

MarketingSherpa 2007

Save \$200.00
(Ends March 30th)



Selling Online Subscriptions Summit

New York Information Technology Center

May 7-8, 2007



DISCOVER NEW PRACTICAL TACTICS TO HELP
YOU IMPROVE PAID CONTENT SALES ONLINE

12 CASE STUDIES INCLUDING:



Blockbuster Inc.
Scott Butler
VP Marketing



TheStreet.com
Craig Calder
SVP Marketing



ForeclosuresDaily
Dustin Mathews
Marketing Director



**Turner Sports
New Media-
NASCAR.com**
Norman Miglietta
*Advertising & Marketing
Director*



MarketingSherpa Inc.
Anne Holland
President



**Baird Direct
Marketing Inc.**
Bill Baird
President

“ Terrific, insightful, and well-run conference! Our marketing team still feels it is the best conference out there for online subscription businesses, and that we get more out of it than any other event in the year.”

- Jennifer Singer,
VP, Marketing, Consumer Electronic Publishing,
Dow Jones & Company

RISK FREE RESERVATION >>> go to: www.SellingSubs.ContentBiz.com or call 877.895.1717

Overview

On May 7th and 8th, 220 top executives of the paid online content and subscriber services industries will closet themselves in a private NYC meeting room for MarketingSherpa's 7th annual *Selling Online Subscriptions Summit 2007*.

They'll swap behind-the-scenes Case Studies, examine new research data, and eagerly network. The goal: to bring home new practical tactics that will improve paid content sales -- and profits -- online. You'll learn...

- How to turn more free content surfers into content buyers
- Search marketing -- how to beat higher costs and increased competition
- Web 2.0 -- can you sell subscriptions to blogs, podcasts, and user-contributed content?
- Online video and subscription sales
- Tips to grow typical subscriber lifetime (and lifetime value)



Case Studies and Panels

New Paid Content Marketing Research: Stats on What Works

MarketingSherpa's Research Team will reveal paid content sales data from their all-new studies, including:

- Search marketing and email marketing stats
- New data on pricing, conversion rates and sales
- Web site design trends -- what tricks do top-performing subscription sites use that their competitors should consider?

Presented by Stefan Tornquist, Research Director, MarketingSherpa Inc.

How to Make Each Subscriber More Profitable - Retention, Cross-selling and Per Name Income

Are you truly getting the most lifetime value you could per subscriber? This panel of real-life subscription site executives will reveal specific tactics they've used to increase profits per account, including:

- Special on-site messages to lapsing subscribers
- Cross-selling subscribers on additional premium offers
- Selling co-registrations, ezine ads, and permission-based list rentals

Panelists: Bill Baird, President, Baird Direct Marketing Inc.; Cynthia O'Brien, Associate Director, Circulation & Marketing, ConsumerReports.org; plus an additional speaker TBA

How to Increase Subscription Offer Response Rates: Web Form Design & Email Tests

Want to increase the number of visitors who sign up for trials, convert to paid buyers, and respond to further email campaigns? Discover results from TheStreet.com's past nine months of heavy Web form design and email campaign tests. Includes inspirational creative samples and tactical tips you can apply to your own subscription site.

Presented by: Craig Calder, SVP Marketing, TheStreet.com

How to Improve Email Blasts for Time-Limited Special Subscription Offers

Are you planning a big subscription marketing push centered around a particular event? Time-limited offers can be nerve-racking because so much is at stake. You're investing a lot up front without being able to test and roll out as carefully as you might like to. Discover how NASCAR.com marketers deployed a million emails around Talladega race weekend ... and optimized for results (tweaking the campaign as it was live) to sell subscriptions to their audio Raceday Scanner.

Presented by Norman Miglietta, Advertising & Marketing Director, Turner Sports New Media - NASCAR.com

Search Marketing Panel: PPC & SEO for Subscription Sites in 2007

PPC costs are up and SEO-driven organic traffic is tougher than ever (especially for subscription sites that must hide much of their content behind a paid-only barrier). In this session, you'll get practical, hands-on tips from search marketing experts who have extensive experience with both PPC and SEO for subscription services. Be sure to bring your questions - and plan to network one-on-one with experts at the private cocktail party afterwards. *Panelists to be announced.*

MarketingSherpa Membership: Tough Lessons Learned From Our Own Launch

After a seven year build, and countless missed launch dates, MarketingSherpa at long last launched Membership Services online in February 2007. Discover our own lessons learned, including market research tactics that made all the difference to success.

