

# QuickFill®

## Application Notes

### Marketing success story

## Secrets of Online Subscription Processing

*How a newsletter publisher converts Web site visitors to paid subscribers*

Conventional wisdom has it that small publishers cannot make money online. Manisses Communications Group is using a low-cost technology to turn this assumption on its head.

Since 2002, Manisses Communications Group has been using QuickFill Internet Extensions (Qfie) to take orders and process renewals online—with surprising results. Customers are ordering and renewing on line in far greater numbers than expected. In addition, online processing has made possible a new style of publication that is bringing in new revenue.

### From zero to \$124,000 in two years

As of this writing (Jan 2005) Manisses is still formulating its online strategy. The company does not yet have an online content management system. It sends its renewal notices via U.S. mail, not email. Yet even without these elements of online marketing, Manisses has found that Qfie has paid for itself many times over in increased revenue.

In addition, Qfie has turned out to be a catalyst for new products

and new marketing strategies. Manisses has found that products that were impractical in the print world are successful when they design them specifically for online sale and delivery.

The results after just 24 months:

- An extremely successful new product, updated and sold entirely online;
- Follow-on products, modeled after the original online offering, to be introduced soon;
- \$124,000 in subscription revenue, including \$73,000 from new

subscriptions, for a monthly cost of about \$600;

- Increased ability to use free e-newsletters as a marketing tool;
- The capability to implement an online marketing strategy to appeal to younger medical professionals, which Manisses sees as crucial to its survival.

### Fast payback for a small investment

In 2002, Manisses was using an online order form that sent an email to fulfillment for rekeying and processing. As many publishers

#### At a glance

##### About Manisses Communications Group

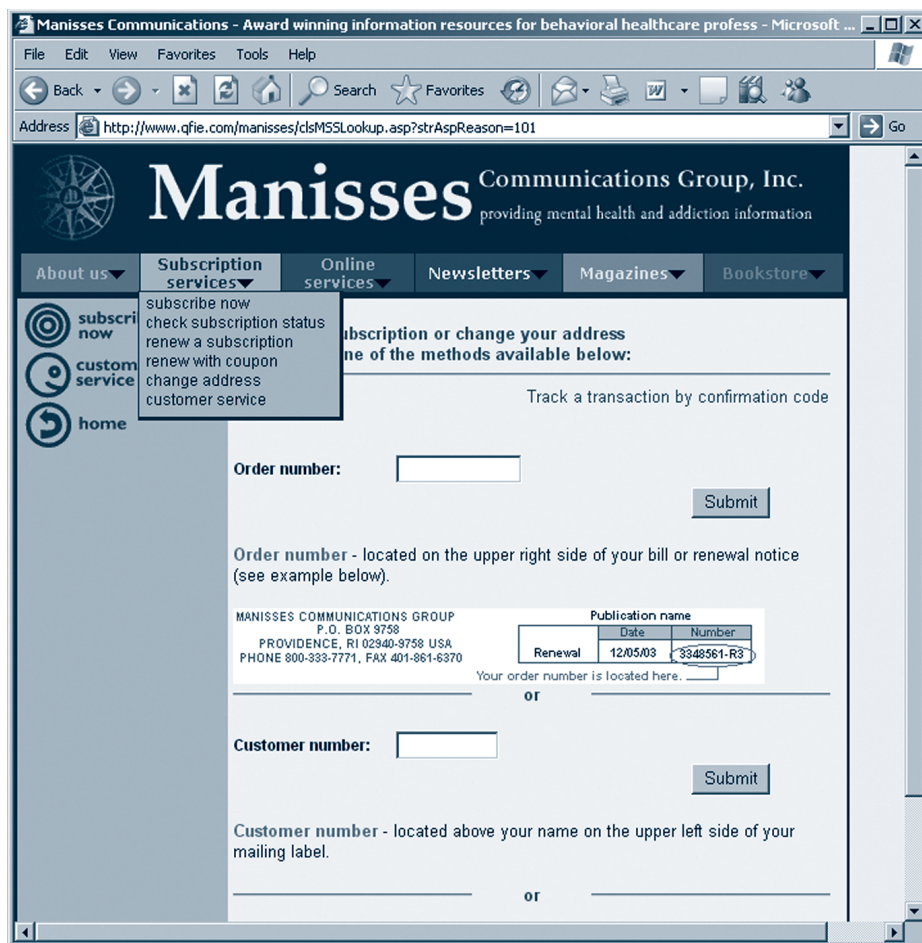
Manisses Communications Group, Inc. is a leader in the development and dissemination of reliable mental health and addiction information.

Products: seven newsletters, two magazines, books, white papers, and industry directories

Employees: 10 editorial, 14 other (including 1 in fulfillment)

QuickFill user since 1990

Qfie user since 2002



This looks like the Manisses Web site. It's actually a Qfie site, hosted by CWC, that contains up-to-date subscriber information and lets customers subscribe, renew, pay and update information.

have found, processing online orders this way can be cumbersome and does not provide security for credit card orders.

