



# Increasing readership and revenue through an online audience

## DVV Media Case Study

DW Media International is a publishing company that owns and delivers a number of B2B magazines across Europe. With a noticeable decline in print sales, the various publication editors are turning their attentions toward online publishing to create additional readership and revenue.

### The Challenge

While DW Media are recognised experts within the transportation world when it comes to print publications, the skills required to drive forward a digital presence are bespoke, specialised and hard to find in a single profession, let alone one from a different media.

The knowledge and experience required to design, build and improve an online presence are not immediately available in a primarily print and journalistic orientated company.

### The Solution

Website design, development and the planning of an online marketing strategy are all desirable skills when managing a website, especially if you want to use it to generate revenue. The solution was for DVV Media to reserve a budget across these disciplines and focus on delegating specialist tasks to those that know how to do it and, most importantly, do it well. Enter Bournemouth Digital...

### The Approach

Our association with DW Media began with us understanding not only the hierarchical structure but also the many linear divisions within the company. With publications dedicated to transportation topics of the air, road and rail this step of our journey together was an essential part of understanding the task in hand, the sign off processes required and the potential that lay ahead.

Having identified the high priority periodicals that would benefit from some immediate quick wins, we looked at what these could be, the work involved and then on to planning how we would implement them. From making the registration process easier, to migrating on to a quicker and more robust server, the changes we have made are both visible to the front end user and behind the scenes, to improve the overall experience.

Our workshops in particular are what set us apart from other digital agencies. These sessions are a chance for us to gain not only an understanding and appreciation of where you want

to be, but also a respect for how and what you currently do, so we can fully consider this when proposing any changes.

These sessions are a chance for us to be educated. We listen, we learn and together we help merge and synergise two very different worlds.

Moving a print publication on to an online edition means not only opening your brand up to a new, digital audience, but also leading your current fan base into a new media. We are compassionate when creating something that will not only be fresh and attractive to new eyes, but also familiar and trusted by those faithful to your product already.



## Research and Testing

We have approached this in a series of emails, phone calls, face to face meetings and also half-day group workshops where we have scoped out and really understood each sector of the organisation.

Efficient ways to gauge a reaction before committing fully is to arrange for either user testing or market research to be carried out to gain feedback. We fully manage this process from conception through to analysis, by arranging user workshops, creating thought provoking questionnaires and assessing the answers given.

## Strategy

When a requirement is identified, an experienced digital strategist will help the editors and marketers feel out any pitfalls with doing the proposition online, typically suggesting the best way of getting the results the client wants, that will work in a digital environment.

## Design

A skilled website designer will put together considered mockups of how this could look and feel, keeping it brand appropriate and ensuring its user friendly on all devices, using proven design patterns and methods known to work effectively online.

## Develop, manage and maintain

A certified Wordpress developer is assigned to the project, bringing the designs to life. Pages typically need to be editable by the client, so areas where copy and images will change are identified and added to wordpress. Bespoke features, if applicable will need to be programmed in before passing over to the client for review.

Throughout this process DWV have a dedicated account manager on hand to navigate projects between each stage.

This essential support aspect of our service enables open communication between our technical and creative teams, translating terminology and processes in to terms understood by those new to the digital world. We supply some cloud machines to DWV, which contain website code across a scalable server infrastructure. This means the site can have high traffic and not fall over. It also means that the hardware and software development are all in-sync, as they are all maintained under the same roof.



## Looking to the Future

Our ongoing relationship with DW Media means we are constantly on-hand to offer knowledge and guidance on any of their publications, creating a project portfolio focussed solely on elevating their digital presence and increasing their online revenue across all brands.

If you would like to know more about how Bournemouth Digital have worked with DW Media and how we can apply the same methods to help improve and develop your digital strategy, establish your online presence and strengthen this revenue channel please contact us using the details below.

Get in touch

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