



How to Create a Digitally Optimized Publication



Presentation Outline

- 1 Defining Goals & Objectives
- 2 Analyzing your environment
- 3 Options & opportunities
- 4 Key design elements to improve readability
- 5 Brochure / magazine best practices
- 6 E-commerce / catalog best practices
- 7 Cross Platform best practices
- 8 Test, Track, Analyze & Refine
- 9 Questions & Answers

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1. Strategic Objectives & Opportunities

Goals & Objectives

Identifying your key macro, micro goals & objectives



Analyzing your environment

Evaluate your audience and their needs, including:

- Demographics
 - Reading Habits
 - Location / Language
 - Needs & Wants
-

Evaluating your competitors and their strategy, including:

- Strategy
- Key Successes
- Delivery



Evaluate your resources & skills internally, including:

- Time
 - Skills
 - Professional Services
-

Evaluate your content that you can utilize, including:

- Images
- Videos
- RSS, Social Media

Options & Opportunities

Options to reach your goals within your environment

	Macro: Conversions	Macro: Audience	Micro: Add to basket	Micro: Subscribes
	How do I increase overall basket conversions on my site?	How do I expand / reach a new audience?	How do I increase add to basket events in my publication?	How do I increase subscriptions on my publication?
Options	<ul style="list-style-type: none">• Design pages with more / less products per page (Impulse)• Use embedded viewer for consistent brand• Use product performance statistics to redefine content• Great product visuals• Clear instructions page	<ul style="list-style-type: none">• Promote publication share function• Promote crop & email function• Use surveys to interact with audience• Target content to different demographics	<ul style="list-style-type: none">• Clear products on a page• Clear & positioned CTA• Use flash basket enrichments• Inpage product slideshows• Promote sharing with Facebook like	<ul style="list-style-type: none">• Subscribe button on viewer• Subscription form on publication intro page• Restrict with security
Opportunities	<ul style="list-style-type: none">• Seamlessly integrate with existing e-commerce software using CommercePro• Use Zmags professional services for advice	<ul style="list-style-type: none">• Deploy to Facebook• Utilize facebook demographic advertising• SEO optimization• Paid search (Google)• Wibiya toolbar	<ul style="list-style-type: none">• Utilize product popups within CommercePro	<ul style="list-style-type: none">• Deploy preview version to Facebook• Utilize preview version with signup form



