bnp media

From Subscribers to Community:

A Mindset Makeover

Your Hosts

Amy Schuler

Head of Audience Development

BNP Media

Lisa Thomas

Head of Digital Experience

BNP Media

Whitney Carrier

Client Success Manager

Omeda

Overview

- Challenges
- Goal
- Changes
- Results

Driving customer engagement and enhancing user experience with a community mindset

This will (and has) revolutionized how customers interact with our brand.

omeda

What was the challenge?

Silo Troubles

Facing challenges with product, form, and marketing silos resulted in operational inefficiencies.

Silos lead to…

- Duplication of Efforts
- Extra Transactional Emails
- Forcing Readers to Choose Each Separately
- Taking Focus Away from Content

Challenge: Solving Visitor Interactions

Understanding Visitor Behavior Patterns

- Identify how and where visitors engage with content to optimize audience development efforts.

Implementing Cross Product Strategies

- Encourage visitors to explore multiple products for a whole brand experience.

Enhancing the User Journey

- Create seamless paths for visitors to discover and engage more.

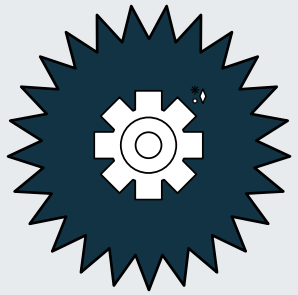
What was our goal?

What did we want to achieve?

- Active sign-ups across products
- Deeper engagement
- Create a sense of community
- Showcase our value
- Break the attachment to the magazine

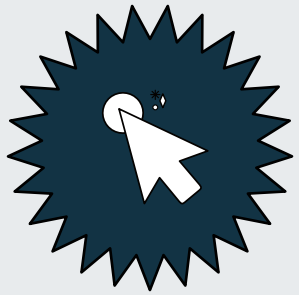
What did we change?

What did we change?



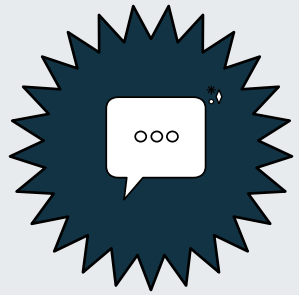
Forms

Enhanced user-friendly forms encourage multiple product engagement and a simplified information capture process.



“Thank you” emails

Welcome emails were implemented to showcase the brand and the ways to engage with it. They foster a connection with new users and welcome them to a community instead of a product.



Marketing

Marketing messages were updated to match the whole brand and community perspectives. We are more intentional about where we are driving new and renewal efforts.

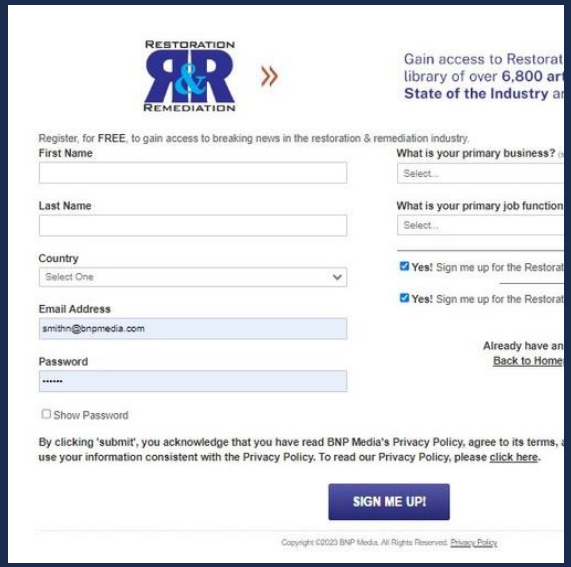
From Subscribers to Community Members

Transforming the language we used to turn our users into engaged participants for interactive and valuable content experiences.