Presented by Anne Holland, President, MarketingSherpa Inc.

Exclusive Results: Blockbuster's Online Subscription Offering vs. Netflix (and Hordes of Wanna-bes)

In Q4 2006, Blockbuster launched 'Total Access', an online subscription program allowing members to order DVDs via the Web, receive them via postal mail and return them at up to 5,000 brick-and-mortar locations. And yes, Video on Demand is also on the drawing board. Now the question is, "Will multi-channel content sellers beat online-only competitors?" (Should NetFlix, iTunes and Amazon be worried?) Hear *exclusive* marketing results data and lessons learned.

Presented by Scott Butler, VP Marketing, Blockbuster Inc.

Web 2.0 -- Can You Sell More Subscriptions with Blogs, Podcasts, and User-Contributed Content?

If you add Web 2.0-style bells and whistles to your subscription service -- perhaps ranging from online video uploads or personal profiles to user-generated blogs -- will your subscriptions increase? Will subscribers be enthralled enough to pay?

Moderator to be announced.

How to Get More Site Traffic to Convert to Free Trial Subscriptions with Credit Card

If you rely on getting site visitors to register for a trial with credit card required, this panel session is a must-attend. Discover the results of two recent tests two different subscription sites have used to increase registration conversion rates. Factors tested include single page versus one-page design. (Note: Results may surprise you.)

Moderated by: Avi Kedmi, CEO, Amadesa, Inc, and two heads of marketing for major consumer subscription sites.

How to Use Affiliate Marketing to Extend Your Subscription Marketing Reach Online

All major ecommerce sites -- including eBay and Amazon -- rely on affiliates to bring in a substantial amount of their revenue-producing traffic. Yes, many subscription sites have ignored affiliates, or treat the tactic as a red-haired stepchild. Discover how sites including ESPN, The Financial Times, The New York Times, Audible, and shockwave use affiliate marketing to rev up subscriptions.

Presented by Peter Figueredo, CEO, NETexponent

B-to-B Panel: Selling Site Licensed (Group Subscriptions), Individual Subscriptions and Ancillary Premium Offers to Business Executives Online

Although most consumer marketing tactics for subscriptions can be applied to B-to-B sites, the reverse is not always true. That's why this year we're featuring a special B-to-B panel to address your unique challenges, including:

- How to use search and viral marketing to gain narrowly targeted, B-to-B, traffic, and then convert thousands of those visitors to \$500+ annual subscriptions
- How to sell group subscriptions into to the Fortune 1000
- How to cross-sell and upsell content and ancillary offerings (such as events) to small and medium business subscribers

Panelists: Tom Higgins, VP Strategic Business Development, Books24x7; Nathan Potter, Director of Marketing, IDES Inc.; Mike Kane, CEO and Dustin Mathews, Marketing Director, ForeclosuresDaily.com

How Software Companies Are Profiting By Offering Recurring Billing Services Online

Can software be content? You bet. Hundreds of software firms and ASPs such as Symantec now offer their solutions via online subscriptions. Discover the ins and outs of selling software online (also useful as a comprehensive basics course for content marketers):

- Best practices in implementing recurring payment systems
- Legal compliance and financial risk management challenges
- Pricing, upgrades, cross-sales and upsales
- Technology and customer service ops behind successful subscription launches

Panelists: Javed Hasan, Sr. Director of Online Services, Symantec Corporation and Gene Hoffman, Jr., Chairman/CEO, Vindicia Inc.

Online Subscriptions Entrepreneur of the Year 2007

Every year we celebrate an entrepreneur whose inspirational story shows you can start a subscription offering that succeeds online without major corporate backing. Past winners include AskTheBuilder.com, TheLadders.com, and WindowsSecrets.com. Find out who will win this year!