2. Key Design & Readability Elements

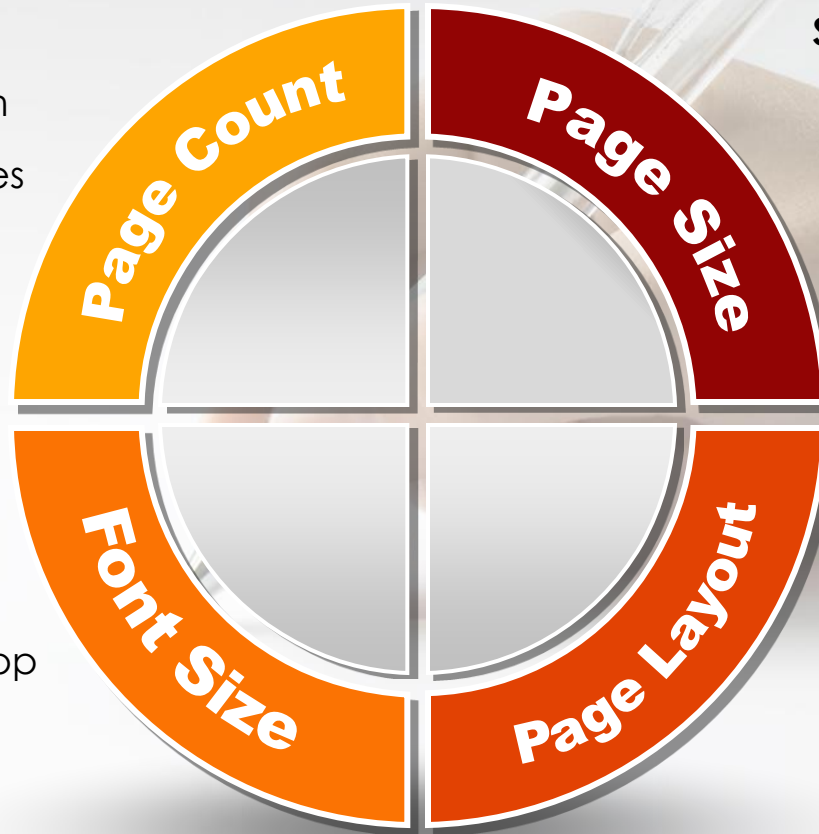
Preliminary Design Recommendations

Quality / Quantity?

- 10 – 60 Pages Optimum
- 50% users read all pages
- 20% exit at cover page
- 5% exit at spread 1 & 2

Larger fonts = No Zooming

- 12% higher time spent pp
- Best Fonts: Georgia, Verdana, Rockwell
- Best Font Size: 13pt +



Square page = more space

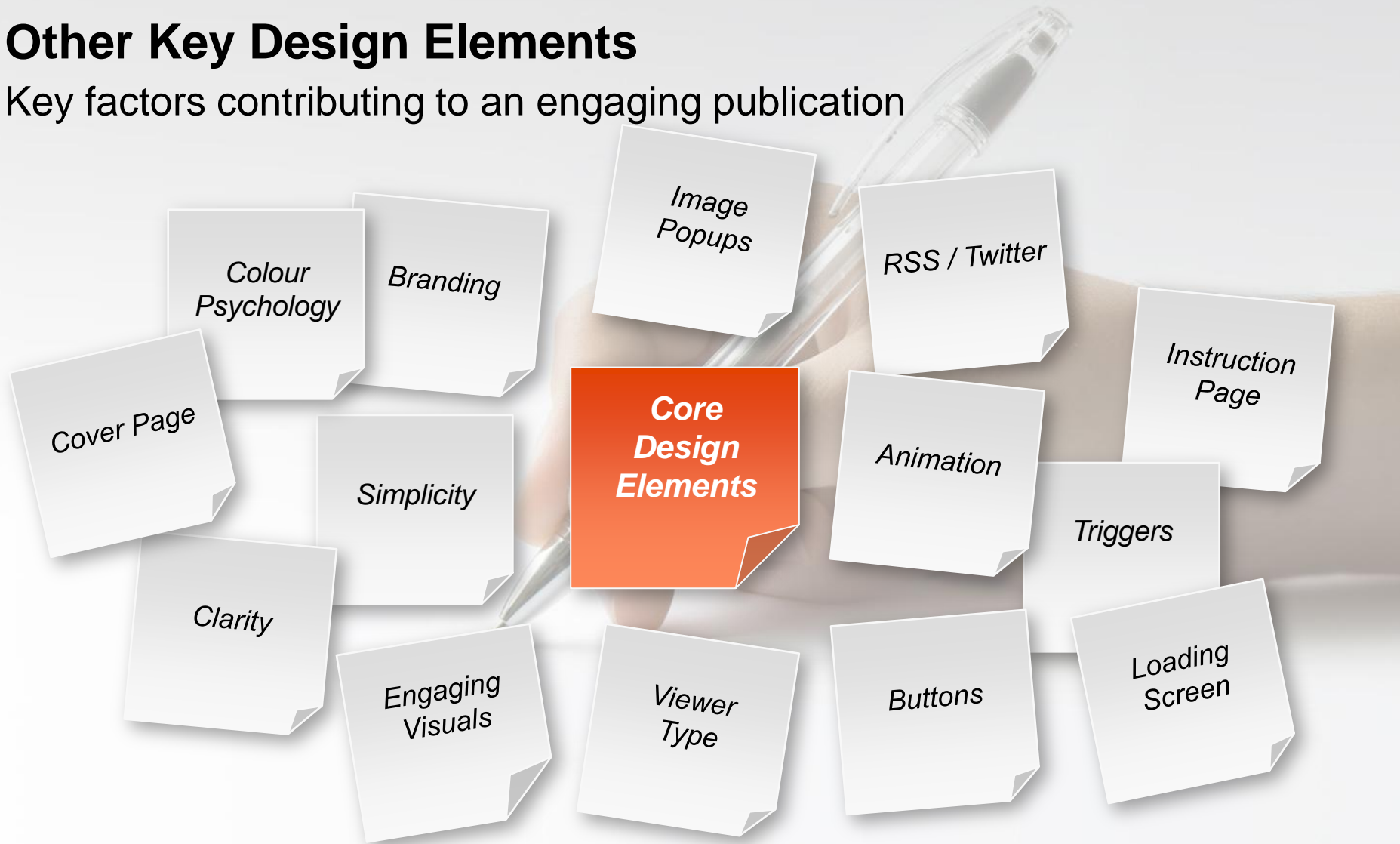
- Best Size: 8.5 x 9.33 Inch
- 150 dots per inch

