

Utilizing Word Of Mouth To Increase Subscribers

Challenge:

Mad Mariner is an online boating magazine that publishes maritime stories daily. The website is filled with boating resources from expert advice on projects, to honest reviews of boats and nautical equipment that are available to subscribers. Mad Mariner sought to grow its online audience and increase the number of people who sign-up for the free 30-day trial offer.

JumpReach Solution:

To utilize Mad Mariner's greatest asset, its existing audience, the JumpReach Team employed JumpReach Pro (Version 1.0), its viral marketing service. Through the use of JumpReach Mad Mariner's subscribers were able to quickly and easily refer the website to anyone within their email address book. Each person referred received a personalized invitation to sign-up for a free 30-day trial to Mad Mariner. Once subscribers referred at least six people who signed up for the free trial, they received a free stainless steel deck key on a Mad Mariner lanyard.

Results:

The JumpReach viral marketing platform effectively facilitated and increased the number of free trial sign-ups, by 22% during the first month. Today, JumpReach continues to generate new subscribers at an exceptional referral ratio. Recent results show that on average for every one person who refers Mad Mariner using JumpReach two new people sign-up for the free trial.

Client: Mad Mariner

Agency: EyeTraffic Media/ JumpReach

Budget: \$3,400

Date of Campaign: 01/07/09

Case Study URL: http://jumpreach.com/Mad_Mariner_32.html