

## “Everything that can be digital will be.”

Nicholas Negroponte • Founder: MIT Media Lab • Author: *Being Digital* (1995)

### CSI believes magazines are no exception.

- We believe that the real value of your magazine brand – and your audience – is the content, not the book.
- We believe magazine publishing will ultimately transform into a cross-media business – from *paper to pixels*.™

CSI Digital can build your brand in the digital space – from strategy to execution – and transform the way you acquire and retain website traffic and paying subscribers.

### What We Do

CSI Digital provides a complete set of services to magazine publishers to manage and optimize the digital side of their circulation, brand awareness and website traffic efforts. CSI Digital delivers Strategy, Creative, Online Media, SEM, Operations, Analysis, Reporting and Optimization. CSI Digital's suite of services includes:

#### Digital Circulation Marketing Audit

- 360-degree audit and analysis of existing website, digital edition if any, email/eCRM and eMarketing (SEM, Display) efforts
- Review of industry best practices and emerging trends/technologies and how to best implement them for success
- The result is a step-by-step blueprint to move your digital strategy forward to acquire subscribers, website traffic and advertisers.

#### Digital Editions

- Existing print magazines and/or new digital-only titles
- Create, position and optimize a Digital Edition within your circulation marketing mix

#### Email/eCRM

- Build and manage your email database
- Create and execute multi-channel email and eCRM efforts to generate new subscriptions, gifts, renewals, email newsletter subscribers, survey respondents, etc. at maximum ROI.

#### eMarketing

- Create, plan and buy digital display advertising
- Manage SEM (search engine marketing)
- Affiliate/Co-registration programs

#### Website On-Site Marketing

- Optimize paid subscribers, traffic, email newsletter subscribers, registered users, etc. at your website.

#### For more information contact:

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