



# Case Study:

## Forbes Magazine

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## Summary

Forbes is a leading global media company, renowned for its journalism on business, investing, technology, entrepreneurship, leadership, and lifestyle.

Forbes wanted to leverage their 100-year anniversary to increase renewal and gift subscriptions to Forbes Magazine.

## Opportunity

Forbes needed a campaign that could drive renewal and gift subscriptions while honoring their legacy and capturing the essence of their prestigious brand.

Their centennial celebration presented a unique opportunity to appeal to existing subscribers with a compelling narrative while promoting subscription growth with special centennial-themed offers.

### Key Issues:

- **Need for new subscribers:** Expanding the subscriber base was essential to sustain and grow readership.
- **Promotion of gift subscriptions:** The centennial celebration offered the perfect occasion to encourage gift subscriptions, bolstered by discounts and special gifts.
- **Historical recognition:** The campaign could leverage Forbes' 100-year milestone to reinforce their authority and legacy in business journalism.

# Solution

**Strategy:** The campaign centered around a centennial-themed email blast, with supporting landing pages and pop-ups, designed to resonate with existing subscribers.

## Tactics:

- **Email Marketing:** Developed a series of email blasts that highlighted Forbes' 100-year legacy, targeting existing subscribers. The emails featured engaging content and exclusive offers tailored to that audience segment.
- **Direct Response Marketing:** Applied direct response copywriting and design techniques to craft persuasive messages that drove action.
- **Landing Pages and Pop-ups:** Created visually appealing landing pages and pop-ups to capture leads and convert visitors into subscribers. Each element was designed to maintain brand consistency and maximize conversions.

## Execution:

- **Compelling Copy and Graphics:** Crafted messages that emphasized Forbes' storied history and the prestige associated with being a subscriber. The copy and graphics were designed to evoke excitement and a sense of exclusivity and urgency, encouraging recipients to renew their subscriptions and gift subscriptions to others.
- **Targeted Messaging:** Implemented targeted messaging tactics to tailor the content to existing subscribers, ensuring that the messaging was as impactful and motivating as possible.
- **Team Collaboration:** Collaborated closely with designer Jacqueline Ho and internal teams at Forbes to ensure seamless execution of a cohesive and visually appealing campaign — with design and messaging that aligned perfectly with Forbes' brand identity.



Dear [Variable Name],

As part of the **FORBES' Centennial Celebration**, you are invited to give **2 FREE Gift Subscriptions** to family and friends when you renew your own subscription today.

Pay now and you'll also get a **Special BONUS Gift** for yourself. That's 85% off your own subscription, a full year of **FORBES** for **TWO** lucky friends — **PLUS** the Exclusive **FORBES Cufflinks Set layered in 24kt Gold** for you.

**But hurry!** This special offer won't last. It will only be available for a limited time.

Yours sincerely,

John Beckwith  
Subscriber Services

## Impact

### Results:

- **Surpassed Previous Efforts:** The campaign "beat the control," achieving higher renewal subscriber numbers than any previous effort.
- **Improved Engagement Metrics:** The targeted messaging and compelling design led to higher engagement rates, with more recipients acting on the emails.
- **Positive Feedback:** Received commendation, with designer Jacqueline Ho, from Forbes' marketing team for the creative direction and campaign execution.
- **Enhanced Brand Perception:** The centennial-themed campaign bolstered Forbes' brand image, reinforcing its authority and prestige in the business journalism world.

The centennial campaign not only celebrated Forbes' rich history but also effectively drove subscription growth, setting a new benchmark for future renewal subscriber marketing efforts.

# Key Takeaways

The collaboration with Forbes resulted in a successful campaign that significantly increased renewal and gift subscriptions by record numbers, reinforcing Forbes Magazine's brand authority.

## Key insights:

- **Effective Direct Response Copy and Design:** As expected, applying proven direct response techniques can significantly boost engagement and conversions.
- **Strategic Collaboration:** Working closely with clients and design partners ensures that campaigns are cohesive and effective.
- **Leveraging Milestones:** Timely themes, such as a centennial anniversary, can be powerful motivators for engaging audiences and driving action.

# Next Steps

Are you looking to create impactful marketing campaigns that resonate with your audience and drive results?

Contact [dcwords.com](https://dcwords.com) today to discover how we can help you achieve similar success with email marketing case studies, thought leadership, and other projects. Let us turn your milestones into opportunities for growth and engagement.

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