omeda

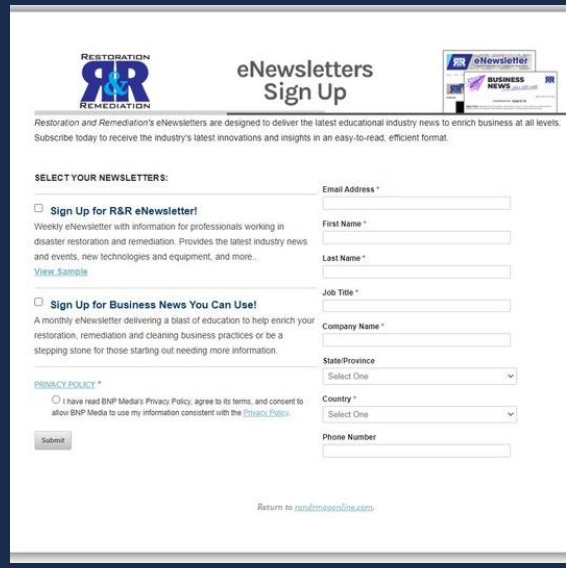
The forms before

PRODUCT FOCUSED HEADERS AND TEXT



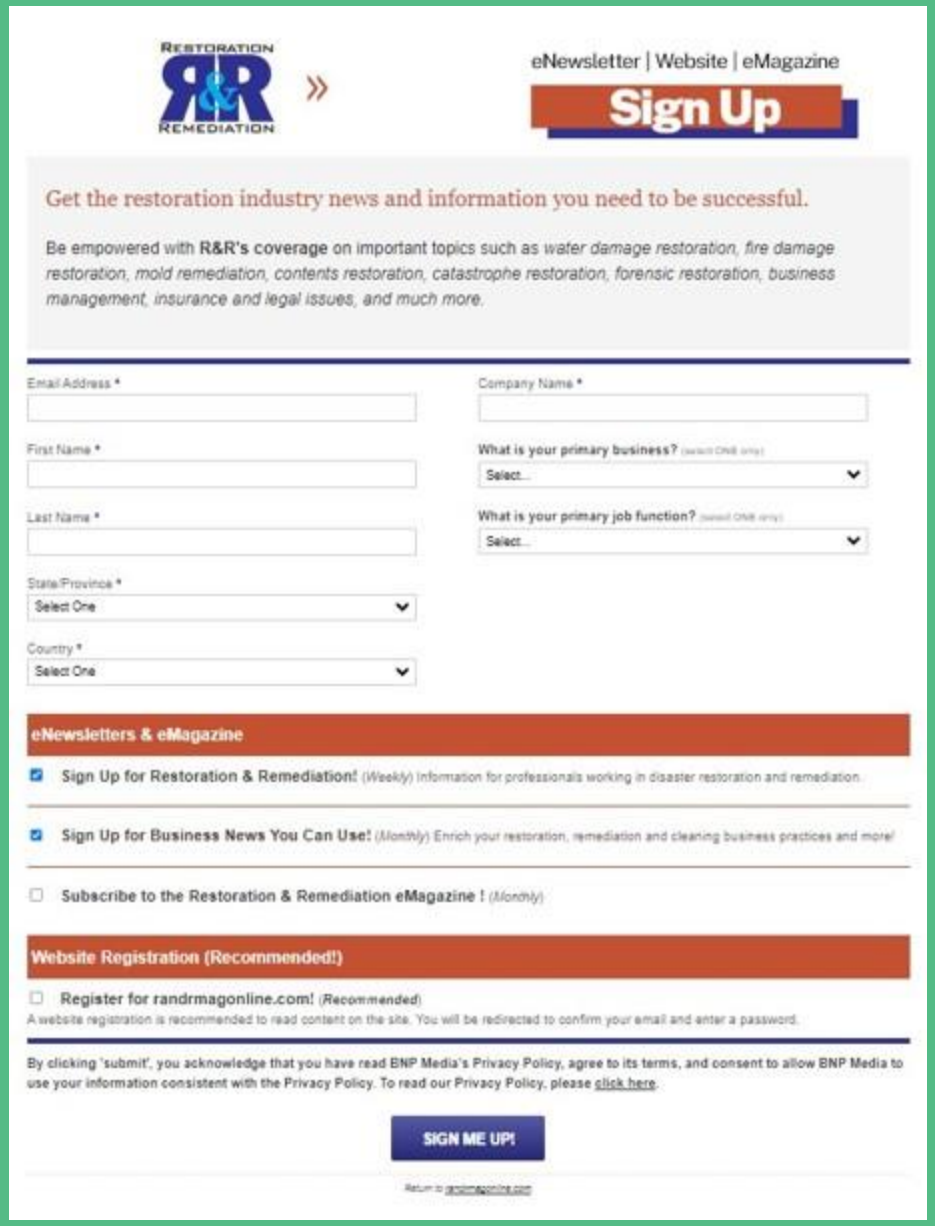
HAD to SELECT “HOST” PRODUCT

MULTIPLE FORMS TO DRIVE PRODUCT SIGN UPS



The FORM after

- **One Form to Rule them ALL**
  - One – Not Multiple Forms
  - User Friendly
  - Tells the Visitor “WHY”
  - Encourages Multiple Sign-Ups
    - Pre-Checked eNews



“Thank you” emails before

EMAILS FOR EVERY PRODUCT

NO SENSE OF COMMUNITY

TOO MUCH COMMUNICATION

“Thank you” email **after**

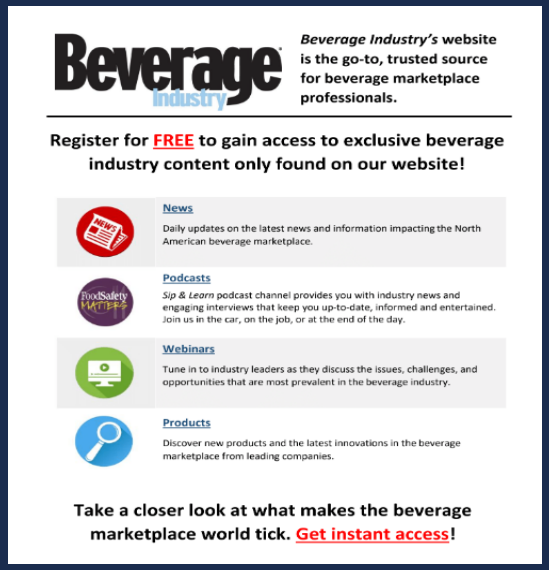
- Community Vibe
- Direct Message
- Encourages MORE Engagement with Social and Evergreen Articles
- One Email – Not Multiple

The marketing before

PRODUCT SPECIFIC (LIMITED PRODUCT OVERLAP)

MULTIPLE EFFORTS

MULTIPLE FORMS TO USE



The marketing after

- Focuses on joining instead of subscribing
- Links to brand form with all products
- Short message that highlights content focus
- Marketing extended to social, website and personalizations

The Results

Results

98-100% E-News

Signing up for more than one e-News

70% E-Magazine

High sign-ups for E-Magazine content

66% Website

A percentage of users are already signed-up

Comparing two email sends (prior to changes and post changes)

Increased conversion rates comparison

A/B tested emails led to 110% more conversions.

Consistent list size and markup

Same parameters ensured accurate data for analysis.

Implications for marketing strategies

Understanding data can optimize future email campaigns.

Conclusion

Transitioning to a community-focused approach

User Engagement

Multiple Sign-Ups

Strong Connections

Embracing **‘community’** fosters lasting user relationships and growth.

Q&A

Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars at Omeda.com.

omeda