

Premium Content Strategy Pays Off With **160%** Sales Gain



The Turnaround Letter

Working with George Putnam. This simple mission statement drove the strategic redesign and re-brand of TurnaroundLetter.com, tailored to the needs of investors and financial industry professionals.

The publisher transformed a low-profile newsletter into a dominant, nationally recognized brand. With ePublishing's integrated Content and eCommerce tools, TL implemented several essential steps to increase subscriptions:

- Unique domain to reinforce the brand in the most competitive paid newsletter market: investing
- Automate SEO: page headers, friendly URL's, metadata and keywords, using built-in tools
- Drive trial subscriptions by spotlighting valuable content
- Engage readers by presenting updated, related resources; giving them reason to return
- Gate premium content to convert trials to subscriptions

Key Features

- Personalized Content: Meet George, George's Picks, industry blogs
- Current Portfolios: an automatically updated list of price quotes and returns
- Integrated eCommerce: gated premium content and a seamless checkout process
- In-depth Research: semantically tagged and searchable by industry, company and topic

↑ 275%

traffic increase year 2

↑ 52%

sales increase year 1

↑ 160%

sales increase Q1 year 2