As a longstanding QuickFill customer, Manisses was invited to be a test site for Qfie.

"It was very inexpensive. There was really nothing to lose," says Peter Sanderson, the Manisses executive vice president who oversees circulation and marketing.

To get started with Qfie, publishers complete a questionnaire from

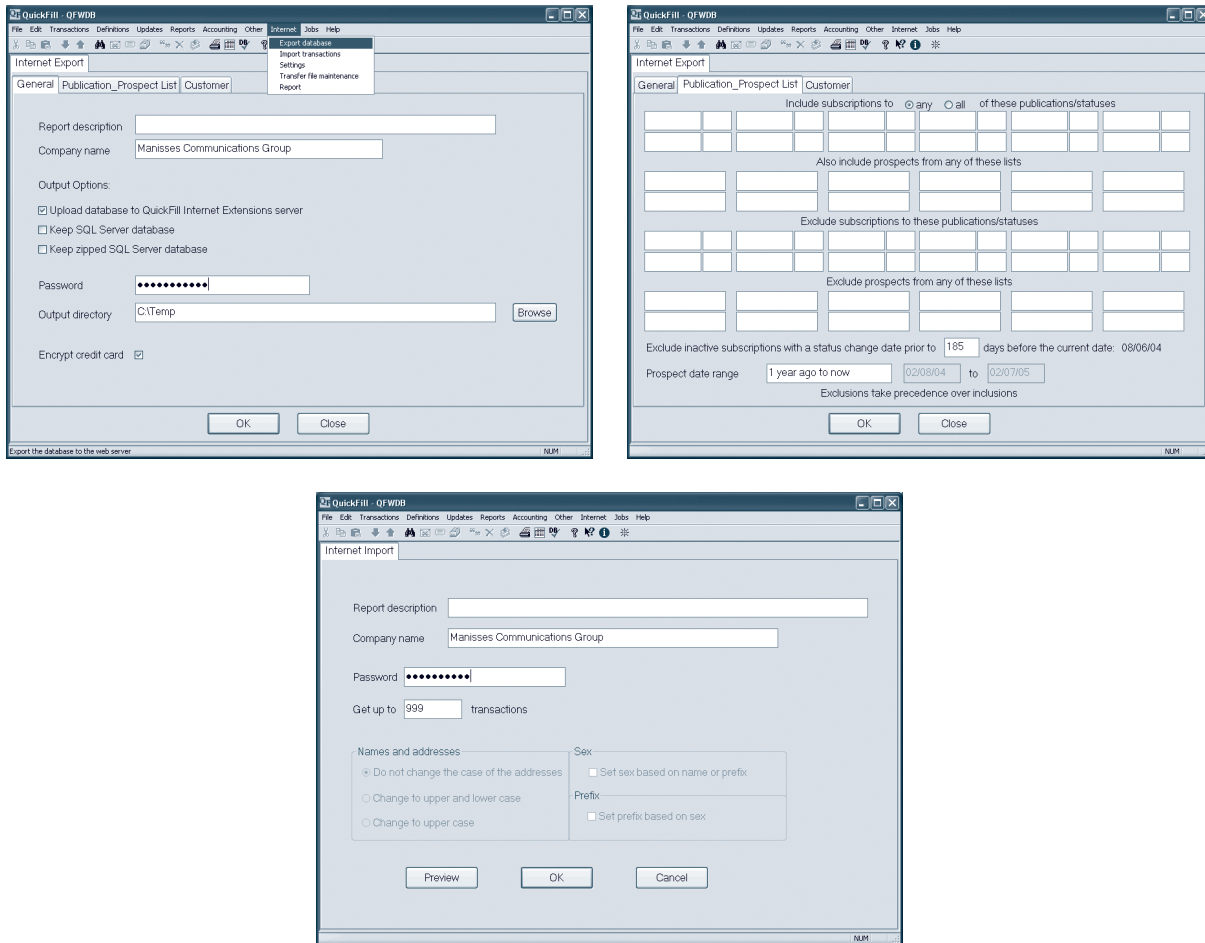
CWC Software. CWC sets up the online processing. Then, publishers use new features in QuickFill that let them synchronize the online data to their QuickFill database. Currently, it takes about a month to set up Qfie and start taking in revenue online.

When Manisses implemented Qfie, the results were dazzling. It turned out that lots of potential customers for Manisses publications wanted to order and renew online. "I had no idea Qfie would do as well as it has," Sanderson says. "After the first year, I thought we had

done about \$10,000 in new online orders. I ran a report, and I was blown away. It turned out to be four times that—\$46,000." For the first year, total online sales including renewals were more than \$60,000.

