



Best Practices in Renewal Marketing

Circ Day LA
October 13, 2011

Jo Ann Binz
Quality Circulation Services

New Sub Acquisition

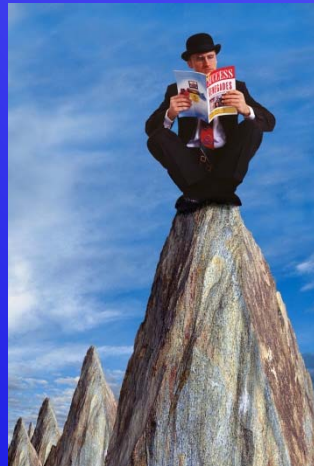
Difficult and Costly Environment

- Acquisition via Direct Mail – declining
- All Responses – Struggling
- Stagnant or Shrinking Market/Universe
- Costs – Increasing
- Reduced Budgets



Renewal performance reflects the strength and authenticity of the magazine and /or publisher brand

Beth Reynolds, ProCirc Consumer Mktg Director



Getting Started





Let's start at the very beginning...
a very good place to start...



Tracking Renewals

Examine the last 3-5 years

- By Expire Group
 - By Effort
 - Conversion vs. Regular
 - Source to Source
 - # Times Renewed
 - ROI
- Examine Price History
- Determine reasons for non-renewal
 - Via Telemarketing
 - By full-blown research
 - With Questionnaire in late renewal effort
- Customer Service
 - Complaint reports



Business Publisher

- Small Publisher – 7,500 circ
- Sub Prices \$930 to \$2,650
- 8 different sub levels
- Initial series 5 efforts – all mailed
- New series – 13 efforts
- Incorporated email & phone





American Metal Market LLC
 125D Broadway 26th Floor
 New York, NY 10001
 Tel: 1-212-213-6202 Fax 1-212-213-1804

Ref: AMO AM852433 - L703L1

Date: October 25, 2006

Your current subscription expires: 01/19/07

BILL TO:

RICK HERSOM
 ISOLATION TECHNOLOGIES INC
 14 BUSINESS WAY
 HOPE DALE, MA 01747 1540

PAYMENT OPTIONS

I enclosed a check for \$US _____

Please charge my:

Visa Mastercard Amex

No _____

Expires _____

Signature _____

E Mail: _____

No	Product	Unit cost	Total
1	AMM Subscription renewal from: 01/19/07	\$861.00	\$861.00

Return Payment to:
 American Metal Market
 PO Box 15127
 North Hollywood, CA 91615-9645
 E-Mail: amm@espcomp.com
 Renew by phone: 1-800-947-9553 Renew by fax: 1-818-487-4550
 Outside the US call 1-818-487-4551

*AMM Monday subscribers receive 52 issues per year. AMM Online access not included.
 **All orders must be paid in U.S. dollars drawn from a U.S. bank
 ***Is your name and address incorrect? If so, please correct above to ensure proper delivery of your issues

Sample – original renewal notice – all efforts - mailed



AMM - Renewal Series Plans by Sub Account Program

AMM - Renewal Series Plans by Sub Account Program				
PROGRAM	Sub Type A, N, E, Y, I, U (AMM Plus) - First Time Renewals			
EFFORT	Timing	Media	Offer	Promo Code
EFFORT 1	4 mos pre x	Mail	Full Price	
EFFORT 2	3 mos pre x	Email (HTML)	Full Price	
EFFORT 3	2 mos pre x	Mail	Full Price	
EFFORT 4	2 mos pre x	Email (text)	Full Price	
EFFORT 5	1 mos pre x	Mail	Full Price	
EFFORT 6	1 mos/2 wks pre x	Message on PDF/At Login	Full Price	
EFFORT 7	1 mos pre x	Telesales	Full Price	
EFFORT 8	at expiration	Email (HTML)	Full Price	
EFFORT 9	at expiration	Message on PDF/At Login	Full Price	
EFFORT 10	exp. + 1 mos	Mail	Full Price	
EFFORT 11	exp. + 2 mos	Email	Full Price	
EFFORT 12	exp. + 3 mos	Mail	Full Price	
EFFORT 13	exp.+ 6 mos	Telesales	Full Price	
Package Description				
Messages are written with new sale emphasis.				
Telesales commissioned higher.				
All efforts include renew for 2 years language.				
Email:	Benefits of live news, exchange prices.			
Mail:	8½ X 11 letter/coupon (2 color); emphasis on benefits of AMM			
	Standard reply envelopes.			
Telesales Call 1:	Renewal effort, sales emphasis.			
Telesales Call 2:	Comeback campaign (commissioned as new).			



