



Alchemy Worx launches new Sky Sports Ezine with targeted, original, quality content

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Alchemy Worx delivers new high-value advertising and sponsorship inventory

PR9.NET March 02, 2005 - Alchemy Worx will launch a completely new ezine for skysports.com, the Sky Sports online service, this March.

The new content-rich email newsletter - to be sent to users of skysports.com, the UK's most popular commercial sports site - follows extensive research by Alchemy Worx into Sky Media's commercial objectives and one-to-one interviews with stakeholders.

The new ezine will use an interactive methodology so that readers have to take action to get to relevant content, helping Sky Sports better understand the needs, likes, and dislikes of any given visitor. This knowledge also raises the value of advertising inventory.

According to Scott Deutrom, head of online sales for Sky Media, the new ezine will create additional advertising opportunities where demand exceeds inventory.

Scott says: "Popular content on Sky Sports such as Rugby Union, Golf, and Formula One are always in great demand from advertisers. The new ezine, by Alchemy Worx, creates incredibly valuable editorial that is only accessible via the newsletter: giving us the extensive, contextually-relevant, inventory that our advertisers demand."

The main objectives are to add value to communications with users of the site and to differentiate between the weekly newsletters and the Sky Sports website. Our Sky Sports editorial team will be using their expertise in a range of sporting fields to source original content for the ezine. A long-term editorial plan establishes and maintains a stable, interactive relationship with users, and allows advertisers to place advertising against relevant content.

Dela Quist, UK managing director at Alchemy Worx, comments: "We are helping skysports.com introduce rich, engaging content with unique reviews and analysis. Creating an effective ezine is not about sending and selling advertising and offers, it's about maximising subscriber interactivity and feedback. Giving more value to the reader with original content and relevant advertising improves conversion rates, and increase revenues in key areas for Sky Sports such as Broadband and Premium programming."

Direct permission-based communications, developed by Alchemy Worx, will help Sky Sports to create a one-to-one relationship and an extensive profile with a growing list of high-value subscribers

Quist concludes: "We will use Sky Sports' existing email delivery platform, together with our considerable reporting expertise to provide an in-depth analysis of subscriber behaviour over time. Alchemy Worx will continually identify opportunities to improve Sky Sports' email marketing performance."

About Alchemy Worx:

Alchemy Worx is the UK's largest direct marketing and customer publishing agency with a complete focus on email communication. The experienced team at Alchemy Worx offers a range of highly professional and creative services, focusing on the needs of companies wishing to develop and maintain direct permission-based email marketing relationships with their customers.

About Sky Sports online:

Sky Sports online service at www.skysports.com is the UK's most popular commercial sports site. It set new records in January, attracting a new peak for page impressions [314 million] and unique users [4.9 million]. Sky Sports also offers a broadband service, on a subscription basis, which provides quality video clips from major events, including Barclays Premiership and UEFA Champions League football, and specially-created sports news bulletins.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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