

## 3 Best Practice Updates for America's First Web Magazine

By Don Nichols | 03/21/2018

### **I Like Crochet has improved upon their already best-practice web magazine with collections, clubs, and previews.**

It's genuinely thrilling to be in the publishing industry at this moment and time. Think about how one of the defining factors of millennials is that they have been alive to experience life with and without immediate access to the Internet on demand. Meanwhile, many of us have experienced a similar opposite in the magazine industry – life before and after digital magazines. Less than ten years ago, the majority of magazine subscriptions were in print, and now digital magazines make up 37% of all magazine readership, according to our 2018 Mequoda Magazine Consumer Study, and we predict that number will rise to 40% by 2020.

Back in 2014, we partnered with Prime Publishing to launch America's first web magazine. Since then, we've launched more than a dozen and have learned a lot. Prime's web magazine, **I Like Crochet**, is a linear, finite edition of a magazine. Readers progress through the magazine the same as they would an app or print magazine, except the pages are built in HTML and read like a webpage.

Unlike the magazine app edition, the web edition is accessed on the Internet through a web browser, meaning that it's accessible on any device and any platform, without restrictions. And unlike print magazines, it also delivers access to a library of all past articles and special curated collections, instantly available with just a click.

Back in March, we reviewed some updates to their best-practice web magazine which included updating payment processing systems, taking

advantage of SFG's "FlexPage" system, and enabling single copy pricing. You can see how and why we made these updates in *America's First Web Magazine Gets a "Face Lift"*.

We've recently made more updates, and since **I Like Crochet** is a best-practice web magazine, we wanted to share what these updates included to make their web magazine better than ever.

### **Launched Collections**

Curating special collections is something that all of our clients are adopting. It involves creating pages within your web magazine where you curate a number of articles from your archive.

Special interest articles are often quite evergreen, and even those that show their age are often of interest as they reflect tastes and styles from an earlier time. You can create a collection around themes, and also take advantage of the depth of your library content to create collections that focus on coverage that is no longer part of the current magazine.

Under a tab called "Collections" on the magazine website, subscribers to **I Like Crochet** get 13 new collections per year. If you are looking for baby blanket patterns, it might be overwhelming to search through their large library of patterns, so the editors picked 7 of the patterns they deem the "best" to showcase in their collection called *The Best Baby Crochet Patterns Collection: 7 Little Designs*.



Additionally, visitors can now buy access to a single collection or be up-sold to the collections club.

### **Launched the Gold Club**

**I Like Crochet** now offers different levels of membership, marked by Bronze and Gold. Several months ago, we started an onboarding series to import subscribers across their databases, where people could opt into a "Bronze Club Membership" to **I Like Crochet**, which is their basic membership.

The Gold Club, their most popular offer, includes just about everything **I Like Crochet** creates. It includes a full year to the Magazine Club, with print, web, and tablet editions of the magazine, and access to their library which contains all past issues with 600+ patterns and 150+ new patterns every year. It also includes a full year's subscription to the **I Like Crochet Collections Club** which includes over 100 exclusive designer patterns, and their mini crochet collections.

This approach has been successful so far. Any time someone tries to subscribe to either the Collections Club or Magazine Club, they're presented with the Gold Club as the best offer. This is causing the majority of orders to upgrade to the Gold Club.

### I Like Crochet Gold Club

FREE 30-Day Trial!

Yes, I want FREE, unlimited member access to the I Like Crochet Gold Club for 30 days!

I'll have access to designer crochet patterns, easy video tutorials and full-color photos showing step-by-step instructions. I understand my first 30 days are FREE. After that time, if I wish to continue my membership, I will do nothing, and my order will be billed according to the terms I select below. I also understand that I may cancel at any time.

To start your FREE 30-day trial, just follow these 2 easy steps:

Step 1: Choose your post-trial membership level.

Your membership details:

**BEST DEAL!**  
I Like Crochet Gold Club Membership: \$3.97/month, billed annually.

I will receive:

- Bronze Club Access, which includes 11 mini collections of lovely crochet patterns, email newsletters, and special merchandise discounts.
- Collections Club Access, which includes 13 carefully curated collections of designer crochet patterns for scarves, blankets, and more. Each collection features 7 projects, giving you 91 stunning patterns to add to your library.
- Magazine Club Access, which includes our brand new bi-monthly issues on your computer and tablet. Each issue includes 25+ exclusive patterns, expert tips, and step-by-step techniques. Plus, you'll unlock our pattern library with 600+ patterns and articles for free.

• I Like Crochet Magazine Club Web Only Membership: \$2.99/month, billed annually.

• I Like Crochet Magazine Club Tablet Only Membership: \$1.99/month, billed annually.

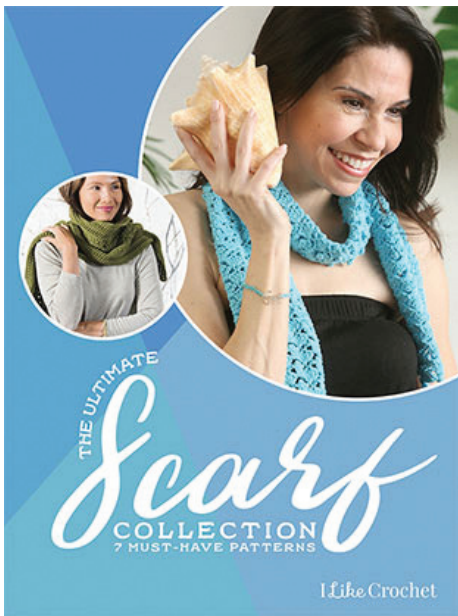
• I Like Crochet Collections Club Membership: \$1.99/month, billed annually.

## 3 Best Practice Updates for America's First Web Magazine (cont.)

### Launched Library Previews

*I Like Crochet* has always published some content for free, but now they are releasing informational Library Previews. These are posts, also distributed through email, that preview content from the library in an effort to shed light on what's available for those who aren't subscribed, and curate content for those who are. Many of our clients use the preview format to tease collections on their sites, while *I Like Crochet* is focusing their previews on one crochet pattern from a past issue or collection, highlighting the item and the designer.

These are all significant improvements for *I Like Crochet*, and the updates are already paying off.



## I Like Crochet Preview

July 9, 2018

**More patterns than you ever dreamed of.**

All professionally designed, all tested and tech edited, all gorgeous. For just pennies.

**The I Like Crochet Gold Club**


**Yes! I want to join The Gold Club!**

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[Handcraft a gift-worthy pillow with a unique design](#)

From the April 2017 issue of *I Like Crochet*

**Skill level:** Intermediate



Bohemian style is all the rage! Just look in any catalog, on Pinterest, or home-décor website and you'll see this trend everywhere. Characterized by jewel tones, batik prints, and crochet and macramé accessories, "Boho chic" has a distinctly artistic flair.

The *Mandala Burst Pillow* crochet pattern brings Boho chic elements together to brighten your décor and give it an instant update. The mandala motif's rich color scheme stands out against the soft gray background, highlighting the crochet texture. Of course, you can always change the yarn colors to match your home decor.

