

Easy Access

WELCOME

“Our own journalists use the site’s archive to do research. EuropeanVoice.com has become an unparalleled source of European news.”

Dennis Landsbert Noon, Publisher European Voice, Economist Group

“The increase in new subscriptions is directly related to the search engine submissions and site optimisation.”

Joanna Southward, Circulation and Marketing European Voice, Economist Group

European Voice web publications

- Advertising
- Branding
- Channel communications
- Coalition building
- Community relations
- Creative services >**
- Crisis communications
- Direct marketing
- Government relations
- Internal communications
- Media relations
- Media training
- Online communication >**
- Public affairs
- Public relations
- Special events & promotions
- Strategic positioning

The Challenge

The weekly newspaper European Voice, based in Brussels, had a problem when the person who developed their website moved on to work for the parent organisation head-quarters in London. EMG online maintained the site, but indicated that the site structure, programming and design was outdated and in need of review. However, with over 8 volumes of weekly issues (15.000+ articles) archived, an external database management company and various subscription scenarios, this required a tailored approach.

The Solution

While the live site was kept up to date, EMG online developed a new database structure to:

- incorporate the existing archives
- facilitate the interrelation of articles
- sell and report new subscribers to the fulfilment house
- import the updated subscriber database on a weekly basis
- ease the administration of non-article content
- administer and track banner ads
- track user access and report abuse of shared usernames and passwords

Online marketing was conducted by keyword and description optimisation and by free and paid search engine submissions to enhance visibility and awareness.

A separate website was developed for EV50, the annual election and awards evening of the 50 Europeans of the Year top. This was developed in Flash, to increase attraction, while keeping in mind that little maintenance was to be expected.

The Result

EuropeanVoice.com was relaunched successfully and immediately sparked an increase in trial subscriptions, especially when combined with the paid search engine listings, while the conversion rate to paid subscriptions has not dropped. The banner ads statistics give the sales department the hard figures that were not available before. They prove that dedicated media such as European Voice score substantially higher click-through rates than broad, consumer oriented media. The European Voice team can now add their own pages to the site, to promote the conferences and other events they organize. EV50 attracted 50.000+ visitors who cast 7.000+ votes last year, which adds relevance to the event and increased visibility of both the event and the newspaper.

