



## **MagHub Case Study:**

# PREMIER GUITAR: USING MAGHUB EMAIL REMINDERS TO IMPROVE EFFICIENCY

Premier Guitar, published by Gearhead Communications, LLC, is the world's foremost authority on all things guitar and bass. With locations in Iowa, Minneapolis, Nashville, Los Angeles, and New Hampshire; Premier Guitar offers an impressive portfolio of print and digital services to their subscribers, including video services that have received hundreds of millions of views on YouTube and Amazon Prime streaming services. Over the years, Premier Guitar has been an active user of MagHub, tuning their system with custom development projects to make the system their own.

## **PROBLEM**

Being a multi-platform publisher, Premier Guitar offers a diverse set of advertising products from simple image-based campaigns, to full-fledged multi-platform sponsorships. In an average month, Premier Guitar processes 150-200 different digital ad campaigns. Each product has unique specifications such as asset type, material, and due date. What type of advertisement product is purchased determines what is needed from the client, and when it was needed by. These details, which are specific to each order, need to be included in artwork reminder emails that are sent out to respective clients.

Although MagHub offered email reminders as a built-in feature, it was not sophisticated enough to support these needs. It lacked the ability to customize automated emails that included information specifically relevant to each type of ad. In order to include all of the necessary details, the team at Premier Guitar had to manually customize emails and use an external mail merge service to send artwork reminders each month. This workflow was not only time consuming but left a lot of room for error. In any business, every moment counts. The time spent writing and sending hundreds of artwork reminder emails each month was time wasted.

**“From day one with the Maghub team, everyone we've worked with has gone above and beyond to listen to and address our specific company needs in regard to the MagHub product.”**

**-Luke Viertel, Digital Strategist at Premier Guitar**

## SOLUTION

Having worked on custom development projects with the MagHub team before, the folks at Premier Guitar did not hesitate to bring this problem to the table. After sitting down with MagHub's lead Product Manager it became evident that improvements needed to be made to the email reminders feature. Together, with a clear picture of what needed to be accomplished, the MagHub development team made a number of modifications to the email reminder feature.

The first improvement made was the ability to create an unlimited number of templates when before a user could only create one high, one medium, and one low priority template per publisher. This allowed Premier Guitar to create any number of templates to choose from when sending out artwork reminders. The next enhancement to the tool was to use the ad specification tag to automatically fill relevant information into the email specific to the ad. When a user sets up an ad size they configure the specifications once and that information is then automatically filled in to all artwork email reminders pertaining to that ad size. This eliminated the need for someone to manually customize each email with relevant ad specifications. The last modification to email reminders was a change to allow for custom offset dates for each ad size. With this change the email reminder tool could now automatically add any and all information related to a specific ad that the recipient would require.

## RESULTS

With the implementation of these updates the Premier Guitar team no longer needs to hand craft each reminder, saving them hours of time. Using the email reminders feature they can send out artwork reminders in bulk and be confident that each recipient is getting the unique information they need regarding their specific ad. By implementing this solution and keeping the process contained within MagHub rather than using an external mail merge service, they are able to take advantage of benefits such as automatic ticket status updates and client activity updates. Using a more automated process to send reminders also promotes a prompter collection of assets; this allows for more time to identify and correct errors, leading to a more polished and higher quality product.

We recommend checking out [Premier Guitar](#) and all of the neat things they are doing over there, and when you're done; why not [check out MagHub](#)? Whether our system is exactly what you need right out of the box (which it usually is), or if you need a custom platform to fit your needs, MagHub can offer you the exact solution to surpass the needs of your publishing business.