

Specialized Information Publishers Association enhances member service, greatly improves online resources



The Specialized Information Publishers Association (SIPA) used ePublishing to enhance member benefits and sell events, products & content while driving international membership in SIPA, SIPA UK and the SIPA Foundation.

Challenge: Drive Membership, Demonstrate Best Practices

SIPA's mission is to serve its specialized-information publishers worldwide through education, training, networking and advocacy to foster growth, profitability and professional excellence.

In recent years, SIPA staff has been challenged to “practice what it preached” by offering its members a web presence that reflects online publishing best practices. This includes encouraging greater member interaction, promoting events and publications, while offering more advanced web-based features and functionality.”

Response: International Community, Integrated eCommerce

In response to this challenge, ePublishing developed a web site to provide an interactive community and fully searchable resource for members and other industry professionals.

Key hurdles were the support of multiple communities and micro-sites – SIPA, SIPA UK and the SIPA Foundation – with a single set of tools. ePublishing created internal efficiencies allowing SIPA staff to focus on developing new resources and cutting-edge benefits for members.

“We are looking forward to getting ahead of many of the best practices we learn every day from our members, sponsors and contributors. ePublishing gives us the flexibility, efficiency and integrated tools we need to provide our members with a world-class online resource.”

Nat Parsons, SIPA Web Director

Result: New Capabilities, New Opportunities

The re-launched SIPAonline.com leads by example with a variety of new capabilities:

- Enhanced Web 2.0 Communication: post comments, respond to polls, search listserv posts and more
- Compelling Content: video, specialized landing pages, webinars, searchable resource directories
- Upgraded eCommerce: multiple pricing options, checkout in US or UK currency, with PCI-compliant security
- Built-In Search Engine Optimization (SEO): attract new members with highly ranked content on search engines

SIPAonline.com debuted two months ahead of schedule on ePublishing's flexible platform, empowering SIPA to advance its web site as its mission evolves and to reflect a rapidly changing publishing environment.

Major Features

- Related Content, Community & Commerce
- International Currency Support
- Searchable Member Directory
- eMail Newsletters
- Video, Audio, Webinars
- Integrated Shopping Cart
- Social Media, Polls, Comments
- Event Sales & Management