

Global HR Publication Successfully Goes Digital and Gains Readership with FrescoData



Client Profile

The HR Digest is a reputable trade magazine for HR professionals.



Solution

FrescoData offers a full suite of digital services from digital marketing to large volume email campaigns.



Challenge

As print and mailing costs continued to rise globally, the decision to reach a wider audience and make the publication more profitable by offering an attractive digital magazine as addition to the print offering. The challenge was to launch a digital marketing campaign to increase subscriber base online and still maintain the global brand and popularity.



Results

- In the end, the results speak for themselves the client boasted an increase in subscriber base, an increase in advertising rates, and triple digit ROI.
- FrescoData delivered more than double of what had been promised to achieve in their initial proposal.



Company Background

Since publishing its first issue in 2015, The HR Digest has positioned itself as a reputable trade magazine for HR professionals. This quarterly publication offers different global perspectives, explores current trends and provides thought leadership for HR Professionals around the globe. In 2019, the decision was made to seek out an online readership of the publication. The HR Digest team was looking for a digital marketing company who could effectively and efficiently sustain and build their brand on a global level during this conversion with a tremendous increase in readership.

The Challenges

To offset the cost to print the magazine for readers who prefer a printed copy the decision was made to reach a wider audience and make the publication digital as well. HR Digest wanted to offer an attractive digital magazine for the new generation of readers. The challenge was to launch a digital marketing campaign to increase subscriber base online and still maintain the global brand and popularity.

The traditional printed format at HR Digest has affected the ROI due to cost of print. In the last few years, the magazine has meticulously examined the digital world, slowly and carefully. Audience behavior and content consumption has changed into getting information from a more of a digital world of portable devices, tablets, and smartphones. Adding digital for the professional magazine was the best choice. The HR Digest needed a digital marketing agency with solid experience in both US and International markets. While their publication has a low subscription rate, the advertising is where the money is made. A larger subscription base and broader over more media channels would allow them to increase their ad rates. The HR Digest team was looking for an agency who could effectively and efficiently build their brand on a global level.



The Solution

As a global data powerhouse, FrescoData doesn't just do digital marketing. They can also deploy large volume email campaigns to untapped markets and jump start a marketing campaign with an influx of fresh leads. Deploying over 500K emails across three major global regions, The HR Digest experienced a massive increase in their website traffic very quickly and a higher than average conversion of new subscribers (carefully selected target audience of HR contacts).

Full Audit of The HR Digest's Digital Marketing Strategy

FrescoData then conducted a full audit of The HR Digest's digital marketing strategy. The HR Digest had a huge amount of content, but the keyword strategy was not working effectively for them.

FrescoData immediately implemented an SEO plan to update existing content with high-converting keywords and developed a long-term strategy their team can use to continue creating high-ranking, SEO-based content.

Global PPC Campaigns

Next, based off a similar set of keywords, FrescoData tested PPC campaigns in the US, Europe and APAC markets. As the team continually monitored the performance of the campaigns, they continually optimized the PPC spend to focus efforts on the highest converting locations. This quick and nimble digital marketing campaign generated a quick boost of revenue that FrescoData reinvested into the campaign to accelerate the results.

Social Media and Retargeting Campaigns

Finally, a blend of social media and retargeting campaigns were developed. FrescoData not only developed multiple ads and implemented A/B testing, but they also had copy translated and imagery switched out based on the region where each ad was running. Our team carefully tracked and monitored the testing phase and deployed the winning ads on a region by region basis. Although it was a more complicated marketing campaign, the results proved the extra effort was well worth it.



The Results

The executives and marketing team at The HR Digest were so impressed by FrescoData's ability to manage a complex, global campaign. They felt like there were no limits to the solutions FrescoData was willing to bring to the table. And their access to data in the US and globally was unmatched and not even an option at other agencies. For a campaign of this magnitude, FrescoData utilized multiple strategies for The HR Digest to get the best possible ROI. In the end, the results speak for themselves. With a 238% increase in subscriber base and a 122% increase in advertising rates, The HR Digest enjoyed a 328% return on investment. This was more than double what FrescoData had promised to achieve in their initial proposal.

- 238% increase in subscribers
- 122% increase in ad revenue
- 312% increase in organic search traffic
- 426% increase in conversions from social media
- 328% ROI

Innovation Creativity and Efficiency

The HR Digest began with paper copies and grew readership through tangible words and pages however times are changing therefore it was mandatory that they continue to reach new and more diverse audiences by meeting the needs of traditional readers as well as those of readers who prefer to read content online. With the guidance of FrescoData, HR digest innovated their offering to include:

- In-magazine links and live features for digital readers
- Extra information for digital readers such as web-only videos, photos, and interviews
- Links to contributor biographies and websites
- Text options for size and font to make reading easier
- Linking from companies and people mentioned in articles to send the reader straight to the source

Future

The Digital Magazine plans to continue its relationship with FrescoData by implementing new and exciting marketing strategies to scale the company and broaden its new digital offering.