



Magazinecrm.Subscription-Manager to manage subscribers

**New tricks for magazine publishers to increase subscribers .**

**Year 2018**



Subscriber is provided a userid and password to enter and change his personnel details online. Let the subscriber change his address, and personnel details from the website and automatically the subscriber details are impacted.

His payment details are collected online and also his renewal is set for default renewal.



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### Artificial intelligence And business intelligence



When a subscriber visits your website you store information about his reading habits.

Depending on that you can make better decisions what subject you can focus on.

There are various metrics which can be collected and compared to know the engage ability of subscribers..

After collecting business data it can provide you various insights which can help increase your subscribers, Increase open rates of email sent by you.

**Ai tools can find hidden pattern of data and find potential customers . This can be programmed to work automatically.**

### Engaging the subscribers.

You can engage the subscriber using social media facebook,instagram,twitter.

Providng games,contest,polls,events, etc.



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**Using Subscription Manager or any subscription software to manage subscribers.**

Some of the leaders in the industry are multipub ,magazinecrms subscription\_manager,qw fill cwcsoftware.

This sort of software help in managing subscribers .At click of button

you know the number of active, closed or subscribers who expire on particular period.

This software stores all the membership details, its historical transaction details,

helps in generating labels monthly and also generate documents like introduction letter, renewal notices, etc

**Other methods to increase subscribers are**

Increasing using digital subscription.

Push to convert Single issue buyers into subscribers.

Offering welcome gift.

Welcome gift to new subscribers.

Welcome back gift to subscribers who have renewed.

Additional methods include provding trial ,complimentary magazine to potential subscribers.

Also letting non subscribers read your magazine online and after certain views give them a option to move to paid subscribers.

**Focus on being best in breed.**

For most people magazines are an affordable, but not necessary, purchase.

This means that, generally, the way to increase the sales of a paper magazine is to focus less on price and more on value.

First and foremost, readers want engaging content and they also want original content from recognised authorities rather than cheap rehashes of what's on the internet.



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In other words, while there are ways to cut the production costs of magazines, skimping on content creation is just false economy.

While content is the foundation of any successful magazine, you should always be alert to any and all other options for increasing the value you offer to your readers.

In fact, be prepared to reach out to anyone and everyone who may be able to help you with this.

In particular, look for non-competing companies who work in the same market and see what you can do to promote each other's products and services.

Remember that these days even those who like their magazines on paper often have social media accounts as well,

so make sure you're on at least one of the major platforms and make sure your content is a credit to your publication, because you'll be judged on it.

### **Using email newsletter.**

The concept of "try before you buy" is well understood in retail and the basic principle applies just as well to magazine publishing.

With the possible exception of a few trade publications, magazines are discretionary purchases and right now many people are watching their finances.

An e-mail newsletter intended to increase the sales of a paper magazine needs to be a mixture of show and tell or tease. There needs to be some appreciable percentage of public content given away for free to encourage people to read it, but there also needs to be teasers for content which is only available in the magazine and possibly even content which is only available to subscribers. Your goals are:

- to encourage people sitting on the fence to pick up a single-issue of your magazine;
- to encourage those who already buy occasional single issues to buy more frequently to the point where subscription makes sense;
- to keep developing a sense of community with those who are already engaged with you.



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Ideally, your newsletter should also motivate people to share content with their friends and help to expand your e-mail subscription list

and social media following, thereby providing further sales opportunities.

### **Polls /Survey your Readership**

The people who are best-placed to tell you what your readers want are your readers themselves.

In the old days, surveying your readership was a cumbersome and potentially expensive affair, involving paper forms and/or telephone calls.

These days, online surveys are quick and convenient for both the surveying publication and the readership alike.

The standard approach to this is to allow people to leave their e-mails at the end of the survey, if they wish, so that they can be entered into a prize draw.