Better Layout = Easy Read

- F Shaped Layout
- CTA on middle right
- Strong cover page

Other Key Design Elements

Key factors contributing to an engaging publication



Power of Visuals - Great Visual Design Matters

Key factors to consider when using visuals



Visual Design Factors



3. Brochure / Magazine Best Practices

Key Brochure / Magazine Best Practices

Pages

- Square Page Size (8.5 x 9.33)
- 20 – 40 pages
- Large font sizes
- Follow the eye layout

Cover & Intro Page

- Use simple animation
- Deeplink to content on cover
- Video on intro page
- Capture subscribers with form

Engagement

- Lots of interactivity
- Tell a story / engage reader
- Flash Animation
- Popups

Branding

- Use vibrant background
- Use only core features
- Use complimentary colors
- Embed within site

P&G

Today's
Diet & Nutrition

SFO



4. Ecommerce / Catalog Best Practices

Key Catalog / Commerce Best Practices

Pages

- Square Page Size (8.5 x 9.33)
- 40 - 100 pages
- Large font sizes
- Follow the eye layout
- Products per page

Integration

- Embedded viewer
- Integration with shopping basket provider
- Facebook page
- Sharing (Wibiya)

Engagement

- Less interactivity
- Use clear CTA
- Basket / Pulse Animation
- Product Popups

Colors & Visuals

- Color Psychology
- Good product visuals
- Videos

InWear

nutrimetics
Live the life you love

Cross Platform Best Practices

Pages

- Square Page Size (8.5 x 9.33)
- 40 - 100 pages
- Large font sizes
- Follow the eye layout
- Design for single pages

Limitations

- Design with no flash animation
- No capability for popups

Engagement

- Embedded videos on page
- Clear CTA embedded into PDF
- Choose right link effect

Branding & Visuals

- Branding viewer in line with site
- Use strong visuals





5. Cross Platform Best Practices



6. Test, Track, Analyze & Refine

Key Catalog / Commerce Best Practices

Pages

- Square Page Size (8.5 x 9.33)
- 40 - 100 pages
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- Follow the eye layout
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- Branding viewer in line with site
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6. Track, Analyze & Refine

Test, Track, Analyze & Refine Process

4 Steps to carrying out a redesign of your existing content based on statistics



Perform internal testing on your publication:

- Test display on all devices
- Test all links
- Gather feedback from internal stakeholders

Identify the key metrics on your publication:

- Reader engagement time
- Time spent per page
- Read through rates
- Bounce rates
- Zoom time

Analyze content reporting & identify opportunities in mobile / facebook statistics:

- Mobile statistics
- Facebook statistics
- Referrer statistics
- Commerce Analytics:
 - Funnel stats
 - Product performance
- Heatmap statistics

Refinement & Repurposing of content based on findings:

- Refine areas of content

Contact Us

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Customer Success Services



Community Workshop & Resources

Community Workshop



The workshop area contains:

- 6 workshop sessions

http://community.zmags.com/workshop_redesign

Resource Pack

The resource pack contains:

- Page template
- Intro page template
- Flash components

<http://supportdk.zmags.com/webinar/redesign.zip>



**Do You Have
Any Questions?**

