



Workbooks.com

CRM

for Media & Publishing

The Media & Publishing industry is in a state of transformation, with new players continuously entering the market, leaving consumers spoiled for choice. Digital is empowering publishers to be increasingly responsive and targeted.

The keys to driving subscriptions, content engagement, advertising revenue and ultimately growth in this industry is changing, and to compete and stay relevant, organizations must evolve and leverage CRM technology.

AUDIENCE

Management & Insight

Imagine having a true 360-degree view of your audience and knowing who the key segments are, how they engage with your content, what they want, when and how they want it?

Using Workbooks CRM, you can manage your audience efficiently and effectively and get the insight you need to be able to develop a true data-driven strategy for your business, for both your subscribers and your advertisers. You can easily monetise products and services and you can expand your revenue stream across all your properties and brands.



Workbooks CRM gives us the ability to see all of our customers and prospects in one place. Because we have multiple brands that work in different streams, events or paid content or subscriptions, we now have visibility of everyone in CRM and each department can actually make full use of the data.

Matthew Mortimer,
MARKETING

SUBSCRIPTIONS

Management

Whether you are offering free or paid-for subscriptions, you need to ensure that your process for managing subscriptions works, is efficient and does not put too much pressure on resources.

With Workbooks CRM, you can manage the entire subscription process, from marketing your subscription options, to registering interest, to payment and fulfillment. Workbooks CRM helps you generate subscription leads, nurture those leads and subsequently manage the entire sales process all the way to completion. You can log orders, invoice subscriptions or take payment online, and you can easily synchronize the information with your finance system. Once the subscription is confirmed, you can automate fulfillment using workflows and processes, ensuring the best customer experience possible.

Managing the renewal process is simple too: automation can trigger reminders to inform customers that their subscriptions is coming to an end. Activities such as phone calls can be scheduled for your renewal team to chase those customers who have not yet renewed. Marketing campaigns can be sent to re-engage lapsed subscribers. And with real time information about the renewal status, you know where you team should focus and prioritize and you can make better business decisions.

ADVERTISING

Sales

Advertising and sponsorship are a big revenue stream for Media & Publishing firms.

Workbooks CRM enables you to manage your complex eco-system, from subscribers/audience to advertising brands, advertising agencies and media buyers. Keeping track of the relationships between each of those and how they are connected can be a real challenge. Workbooks CRM can easily support such complexity and provide you with the right, accurate information at your fingertips. Every department – from marketing to sales to production team – has access to the relevant data in real time, to collaborate and grow revenue efficiently.

With Workbooks CRM, you have all of the tools you need to drive execution excellence and implement best practices across your entire sales team. Visibility of what advertising spaces are still available (inventory) is just a click away – so you can optimize your advertising sales effort. Order management, commissions and discount management, contracts, invoices etc. and after-sales service can be easily managed within Workbooks CRM too, reducing operational overhead and human error and ensuring advertisers get what they ordered. In a nutshell, you can streamline your operations and drive efficiency throughout the entire 'lead to cash' process and ensure you deliver a superior experience for your advertisers and sponsors.



ATG Media

Workbooks provides us with the ability to manage our sales order processing from within CRM. The whole team can access order details and can monitor order fulfillment and it is invaluable that this data is held within the same system that we use to manage our database of contacts, our sales pipeline and our invoices.

Simon Berti,
SALES DIRECTOR

EVENT

Management

Many publishers run conferences and events for their captive audience, which adds another stream of revenue to their business.

Workbooks CRM offers a range of functionalities that support the effective management of events, from selling delegate tickets to recruiting sponsors, managing payment, and actually planning and running the events. You can manage all aspects of live conferences, including sessions, speakers, sponsors, delegates, communications, online registrations, product bundles, online payment, invoicing and more.

You have real-time information about who has been marketed to, who has registered, how well an event is doing in terms of delegate and sponsorship revenue. You can easily track your yield: how much are you getting per square metre of exhibition space, how much per delegate etc. Over time, you can compare year-on-year performance, change course, make informed decisions and define future directions.

No need to integrate a third-party event management tool to your CRM – you have everything you need available on one single platform – saving you time and money.



Embrace digital transformation to drive growth

Workbooks CRM allows Media & Publishing companies to thrive by enabling operational excellence, enabling them to manage their audience efficiently and effectively and substantially drive growth across all revenue streams.