Effort 3 – Subsequent

Sub Account Codes: A, N, E, Y, I, U

Sent: Expire Date -2 months



American Metal Market
PO Box 15127
North Hollywood, CA 91615-9645
Tel: 877-638-2856 (within US) 212-224-3577 (International)
Fax: 818-487-4550
Email: custserv@amm.com

{Date}
{Acct #}
JON
TEKNOS OY
P.O. BOX 107
IN-00371 HELSINKI
FINLAND

For your records:
Exp. Date: {x date}
Amt. Due:
Date Paid:
Check No.

Dear XXXXXX:

RENEWAL INVOICE

It's time to renew your subscription to **American Metal Market**, your daily source of information for the North American metals industry.

As a reminder, your **American Metal Market** subscription includes the following important business tools:

- Live news from AMM's global editorial network
- 30-minute delay exchange feeds
- Daily pricing for thousands of steel, scrap and nonferrous materials
- Downloadable historic pricing archives available online 24 hours a day
- A searchable news archive of metals industry information
- In-depth analysis and insight from the foremost experts in the markets
- Advance notice of AMM price changes
- Complete metals news coverage emailed to you every day

To renew, complete and mail the coupon below along with your check or credit card information. You can also fax it to (818) 487-4550. For faster service, log onto <http://amm.com/subscribe/renew.asp> and renew online (you will need your account number and zip code). Be sure to include your **Renewal Code** from the coupon below.

We hope that you'll continue to choose **American Metal Market** for all of your metals information needs.

Sincerely,
David Brooks
Senior Vice President
American Metal Market

(Tear here and return entire coupon below)



Renewal Code: R07xxR1

- Renew with AMM Plus including LME Feed: \$(Rate)
- Renew with AMM Plus: \$(Rate)

Expiration Date { x date} Account #: AM06724
JON
TEKNOS OY
P.O. BOX 107
IN-00371 HELSINKI
FINLAND

Payment Information

Check Enclosed – make check payable to American Metal Market.

Charge my Credit Card
VISA MasterCard AMEX

Card # _____ Exp _____

Signature _____ Date _____

Bank Transfer:
ABA Routing Code: 122240861
American Metal Market - Acct # 166701815
Bank: HSBC Bank Swift Code: MPMOUS33
Please email custserv@amm.com when transfer is made.

Return to American Metal Market:

American Metal Market • PO Box 15127 • North Hollywood, CA 91615-9645
Tel: 877-638-2856 (toll free) • 212-224-3577 (Outside the US) • Fax: 818-487-4550 • Email: custserv@amm.com

Sample – revised renewal notice – Effort 2 - mailed



Other Examples

Renewal Strategies

- *Reader's Digest* loosely adapted direct mail renewal creative to email renewals
- Rodale sends three e-renewals before sending 1st paper renewal
- Early-bird email effort offered premium only to online renewers, and only for those responding within 48 hours
- *Every Day With Rachel Ray* - variations have included a free digital every-day meal planner with online renewal of gift subs.