12 Case Studies + Fantastic Networking!

SUMMIT ATTENDEE-ONLY
COCKTAIL PARTY NETWORKING
Monday, May 7th from 5:30-7pm

Past Summit attendees included:

Affinity Group
 AG Interactive (American Greetings)
 Alacra Inc.
 Alert Global Media Inc.
 ALM Media Inc.
 ArcaMax Publishing Inc.
 Aroq Ltd
 Atom Entertainment Inc.
 BAR-eX Communications Inc.
 Big Marketing
 Boardroom Inc.
 Bongarde Media
 Brainstorms Inc.
 Brooks Bell Interactive
 Business & Legal Reports
 Business 21 Publishing
 Business Financial Publishing
 BusinessOnLine
 BusinessWeek
 Cabot Heritage Corp
 Classmates.com
 ClearForest Corp

Click&Buy
 Community Connect Inc.
 Complaints.com
 Conceptus Inc.
 Conde Nast/ CondeNet
 Consumers Union
 Crain Communications
 Cramster.com
 DealersEdge
 Deluxe Financial Services
 Doubleday Entertainment
 Dow Jones
 ECNext Inc.
 EDGAR Online Inc.
 El Nuevo Dia
 Electric Word plc
 EnlightenNext
 ExecuNet
 Financial Times
 ForeSee Results
 FT.com
 Harvard Business School Publishing
 HCP
 Healthier News L.L.C.
 HighBeam

IBIS Corp
 IMDb.com
 infoUSA
 Inside Washington Publishers
 Institutional Investor
 Internet Payment Solutions Inc
 Investopedia Research Inc.
 Investors Business Daily
 ISI Emerging Markets
 Jankan Inc
 KeepMedia Inc.
 Keesing's Worldwide
 Leadership Directories Inc.
 Lexico Publishing Group LLC
 lynda.comInc.
 Magazines.com
 MapLink
 Marketing Experiments
 Marketplace Technologies
 MD Consult
 mediabistro.com
 Meetup.com
 Merriam-Webster Inc.
 Midia Digital
 Moody's Economy.com
 MyFamily.com Inc
 myStockOptions.com
 MyWeather LLC
 Natural Wellness Publishing
 NetBridge Technologies
 New England Journal of Medicine
 NewsBank Inc.
 NextWeb Media
 Nickelodeon
 Offermatica
 Prism Business Media
 Progressive Business Publications

ProjectConnections.com
 Provo Labs
 PSL Consulting Group Inc.
 Questia Media
 Rand McNally
 Real Networks
 Red Jam Media
 Reed Business Information
 Rivals.com
 Scientific American
 ShareBuilder
 Six Apart
 SourceMedia
 Spark Networks
 SportsDirect Inc
 The Atlantic
 The Chronicle of Higher Education
 The Green Guide Institute
 The Nation
 The New Republic
 The Outsourcing Institute
 The Scientist
 The Weather Channel Interactive
 TheLadders.com
 Time Inc.
 Turner Broadcasting Systems Inc.
 Tutor.com
 uclick, LLC
 University Health Publishing
 Waterfront Media
 Wellesley Information Services/UCG
 WordBiz.com Inc.
 www.WeightLossBuddy.com

2007 Agenda

DAY 1 MONDAY, MAY 7, 2007

7:30-9:00am	NETWORKING BREAKFAST & REGISTRATION
9:00-10:00am	New Paid Content Marketing Research: Stats on What Works
10:00 -10:15am	REFRESHMENT BREAK
10:15-11:15am	How to Make Each Subscriber More Profitable - Retention, Cross-selling and Per Name Income
11:15-12:00pm	How to Increase Subscription Offer Response Rates: Web Form Design & Email Tests
12:00-1:30pm	NETWORKING LUNCH
1:30-2:15pm	How to Improve Email Blasts for Time-Limited Special Subscription Offers
2:15-2:50pm	REFRESHMENT BREAK
2:50-3:50pm	Search Marketing Panel: PPC & SEO for Subscription Sites in 2007
3:30-4:15pm	MarketingSherpa Membership: Tough Lessons Learned From Our Own Launch
4:15-5:00pm	Subscriptions Entrepreneur of the Year Award Presentation
5:30-7:00pm	NETWORKING COCKTAIL RECEPTION - ULYSSES

