

Ezemail User Profile: THE FINANCIAL STANDARD

The Financial Standard is a weekly newspaper servicing the Australian superannuation and managed fund industry. It launched in April 2003 and has grown considerably in readership over the past year. The Financial Standard website features daily news updates to compliment the weekly newspaper, which is available by subscription only.

The Challenge:

During the initial launch stages it was important to increase the reach and branding of the newspaper by alerting non-subscribers to the latest issue. A weekly email newsletter was needed quickly and at low cost.

The Solution:

The Ezemail solution was the cheapest and most efficient system on the market. The Financial Standard already had in-house skills to develop the html code for the weekly email, and competitor quotes all included costs associated with creating the content.

Because news is time sensitive, the Financial Standard editorial team needed to be able to create and send the newsletter instantly rather than waiting for a time-consuming approval process. Ezemail offered all these options.

The Benefits:

The tracking system has been of major benefit to the Financial Standard, and it now uses Ezemail for all its sales, events and marketing promotions because of the ability to record interest. The newspaper's parent company, Rainmaker Information, is also starting to use the system to communicate with its users.

The database is split according to industry segment and the editorial team is able to track the response rate for different sectors.

Much research has been done into response rates to individual articles, meaning selection of news for the weekly email newsletter is targeted according to what readers want.

The Future:

News tracking will be developed over the coming months with newsletters being developed specific to each sector. The popularity of specific news items is being monitored and will eventually translate into more targeted sections within the printed newspaper.

A daily email news service is also in the pipeline.