



## Customer Success Story

### Taste of Home revitalizes brand through online community

**Customer:**  
Taste of Home



**Industry:**  
Publishing

**Products:**  
Telligent Community

**URL:**  
tasteofhome.com

Taste of Home, the largest cooking magazine in the United States, was looking for an effective way to leverage the viral nature of its brand, integrate marketing in its magazine and online, and supplement traditional advertising. Owned by Reader's Digest, the magazine is built on a foundation of cooks sharing recipes and tips with other cooks.

#### Challenge

**Drive subscription sales by integrating print and online formats**

Although Taste of Home had an electronic bulletin board system almost ten years ago, it wanted a more engaging Web site in order to drive traffic and subscriptions. Deeply rooted in community interaction and user-generated content, Taste of Home needed a single, unified solution for several community-driven content applications. The team also needed a community solution that was easy to implement and maintain in-house. With a business model driven by subscription sales, Taste of Home needed a way to introduce the brand to new audiences.

#### Solution

**A community platform that allows user interface and relationship building**

By engaging passionate brand loyalists to generate content, foster relationships with the brand and each other, Taste of Home can elevate brand awareness and spur growth. Taste of Home deployed Telligent Community to support interaction in its online community, driving increased site traffic and greater advertising revenues. The team at TasteOfHome.com performed the implementation, migrating 5 million existing message posts onto Telligent Community. In addition to member pages, robust blogs and forums, and media and file galleries, the team also enabled comments on editorial content and recipes.

***“The passion, the relationship building, and the sense of belonging in the Taste of Home community have really come to life with the new tools and flexible platform of Telligent Community.”***

Renee Jordan, General Manager, TasteOfHome.com

## Results

### Increase in print subscriptions driven through community engagement

TasteOfHome.com realized a significant spike in site traffic and brand buzz upon launch of Telligent Community. Increased Web site traffic has spurred an increase in offline sales. The Taste of Home brand is reinforced through the online community, driving customers to renew their print subscriptions.

- In 12 months, traffic increased 166 percent, to 2 million monthly unique visitors
- More than 150,000 entries posted into the new forums within the first two months
- 22 percent increase in online searches in 12 months
- Online “Tell-a-friend” promotions through community proven five times more effective than traditional e-mail promotions

## About Telligent

Telligent is an enterprise collaboration and community software company. The company’s fully-integrated platform and portfolio of applications transform how organizations listen to, engage and measure interaction with customers, partners and employees. Telligent powers collaboration for many of the world’s largest brands, including Dell, Microsoft, Electronic Arts and Reader’s Digest. For more information, visit [www.telligent.com](http://www.telligent.com).

*TasteOfHome.com saw a 22 percent increase in online searches for Taste of Home brand terms over a 12-month period.*

The screenshot shows the Taste of Home Community website interface. At the top, there's a navigation bar with links for 'Share Recipes | Swap Cooking Tips & Ideas | Taste Of Home Community | Taste Of Home'. Below this is a search bar with the text 'Enter recipe or keyword' and a 'Search' button. The main content area is titled 'Welcome to the Taste of Home Community - Share Recipes and More!' and includes a registration prompt: 'To take part in this community, you'll need to register. Not a member? Join now! Returning members need to log in. Already a Member? Log in.' Below this, there's a 'Groups' section with a grid of links to various communities like 'Budget Living', 'Canadian Corner', 'Cookin' Seniors', etc. There's also a 'Forums' section with links to 'Appetizer Recipes', 'Bread Recipes', 'Cooking Techniques', etc. On the right side, there's a 'FREE Holidays & Celebrations Newsletter' sign-up form and a 'Pillsbury' advertisement for Crescent rolls with the text 'Very Impressive. Very Easy. SAVE \$1 NOW'.