

Case Study: Backbone Magazine

“As a publication that encourages business leaders to use technology to improve their business processes and to generate additional revenue, we needed a website that allowed us to practice what we teach to our readers. Marqui provided us with that platform.”

Steve Deitrich | Publisher
Backbone Magazine



Backbone Magazine

Backbone Magazine is broad-based business magazine that specializes in technology trends for business executives.

Headquarters: Vancouver, BC

Industry: Publishing

Circulation: 115,000 +

Goals:

- Increase website traffic
- Update website to reflect progressive business image
- Improve efficiency of e-newsletter management

Results

- 250% increase in website traffic
- Streamlined process of managing and distributing e-newsletter to 7,000+ subscriber base
- Eliminated time and cost of an external web developer

Challenge

Five years after the initial launch of the magazine, website traffic was well below targeted goals. Backbone had to update their customers' website experiences to reflect the progressive image they projected to their readers. In addition, the small staff was over-burdened with the task of putting out a regular e-newsletter every three weeks, which was labour intensive due to manual processes. Backbone needed to build a distinct, profitable online business unit that would complement their print publication.

Solution

Backbone Magazine selected Marqui's Web Marketing Complete Suite for both the web content management and marketing campaign capabilities. Now they can bring editorial control of the website content in-house and make website changes on the fly. The magazine can now deploy dynamic website features such as RSS content syndication and blogs. Marqui Web Marketing Complete allowed Backbone Magazine to better manage their e-newsletter and subscriber base and to track statistics on articles and advertising clickthrough rates.

Benefit

Backbone was able to fully implement Marqui's software in a matter of days and within a few months they experienced a 250% increase in website traffic, and an increase of over 200% in online readership. In addition, Backbone was able to streamline their e-newsletter campaign management processes and eliminate significant time and costs associated with external web developer fees for minor website changes.