Source: Audience Development June 2009



Considerations

Mix of Media

- Email
- Direct Mail
 - Mail 1st or Standard Class?
- Wraps/Tipons
 - Last Issue
 - Next-to-Last Issue
- Attached to issue
- Phone
 - Post or Pre Expire – or both
- Website – pop up reminders to renew
- eNewsletter reminders
- Digital edition alert
- Social Media



Other Considerations

- Auto Renewals/Continuous Service
 - If not stated, cannot be higher than initial offer w/notification
- Incentives/Premiums
- Extra Issue offers
- Involvement Devices
- Installment payments
- Direct Debit
- Short-term Subs
- Use renewals to obtain email



Pricing Strategies

- Renewals at Birth
- Discount Advance Renewals
- Discounts for longer terms
 - two year term with an incentive
- Step-Up Pricing
- Incentives for Payment w/Order
- Price Increases
 - “Last Chance” before Price Increase
- Test different terms and price points
 - do not be afraid to test shorter terms
 - multiple term options, 1yr, 2yrs, or even 3 yrs
 - test whole price points, i.e.. \$20.00, \$19.00, \$15.00, etc.



Package Formats

- 6 x 9 or #10 – tried & true
- 9 x 12
- Postcards
- Magalog
- Voucher



Package Components

- Lift letters
- Free-miums get readers inside the envelope
 - Bookmark, recipe, pocket guide, stickers, address labels
- Brochure, or not
- Buck Slips for ancillary/sister products



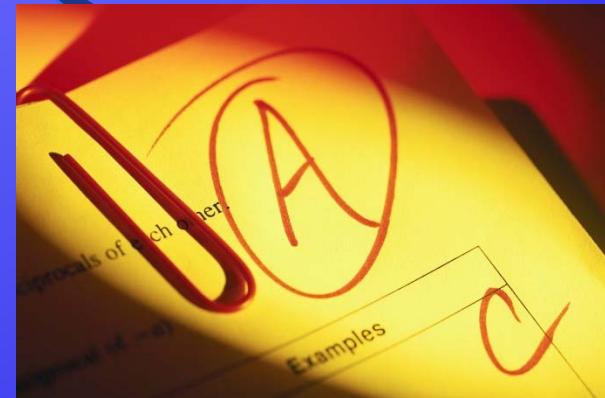
Text/Message

- Benefits, benefits, benefits
- Timely text for each effort
- Avoid lists of writers, features
- Use real people - pictures
- Don't forget the call to action
- Use “you;” put yourself in the reader's shoes



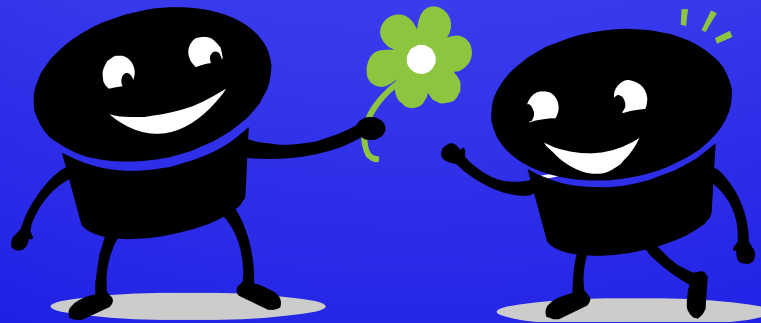
Testing

- Message/Text
- Personalization
- Price
- Package Components
- Medium
- Timing
- Email Subject Lines



Gift Renewals

- Timing – Christmas in July
- Forms – Space for additional gifts
- Incentives – Give a Gift, Get a Gift
- Pricing – Discounts for multiple subs
- When to send renewal to recipient?



Group/Multiple Renewals

- Regular Groups
 - Group Forms
 - Pricing
- Site Licenses
 - # of Users By Company
 - Gate Keeping
- Sponsored



The customer experience –
keep it top of your priority list



Questions?

Jo Ann Binz – joann@qcs1989.com

Quality Circulation Services
1-570-839-2708

