

Scripnews.com

2009 SIPA Marketing Awards Entry

Category Entry: Best Use of Interactive Media

How a “swarm marketing” campaign capitalised on a mainstream news event to generate over £5000 in revenue and 144% growth in traffic with a ROI of 3542%.

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Relevant links:

www.scripnews.com

www.scripnews.com/scripnews/Swine_Flu

Confidentiality

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How a “swarm marketing” campaign capitalised on a mainstream news event to generate over £5000 in revenue and 144% growth in traffic with a ROI of 3542%.

Overview

Scripnews.com is a B2B pharmaceutical news and analysis service with an independent global editorial team. Subscribers receive full access to the site for a highly priced annual subscription.

In April, the swine flu outbreak generated a large amount of mainstream media hype. Due to the highly topical nature of the event and Scripnews.com’s focus on pharmaceutical news, the event created a short window of opportunity for a focused online campaign.

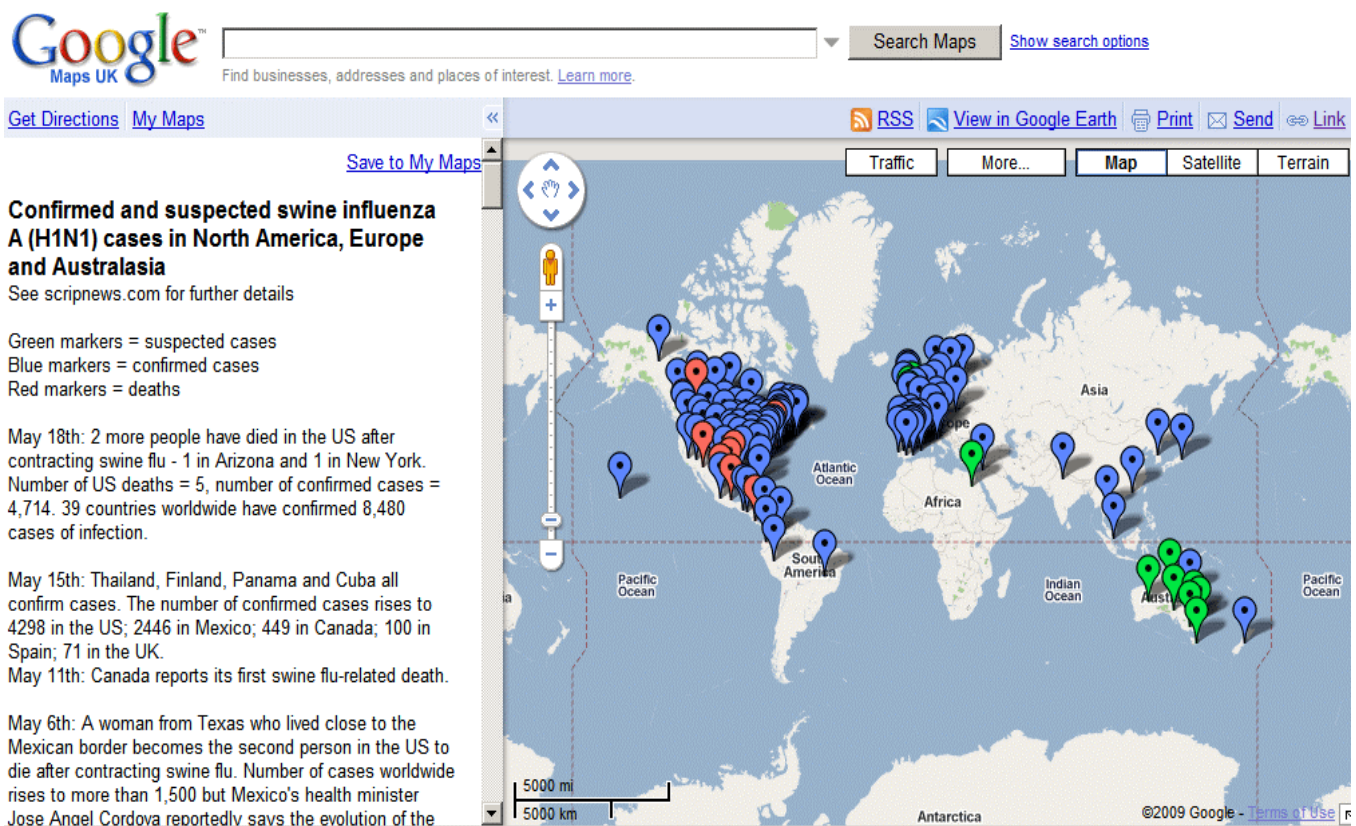
Objectives

- To increase web traffic by 100% over 7 days
- To generate £2000 of revenue from the campaign over 7 days
- To generate 70 quantified leads for the telesales team over 7 days

Strategy

An instant winner

The core activity was based around creating a Google Map mash-up. (See below) The map used both marketing and editorial expertise. It highlighted the location of the global infections and became an instant hit generating 2,500 views in the first 6 hours. This has subsequently exceeded 15,000 views.



