

# CASE STUDY

## Spiritual Bliss Magazine

### THE CLIENT

#### SPIRITUAL BLISS

#### Spiritual Bliss Magazine

The client is a digital magazine startup that writes about lifestyle and spirituality. Spiritual Bliss focuses on bringing spiritual awareness, enlightenment, healing and positivity to its readers.

### THE CHALLENGE

The client approached Dot Com Infoway to

- Increase downloads for the Spiritual Bliss Magazine app and find more subscribers
- Generate greater revenue for the magazine
- Expand target audience and reach more users

### THE SOLUTION

Dot Com Infoway studied Spiritual Bliss Magazine's dedication to give customers the best healing and empowerment tips "exactly where they want them and how they want them". DCI analyzed Spiritual Bliss's mission and its aim to increase its user base and revenue, as well as the market demands of this sector.

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### THE SOLUTION

Some of the steps taken as part of this analysis:

- A comprehensive study of the Spiritual Bliss Magazine app, its strengths and specialities
- A complete study of the market and competitor apps
- Deciding upon the best way to operationalize Spiritual Bless Magazine App's aim of increasing subscriber base and revenue earned

Once the study on Spiritual Bliss Magazine was completed, DCI launched a comprehensive marketing campaign that lasted around 30 days, which incorporated the findings of the study.

Some of the steps taken as part of the marketing campaign:

- Promoted the app using a variety of marketing methods that included app keyword optimization, detailed app reports and press releases
- Social Media marketing to increase visibility and popularity about the app on major platforms like Facebook, Twitter, Google Plus, and YouTube
- Helped increase online visibility and website reviews for Spiritual Bliss Magazine and boosted the app's ranking with ratings and reviews

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### THE RESULT

#### SPIRITUAL BLISS

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The studied and steady month-long marketing campaign resulted in Spiritual Bliss Magazine app achieving the first ranking in the U.S. Entertainment section and the 17th position in the U.S. Newsstand. It is currently ranked in the top 20 in the Newsstand category for the targeted keywords. The number of subscribers also continues to grow daily.

The client was much pleased with the results, and was emphatic in granting approval for DCI. At the end of the successful marketing campaign, Spiritual Bliss rated DCI 5 on 5 on various important criteria such as Quality, Schedule, Cost, Overall Rating and Willing to Refer.

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### RANK HISTORY