## Creating new revenue opportunities

Manisses new product, called *Client Handouts—Psychotropic Drugs*, is marketed and sold entirely online. "We had tried this type of publication in print form but it's just impossible to keep them



**Features added to QuickFill let you easily import and export data to Qfie. It's just like running an update in QuickFill. For Manisses, it takes about six minutes to sync the data.**

updated. As soon as you send the pages to the printer, there's a change in a drug protocol," Sanderson says.

With the online product, Manisses editors are able to update the drug information continually. When a clinician wants to give the latest drug information to a patient, he or she just goes to the Manisses Web site and is directed to a log-in page. This page, which has the look and feel of the Manisses site, is actually located on the Qfie site, where current information about subscribers is stored.

If the clinician is already a subscriber he or she can log in. Otherwise the clinician has the opportunity to place a new order. Active subscribers, including those who have just entered a subscription, are redirected to the permissioned area of the Manisses Web site for access to the drug information; lapsed subscribers are redirected to the renewal page in Qfie, where they can make renewal payments by credit card.

Qfie's ability to check subscription status in real time makes the *Client Handouts* a money-earning business for Manisses. Without the online

## What is QuickFill?

QuickFill is an advanced subscription fulfillment system that runs on personal computers. It is designed to give you power and flexibility without sacrificing ease of use. If you would like more information about QuickFill or would like to see our preview package, call us at (800) 762-7702, email [info@cwsoftware.com](mailto:info@cwsoftware.com), or visit our Web site, [www.cwsoftware.com](http://www.cwsoftware.com).

access, the cost of constant paper updates made products like these too expensive. And online access makes *Client Handouts* truly timely.

"We give the buyer the instant gratification of immediate access to the information," Sanderson says.

**"It's great to provide customer service 24/7. We get orders over the weekend. We get orders on holidays. Online orders create a constant flow of income that we can count on."**

### Tapping the marketing potential of e-newsletters

Manisses, like many publishers, uses free online newsletters to attract new subscribers to its paid products and also to provide additional content to subscribers. These newsletters don't produce any direct revenue. Before Qfie, however, they did create a significant processing burden.

After a fax or email campaign, Manisses would receive 40 to 50 orders a day for the free newsletters.

With one person in fulfillment, Sanderson and the bookkeeper often found themselves called on to help key in orders.

Now, Qfie manages the 8,000 free subscribers for just \$160 per month. Prospects and customers sign up for the free newsletters online. There isn't any data entry.

"I'm spending \$160 per month on subscription processing for free newsletters. I more than earn that back," Sanderson says. "It opens up marketing opportunities."

### What's next?

With these encouraging results, Manisses wants to be doing more online. The publisher recently added to its marketing staff in order to take better advantage of the Internet. Two big opportunities are online content management and email renewals.

Archiving and content management systems make it possible to use free content to drive traffic to the web site and then to use restricted content to make people want to subscribe. Publishers find that online subscription revenue really takes off when some content is restricted.

Email renewals make renewing easier—no finding the stamp, hunting for the checkbook, etc. Manisses did \$51,000 in renewals

without using email for renewal notices. Next, Sanderson plans to test QuickFill's email renewals in combination with Qfie's online transaction processing to see if Manisses can realize benefits such as faster payments and reduced mailing costs.

### "You'll die if you don't go online"

Manisses believes that the readers of its print newsletters are in their 50s. Younger professionals just aren't as interested in newsletters; they know how to get information online.

"We want to deliver products that attract a younger audience. For that, we need the online presence that Qfie gives us," Sanderson says. "You'll die if you don't go online."

"CWC has fantastic customer service," Sanderson says. "They use a simple checklist to customize Qfie for you. They're going to hold your hand all the way through the process. If you're already using QuickFill, I can't imagine not doing this."

For more information about QuickFill and Qfie you can download presentations from our Web site, [www.cwcsoftware.com](http://www.cwcsoftware.com), or contact Andrew Conti by email, [sales@cwcsoftware.com](mailto:sales@cwcsoftware.com), or by telephone, U.S.A. 800.762.7702, International 781.843.2010.

### Are you ready for online subscription processing?

Here's how you can tell:

- You want to increase print circulation using online sales
- You want to experiment with email reminders
- You need to protect your customers with secure credit card payments
- You want to sell your valuable content online—not give it away

QuickFill Application Notes (ISSN 1047-1030) is published by CWC Software, Inc., 10 Riverside Drive, Suite 104, Lakeville, Massachusetts 02347. Copyright © 2014 by CWC Software, Inc. All rights reserved. No part of this publication may be reproduced in any form, by microfilm, xerography, or otherwise, or incorporated into any information retrieval system without the written permission of the copyright owner. Address inquiries concerning this publication or Quickfill subscription fulfillment software to CWC Software, Inc., 10 Riverside Drive, Suite 104, Lakeville, Massachusetts 02347. Telephone (800) 762-7702.

Postmaster: Send address changes to QuickFill Application Notes, 10 Riverside Drive, Suite 104, Lakeville, MA 02347.