage in the next: (select only one)

1-5 months 6-12 months No, we don't have one

6. How many online agents or customer service representatives do you have at your company's contact/service centers in total? (select only one)

<input type="radio"/> 0-200 CSR's/Agents	<input type="radio"/> 500+ CSR's/Agents
<input type="radio"/> 201-500 CSR's/Agents	<input type="radio"/> No company contact/service centers

◆ Do's

- Pre-Populating
- User Friendly
- Quality
 - ✓ Edit checks for syntax and completeness
- Simplify Questions
 - ✓ Brevity
 - ✓ Clarity

◆ Building an Audience Database

- Newsletter opt-in
- 3rd party opt-in
- Consistent capture of data across multiple forms

Accuracy of Information

◆ Demographics

- Free-form Fields
 - ✓ Name / Title
 - ✓ Address
 - Postal / Email
 - International Subscribers
 - > *Digital Version Only (edit check)*

◆ Custom Questions

- Dependency Edit checks
- Other

Maximizing Performance

◆ Measuring Metrics

■ Tracking

- ✓ Click-throughs: Cover/Splash/Qual. Forms
- ✓ Number of Conversions
- ✓ Number of Drop Offs
- ✓ Where are the Drop Offs

◆ Data Quality

■ Stickiness

- ✓ Verification Technology:
Identifies data integrity before qualifying and delivery occurs

◆ Re-marketing

■ Email Addresses

- ✓ Business vs. Personal

Questions – Open Forum



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Thank You

For Additional Information Contact Us @
info@netline.com, or info@tradepub.com.



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