



Online

Audience Development

Business-to-Business

New Channels
New Opportunities
New Challenges

Christine Oldenbrook
Director of Marketing & e-Media
Bobit Business Media, Torrance, California
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Audience Development Business-to-Business

Agenda

- New Channels...New Opportunities

- Email
- Websites
- Search engine marketing
- Other online opportunities

- New Challenges

- Email list hygiene
- Important tips for getting delivered & opened
- Essential web metrics



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Controlled circulation development using email

Best practices for all direct marketing apply to email too!

- Test
 - Lists, copy, design, timing
- Sell with the benefits
 - Be specific and relevant
 - Sell entire portfolio: magazine, enews, website
- Give a clear call-to-action
 - “Click here to Renew!”
 - “Forward to a Friend”
- Create a compelling offer
 - “Free with downloadable how-to-guide”



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Controlled circulation development using email

Important elements unique to email

From line

- From someone they recognize & trust (editor, publisher)

Subject line

- Clear and concise (not too cute or too spammy)

Preview pane

- You only have 4 square inches!

Design & rendering

- Test your designs for blocked images, from different browsers and on different equipment (PDAs, cell phones)



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Controlled circulation development using email

Important elements unique to email

Copy

- Target your copy
- Relevancy is critical when using email
- Message should be brief & call-to-action clear
- Run through a spam scoring program

Landing Page

- Too often forgotten – extremely important
- Consistent message, offer, look & feel
- Don't just send them to the fulfillment bureau's form
- Test different versions

Test multi-media

- Audio, video – high impact



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Controlled circulation development using email

Use in conjunction with other efforts

Cover wraps

- Send email just ahead of a wrapped issue with list of highlights of upcoming issue as your benefit statement

Telemarketing

- Send just ahead of telemarketing campaign
- Send as follow-up to when voicemail is left

New subscriber campaigns

Success depends on market & list (small volumes)

Great for house lists

- Website registrations, e-newsletter subs, web seminar registrations



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Paid circulation development using email

–New Subscriptions

- Low volumes
- House files work best
- Lead generation with telephone follow-up
- Send digital edition as first issue – great for pay-up!
- Test sending digital editions for all bill-me copies

–Renewals

- Acknowledgements offering renewals-at-birth
- Part of renewal series
- Post expire efforts (we want you back)



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Circulation development using your website

- Banners, Buttons and Links...oh my!

The best advice on what to use...TEST!

- Use web analytics for best positions & pages
- Test embedded forms (watch pay-up if this is for paid)
- Use text links – be strategic, use “hotspots” on site
- Onsite reminders for renewals
- Promote on your enewsletters – highly responsive

Search Engine Marketing

- Get involved in both organic and paid search efforts

Partner with your top referring websites

Test paid search campaigns

- Create highly targeted ads for each major keyword

Optimize subscription pages (especially title tags)



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Other online opportunities

- Co-registration can help develop your email list
 - Partner with advertisers for co-reg opportunities
 - White paper offers, give-aways, contests
 - Association membership forms
- Viral marketing campaigns
 - Develop a clever video that people want to share
 - Develop a downloadable guide available if they forward the sub offer to a colleague
- Web seminars
 - These are highly responsive leads
 - Put sub request on the registration form if you can and if you have input on the registration questions



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New Challenges

- Email list hygiene

- Keep your list clean – you could look like a spammer!
- Hard and soft bounces – manage soft bounce thresholds
- Manage undeliverables with frequent manual reviews
- Follow the CAN-SPAM rules
- Require updated email addresses when renewing

- Important tips for getting email delivered & opened

- Run your email campaigns through spam score program
- Get on ISPs Whitelists
- Understand new rendering issues with Outlook 2007
- Set up accounts with AOL for tracking delivery
- If they don't recognize the sender they will delete or ignore



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New Challenges

- Essential website metrics

- Basics you should know

- Page views
 - Unique visitors

- Metrics you should use

- Top visited pages for banner & link placement
 - Top referring websites for banner & link exchanges
 - Top entry pages for banner & link placement
 - Top exit pages
 - Monitor the abandon rate on your forms
 - Top keywords for relevant copywriting
 - Campaign metrics for tracking your successful campaigns!

Thank you and good luck!

Christine.oldenbrook@bobit.com