DAY 2 Tuesday, May 8, 2007

7:30-9:00am	NETWORKING BREAKFAST
9:00-9:45am	Exclusive Results: Blockbuster's Online Subscription Offering vs. Netflix (and Hordes of Wanna-bes)
9:45-10:00am	REFRESHMENT BREAK
10:00-11:00am	Web 2.0 -- Can You Sell More Subscriptions with Blogs, Podcasts, and User-Contributed Content?
11:00-12:00pm	How to Get More Site Traffic to Convert to Free Trial Subscriptions with Credit Card
12:00-1:30pm	NETWORKING LUNCH
1:30-2:15pm	How to Use Affiliate Marketing to Extend Your Subscription Marketing Reach Online
2:15-2:30pm	REFRESHMENT BREAK
2:30-3:45pm	B-to-B Panel: Selling Site Licensed (Group Subscriptions), Individual Subscriptions, and Ancillary Premium Offers to Business Executives Online
3:45-4:30pm	How Software Companies Are Profiting By Offering Recurring Billing Services Online
4:30 - 5:00pm	Closing Remarks



RISK-FREE RESERVATION

YES! Reserve my risk-free tickets for MarketingSherpa's Summit at \$200.00 off, plus send me a typed 200+ page transcript after the Summit as my **FREE BONUS** (value \$199).

Tickets reserved for:

Name

Company Name

Title

Address

City, State, Zip

Telephone (in case of questions)

Email (we respect your privacy)

Additional Tickets reserved for:

.....
Name	Title
.....
Name	Title
.....
Name	Title

(Group rates available, please call Sharon Hamner at (401) 247-7355 x 100)

VIP Code: IN9276

Tickets:

	Price	#Tickets	Total
MarketingSherpa Selling Online Subscriptions Summit	\$1195		
TOTAL			

Payment Method:

Bill Me OR Charge my Visa Mastercard Amex

Cardholder name (Print clearly)

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Signature

Risk Free Reservation Policy + 100% Satisfaction Guarantee:
 Your ticket is 100% money-back guaranteed. You can change the name on the ticket up until 24 hours prior to the event if you need to send somebody else. You can also cancel for a 100% refund if you (a) cancel at least 10 days prior to the event or (b) attend and are not satisfied. Our goal is to keep you satisfied.

\$200.00 SAVINGS FORM

Offer Ends March 30th

Selling Online Subscriptions Summit

FAX TO: 401.247.1255

LOCATION + HOTEL INFO

MarketingSherpa's Selling Subscriptions to Internet Content is being held at:

New York Information
Technology Center
Digital Sandbox
55 Broad Street, 4th Floor
New York, NY 10004

The Ritz-Carlton New York,
Battery Park
2 West Street
New York, New York 10004
Phone - 212-344-0800
Fax - 212- 344-3801

While we have no room block set-up at any hotel, Digital Sandbox has recommended the following:

Hilton Millenium
55 Church Street
New York, New York 10007
Phone - 212-693-2001

Best Western Seaport Inn
33 Peck Slip
New York, New York 10038
Phone - 212-766-6600
Fax - 212-766-6615

Wall Street Inn
9 South William Street
New York NY 10004
Phone - 212 - 747-1500

Holiday Inn - Wall St District
15 Gold Street
New York, New York 10038
Phone - 212-232-7700
Contact - Mirian Taylor

New York Marriott Financial
Center Hotel
85 West Street
New York, New York 10006
Phone - 212-385-4900
Fax - 212-385-9174

Hampton Inn
322 Pearl Street
New York, NY
Phone 212-571-4400

ABOUT MARKETINGSHERPA

MarketingSherpa is a research firm publishing Case Studies and benchmark data for marketers in corporate America.

237,000 marketing professionals read MarketingSherpa each week. 60% of our readers are business-to-business specialists, making us the highest circulation B-to-B marketing information publisher in the world. The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com have all praised MarketingSherpa's content.

In addition to research publications and 25+ virtual events per year, the firm also organizes three annual in-person Summits:

- Business-to-Business Demand Generation Summits (East Coast & West Coast)
- Online Subscription Business Summit (NYC)
- Email Marketing Summit & Expo

MarketingSherpa Summits are almost invariably sell-outs, with ticket sales closing a week or more *prior* to the actual events. (Book early to avoid disappointment).

Founded in 2000, MarketingSherpa is a woman-owned company and is a "preferred vendor" for several Fortune 500s. (Check with our service department for details.) The firm is headquartered in Warren, Rhode Island between Boston and New York.

