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BUSINESS

Perfecting the Subscription Lifecycle

Driving registrations, subscriptions and revenue through automation

Your Hosts



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Overview

- Marketing Objectives
- The Plan & The Constraints
- Lessons Learned

Virginia Business Media LLC

Print:



Digital:

VirginiaBusiness.com

E-news

RealEstateNews



Breaking News

Sponsored e-mail

Sponsored Content

Events:



The Plan & Constraints

The Plan

- Redesign website in WordPress
- Launch Omeda for print fulfillment
- Convert Constant Contact newsletters to Odyssey
- Implement welcome wall

The Constraints

- Money
- Time
- People
- Culture

Many projects for a small team, but Omeda helps!



- Paid subscription forms
- Convert from free to paid on renewal
- Meter the website
- Market to newsletter-only subscribers
- Market to anonymous visitors
- Third-party programs
- Welcome series
- Win-back campaigns



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Sincerely,
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Kira Jenkins

Thursday, April 11, 2024 at 1:32 PM

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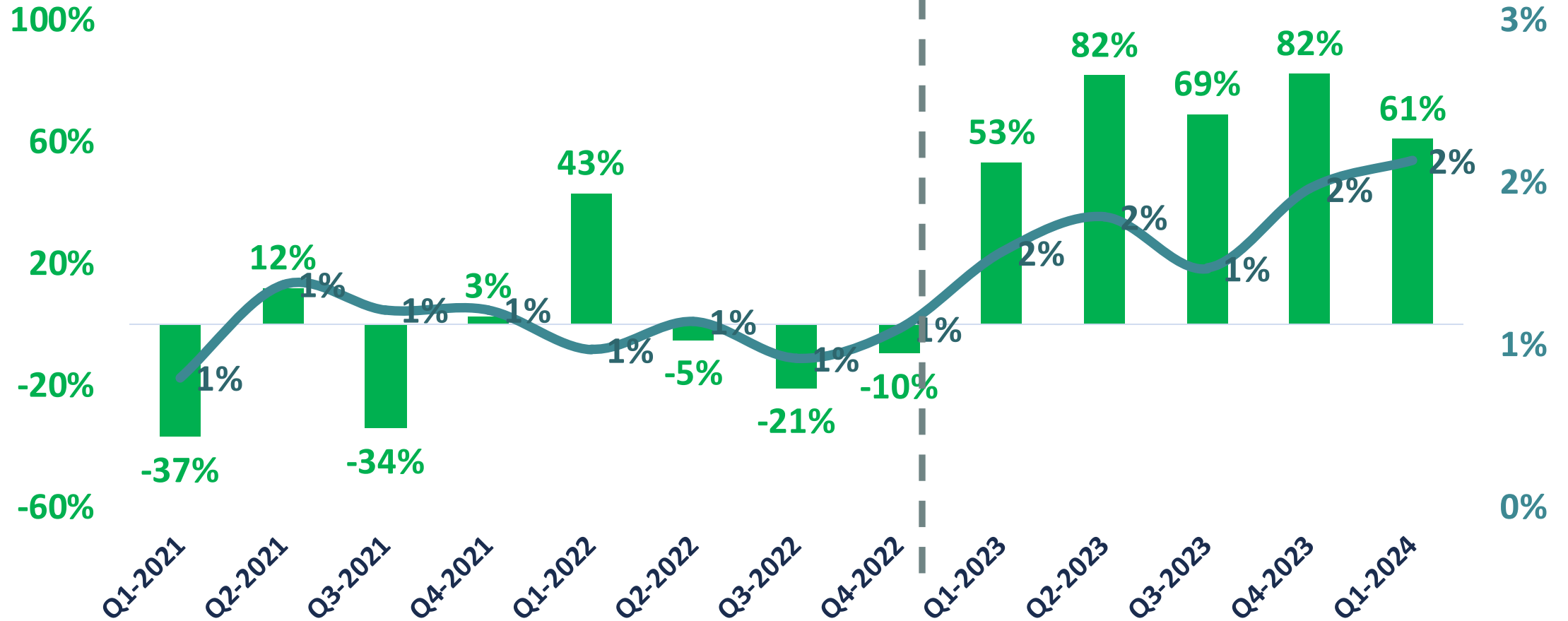
Lessons Learned

- Low resistance on renewal conversions
- Metering is highly effective
- Newsletter readers skim headlines
- Digital engagement is lower than you think
- Bringing staff along is harder than you think
- **Patience is required!**



Results

■ Change in Circulation Revenue from Previous Year
— Circulation Revenue as a % of Total Revenue



Q&A

Thank you.

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