The Google Map mash-up became the focus of the week's activity to capitalise on the mainstream hype and drive traffic to the site. The homepage featured a breaking news section containing the latest news on swine flu. This helped drive traffic from the homepage to the swine flu content.

The mash-up was supported and reinforced by website marketing, SEO and email campaigns (see later)

A one-stop shop

To create a hub of information on the topic, we added a unique sub-section to the site aggregating all the Scripnews.com coverage on swine flu. This included all the latest stories, images, a timeline of events, videos and analysis pieces. Some of the main news articles, normally paid for as part of the highly priced subscription to Scripnews.com, were given away to attract search engine traffic. This section became the second most visited page on the site for the 7 days following the outbreak.

Targeting

Swine flu was an ideal fit for our core subscriber base - senior pharmaceutical executives who would have a vested interest in how the pandemic would evolve. As a result our email push marketing activity was structured into two targeted campaigns.

1. One was to send out specific breaking news alerts to the current subscribers highlighting Scripnews.com's expert coverage of the events. We highlighted the added value content alongside our traditional news coverage and this proved popular with 40% of all clicks coming from the Google Map mash-up.

2. The second was to send a similar email to prospects profiled against current subscribers. These included past triallists, lapsed and cancelled subscribers, e-zine sign-ups, click-throughs from previous campaigns and prospect lists targeted this year. These prospects could only view a number of the articles with most of them locked. These could be unlocked by starting a free trial. Again the Google Map mash-up was the most clicked on link.

To ensure we maximised our search engine visibility, the Swine Flu section was optimised with a targeted title tag, Meta description and Meta keywords. The optimisation was structured around targeting search terms related to news and analysis on the pandemic.

Campaign elements – for examples see pages 8-10

1. Google Map mash up

This was created by a member of the Scripnews.com editorial team with the guidance of marketing. The map highlighted the outbreaks of swine flu in the world and proved very popular. It was embedded in the homepage and in a few articles to give it context. The number of views has risen to over 15,000.

2. Swine influenza outbreak timeline

A timeline was created to show the news in a different format. This timeline was created in Dipy and embedded in the site. It has generated over 3,500 views to date.

3. Image reportage

The editorial team sourced images showing the effects of swine flu and added them to a Flickr slideshow. This was embedded in the site and promoted via the push emails and the dedicated section. These proved popular and have generated over 3,100 views to date.

4. Analysis pieces

Scripnews.com's editorial team contains a number of experts on in the pharmaceutical field. For the pandemic they created a number of analysis pieces which were promoted in the push emails and on the dedicated section to add value to the news content.

5. Targeted email campaigns

- Emails to both subscribers and non subscribers were kept "html light" to increase deliverability
- They highlighted the news and analysis Scripnews.com was providing of the pandemic. They promoted the web 2.0 added value content alongside the traditional news. Both areas were sent daily updates of Scripnews.com's coverage and highlighted the web 2.0 content
- The email was sent from the Managing Editor John Davis to increase personalisation
- The emails were personalised with the subscribers and the prospects first names, to increase open rates

6. SEO activity

Search engine optimisation was added to the dedicated section to increase the search traffic during the campaign.

This included generating:

- A unique relevant url for the sub section - http://www.scripnews.com/scripnews/Swine_Flu/
- A relevant title tag: Scrip News – Swine Influenza Pandemic – Latest news and analysis
- A targeted Meta description: Follow the latest developments on the swine influenza pandemic through the eyes of Scrip's expert editorial team and analysts.
- Focused Meta keywords: swine flu, swine influenza, swine influenza pandemic, swine influenza pandemic analysis, swine flu news, latest swine flu news

Why should Scripnews.com win Best Use of Interactive Media 2009?

- By using a web 2.0 medium, a Google Map mash-up, combined with smart use of the website, SEO and integrated email campaigns, Scripnews.com was able to generate highly profitable revenue and significantly increase web traffic.
- The campaign success depended on great collaboration and communication between the editorial, sales and marketing teams.
- The campaign demonstrates real creativity in the use of interactive media, with demonstrable revenue/results.
- We have shown how we can capitalise on current news events, profitability – and making use of time-sensitive material via interactive media.