

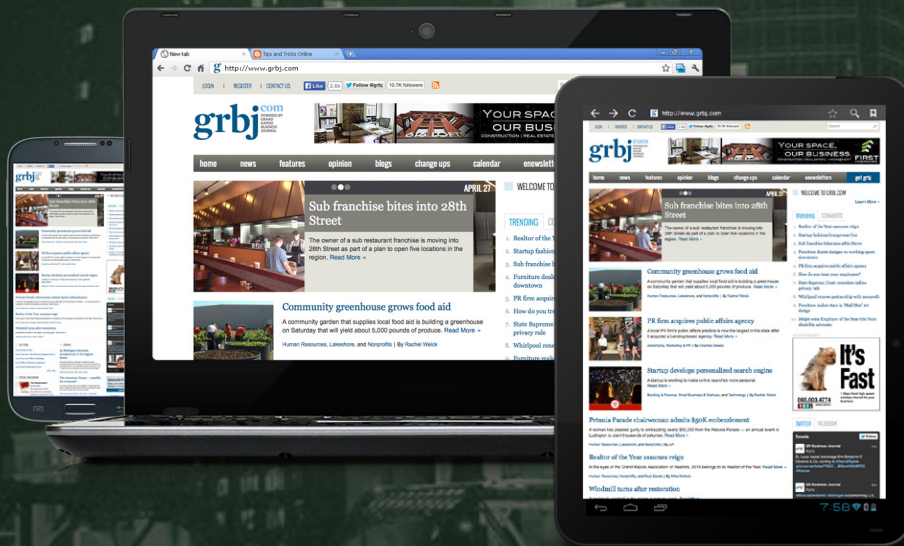
## Content Marketing & Social Media Produce 680% Traffic Increase



Gemini Publications relaunched its flagship website GRBJ.com to drive site traffic, subscription sales and ad revenue. A six-month review set a new standard for business journals as traffic increased from 6,400 to over 35,000 visitors per month – a 500% gain.

**Results too good to last?** One year later, traffic rose another 25%, now serving 43,750 visitors per month for a total increase of 680%, thanks to tactics including contextually-driven content and targeted content marketing.

Grand Rapids Business Journal implemented ePublishing's Enterprise Publishing System to create editorial efficiencies and engage readers. A range of tactics boosted subscriber acquisition and sponsorship sales, including contextual engagement, increased blogging and multiple niche newsletters.



↑ 7X

traffic increase

↑ 44%

social media referrals

## Key Features

- Data, eMail Integrations: promotions, trials, content marketing produce 40% of site traffic
- Semantic tagging and automated keyword analysis
- Built-in SEO: automated SE-friendly URL's, metadata and sitemaps
- Secure on-site shopping cart handles upselling, subscriptions and list sales.

ePublishing empowers media companies to drive maximum profit from web, mobile and eCommerce. Responsive design combined with state-of-the-art tools and integrated behavioral data create diverse income streams and deep reader engagement with Contextual Content, Community and Commerce.