



**SUCCESS Magazine turned to ePublishing to reposition their brand as SUCCESS.com, improve editorial and create multiple revenue streams including Advertising, Events, Subscription, Book, Content and DVD sales.**

### Challenge: Profitability

A venerated title in business, entrepreneurial and motivational publishing, SUCCESS was seeking to increase revenue and lower their costs. Their challenge was to grow business online by investing in a dynamic, scalable marketing and sales channel. They set several online goals:

- Engender a community of experts and readers with Web 2.0 features
- Drive revenue by relating product offers with articles, comments and ratings to sell Subscriptions, Advertising, DVD's, Conferences and Books
- Meet a 12-week design, development and launch deadline.

### Response: Quick to Market, Efficient Staffing

Following a rigorous RFP process, SUCCESS selected ePublishing's multi-application platform, because it was cost-effective, focused on generating revenue and allowed SUCCESS staff to easily manage all content, commerce and design – backed up by ePublishing's 24x7 support team.

ePublishing's easy-to-use tools and ongoing development allowed SUCCESS to create a tremendous online presence with a very small staff - to add new pages, upload archives and create new sections.

The SUCCESS team benefits from ePublishing's Software-as-a-Service with regular updates to features and functionality at no ongoing development cost – and no limits to customization.

### Result: Increased Revenue

SUCCESS taps the \$11 billion entrepreneurial/small business market with optimized user-driven content, community, site search, and related features and functionalities designed to increase circulation and advertising growth.

By enhancing the print edition with web-only resources and Video – traffic continues to increase, time-on-site is lengthening and staff can respond quickly to numerous advertising, sponsorship, content repurposing and sales opportunities.

Committing to the multiple revenue stream approach – by relating eCommerce to Content – has driven Event attendance and Product Sales to an all-time high.

### Major Features

- Dynamic content with related resources, community & products
- Product Ratings & Reviews
- Product & Subscription offers presented with related content
- Integrated online store /PCI compliant shopping cart
- Video, Audio
- Social Media
- Content Rating
- Comments & Polls
- eMail newsletters
- Targeted advertising

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