

HDT's New Product News



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Publisher of Heavy Duty Trucking's online
magazine HDT's New Product News

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What we Will Cover

- Tell 'em what you are going to tell them
- Tell Them
- Tell them what you told them
- Why did we do it?
- How did we do it?
- What were the results
- What did we learn?



Market Factors

- Shrinking advertising base
 - Mergers
 - Acquisitions
 - Vertical Integration



Disappearing Inquiries

- Fewer ads
- Fewer new product features in print
- Advertisers relying on inquiries drop out
- Increase cost = increased rates– more advertisers drop out



Were Did All The Readers Go?

- Read an add and (83%) go to the advertiser's web site
- Inquires were not declining – they were hiding
- Solution ...



Receive Credit for Internet Inquiries

- Channel our readers to the advertiser THROUGH our portal
- De-emphasize post card
- Play up our internet response service



New Product News – The Internet Solution

- New products are the life-blood of the inquiry generation system
- Drop new products from the print version of Heavy Duty Trucking
- “Our new product section is now located at E-HDT.com”



The Response Mechanism

- Fill out the “card” once
- Thank you
- Request summary
- Full issue menu



Results

- *HDT's New Product News* generates more inquiries with 1/3 of the circulation
- Buy/Sell dialog time-compressed to same day
- Over half a million page views
- Over ten minutes per issue



Why Olive Software? Fan Mail!

- *"I'm hooked. I really like your new internet publication – even ordered information on a product. It took me a couple of issues to get used to it but now I look forward to getting the next one"* –Tom Mackellar, Dalton Trucking.
- *"Good job! I never have time to read or look at a book, but this works for me!!"* Terry Wilson, Davison Transport
- *"This is an awesome development. So Cool!"* Richard Trachtenberg, NYC RR
- *"This is great! I can take your mag with me when I travel without the additional weight. No more passing my copy around. Thanks!"* Richard Sitton, Sitton Motor Lines, Inc.
- *"Great job with your online magazine! ... It's nice to see a company pushing the envelope with new technology and ideas"* Jon Salter, Petro Truckstops



Problems

- Sales staff resistance
- Low budget advertisers
- Telemarketing



Bottom Line

- Clip & paste format
- No printer
- No paper
- No postage



What we Learned

- Announcement mailing
- “In case you missed it” mailing
- “Last call” Mailing



Watch Out For ...

- Spam rule violations
- Opt Out
- Identify mailer (editor)



Niche Marketing With Olive

- IQ Information Quarterly
- Target reader
- Target advertisers



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