



From Subscribers to Community:

A Mindset Makeover

Your Hosts



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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.



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**?

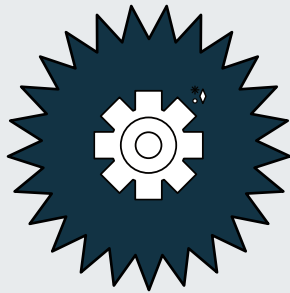
What did we want to achieve?

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



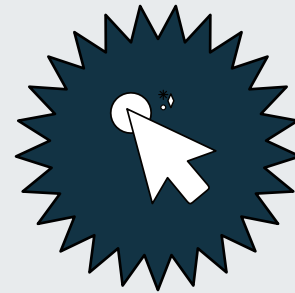
What did we **change**?

What did we change?



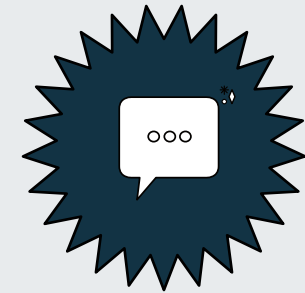
Forms

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.



The forms before

PRODUCT FOCUSED
HEADERS AND TEXT

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HAD to SELECT
"HOST" PRODUCT

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MULTIPLE FORMS
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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



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What is your primary business? (Select ONE only)

Last Name *

What is your primary job function? (Select ONE only)

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“Thank you” emails before

EMAILS FOR
EVERY PRODUCT

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COMMUNITY

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ISHN **Want More?**

“Thank you” email after

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



The marketing after

DON'T FALL BEHIND!
**RECEIVE THE LATEST
INDUSTRY UPDATES**

Join our brand community for exclusive content

SIGN UP NOW!

PCI
Paint & Coatings Industry



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

Get free access to
Building Enclosure!

Join our brand
community to receive
unlimited access to the
LATEST INFORMATION in
the building and
construction industry.

JOIN NOW!

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



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.

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

Conclusion



Transitioning to a
community-focused
approach



User Engagement



Multiple Sign-Ups



Strong Connections

Embracing
'community'
fosters lasting
user relationships
and growth.

Q&A

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