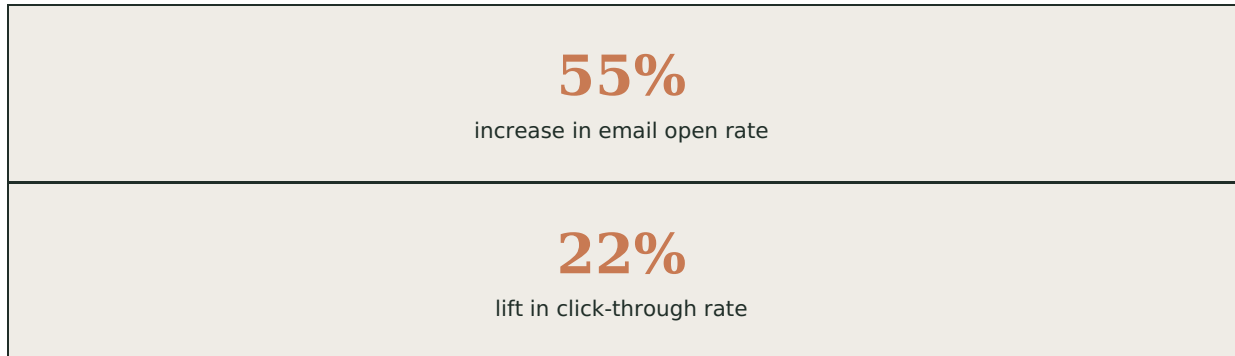


CASE STUDY

Creating a Digital Magazine Readers Actually Open

How a full content and design overhaul helped a London-based asset management firm win back its readers in a single month



Both results were measured within the first month after the redesigned issue launched.

The Challenge

The firm's digital magazine, something unique in the asset management space, had all the right intentions but wasn't landing with readers. It published consistently, but open rates were low and the content wasn't speaking to the people who mattered most: the firm's investors and prospects.

The owner of the fund brought me in to figure out what was going wrong and fix it.

The Approach

- Audited past performance analytics to understand exactly where the magazine was losing readers
- Reviewed every piece of published content to analyze what was working and what wasn't
- Defined a clear ideal client profile so every future piece had a real person in mind
- Partnered with the firm's graphic designer on a full visual refresh, cover to cover
- Introduced monthly columns written by key personnel inside the firm, giving readers direct access to thought leadership
- Built a six-month content calendar to ensure topic relevance and maintain momentum after launch

The Result

The redesigned magazine debuted in August, delivered through a newly built Mailchimp newsletter. The change was immediate. Within a month, open rates were up 55% and click-through rates rose 22%.

One added bonus: the owner of the fund received several direct emails from investors, commenting on how much more value the revamped magazine provided as they considered future investments.

If your publication isn't getting the attention it deserves, it might just need a sharper strategy and a fresh look. Let's talk about what that could look like for you.