



Publishing Industry Case Study

\$250MM Publisher in the Building Industry

Content Curation Whitepaper by





Using simple tools like drag-and-drop, content is now published to the web and 40+ e-newsletters in minutes rather than hours.

“What Categorical delivers is really simple, but really important:

1. Grow audience - 2. Increase efficiency - 3. Generate revenue.”

Bob Benz, President of Content, Hanley Wood Media

Challenge

In early 2012 Hanley Wood Business Media, traditionally a print publisher, was looking for ways to increase its percentage of digital revenue. At the time HW was generating about 30 percent of revenue from digital and set a goal of increasing that to 50 percent within a few years. With over 30 magazine websites at the time, regular e-newsletters and other business activities HW knew it had the means to increase digital revenues. With the ever increasing fragmentation of online audiences, HW was determined to become the source to its industry for ongoing news and information.

There was another problem that had to be overcome in order for this to take place. Hanley Wood editors felt left out of important decision-making that affected editorial. A solution required getting the right pieces together and getting the buy-in and support of the editorial team.

Solution

Categorical, which was already providing services to HW, met with the new, and first, president of content, Bob Benz. Categorical proposed to transform the content creation for HW magazines and e-newsletters into an integrated source of news and commentary with easy to use tools while at the same time returning to its editors a sense of empowerment and joy in their work.

Categorical was chosen to proceed on the project and went to work implementing its Curation Desk platform. The workflow implemented for the editors to find, curate and publish web content was streamlined so that editors could now spend less time searching for and curating relevant content. Content for review as determined by editorial direction is received in Curation Desk. In addition content found on the web is pushed to Curation Desk with a browser bookmarklet. Editors now collaborate with other editors on content without having to email each other multiple times – this is done in an enterprise staging area which results in savings in time and an increase in efficiencies. Using simple tools like drag-and-drop, content is now published to the web and 40+ e-newsletters in minutes rather than hours.

Results

In just four months digital revenue enabled by Categorical’s Curation Desk has had impressive growth. With the time saved using the new technology Hanley Wood is able to launch new titles faster and editors have opportunities to work on what they are passionate about. “The prospect of actually getting time back in my day, out of production, out of the process, to actually focus on what I’m passionate about is really what I’m seeing coming to life here,” is how John McManus, Editorial Director, Hanley Wood Business Media, put it. Hanley Wood is continuing to integrate existing titles and e-newsletters into Curation Desk as well as creating new titles and is looking forward to meeting its digital revenue goal ahead of schedule.