



MAJOR FEATURES

- Content Management
- Directories
- Paid Archives
- Forums
- Webinars
- Print Issue & Breaking News Online
- Multiple Free Email Alerts
- Classifieds
- E-commerce
- Content Syndication
- Circulation System Integration

Business Insurance

Business Insurance Builds Traffic, Revenue, with Online Community

Business Insurance's goal is to increase traffic at BusinessInsurance.com by more deeply engaging readers through community features integrated with editorial coverage. The site is an interactive, go-to resource for risk and benefits management professionals to exchange information via forums, career search, industry links and events calendar.

Challenge

Business Insurance serves business executives who purchase and administer corporate insurance/self-insurance and employee benefit programs. *Business Insurance* enhanced its Web presence, streamlined operations and increased online revenue with the ePublishing Web content management platform.

Recognizing that readers are a valuable source of information, *Business Insurance* engaged ePublishing to help develop online community features. The goal is to serve several major reader segments, to generate reader content and to build online loyalty by motivating users to spend more time on BusinessInsurance.com.

Response

ePublishing's scalable platform allows easy integration of new features, such as a Forums application, into the site without disrupting site operations or requiring restructuring of other areas of the site.

The ePublishing content management platform includes a complete set of easy-to-use tools for organizing, posting and archiving content; managing advertising; and generating revenue, without technical programming knowledge.

Results

The newly launched "Community Forums" includes multiple discussion areas to target major reader segments. "In the News" prompts readers to offer feedback on current content, while "The Lighter Side" provides reader-generated humor relief. The result? A truly interactive, sticky site frequented by industry executives, presenting many new advertising and sponsorship opportunities to BusinessInsurance.com.

For more information, email service@ePublishing.com

312.654.8900 • 750 North Orleans, Suite 101 • Chicago, IL 60610 • ePublishing.com