

feedblitz

Jay Baer Switches to **FeedBlitz** for the Convince & Convert Blog

16,000
Subscribers
Needed a
New Home

Jay Baer's blog, Convince & Convert, has an RSS subscriber base of over sixteen thousand. As a leader in content marketing, a published author and public speaker on the role of social media to business, the Convince & Convert blog is the essential mechanism for Jay to practice what he preaches, and is core to growing his firm's business.

With so much at stake, any change in RSS feed and email delivery mechanism needed to be perfectly managed.

Up until September 2012, Jay and his web editor, Jess Ostroff, were using FeedBurner for RSS feed management and blog email subscriptions.

The decision to move to FeedBlitz was about reliability, yes, but more about ongoing commitment and support – and the lack thereof from Google. Jay also wanted to influence subscribers with his Infusionsoft CRM system.

“Feedburner's blog statistics have historically been known as unreliable and varying. For a blog that has more than 16,000 subscribers, unreliable numbers aren't good enough for us. We want to know where our subscribers are coming from and who they are so we can provide the most valuable content.”

**Time
to Move**
Away from
FeedBurner

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Moving to **FeedBlitz**, Integrating with **InfusionSoft**

FeedBlitz's Founder and CEO, Phil Hollows, said this:

"Not only was it essential that such an important and well-known site transition its readers safely to FeedBlitz from FeedBurner, we also successfully integrated FeedBlitz with Jay's InfusionSoft system, simplifying work flow, subscriber management and lead generation."

Everything went smoothly – Convince & Convert uses FeedBlitz for RSS feed serving and subscriber analytics, and drives their blog email updates automatically to Jay's email subscribers.

The importance to Jay's business of using FeedBlitz's RSS analytics is underscored by Jess Ostroff. Getting down to brass tacks right away, she writes this:

*"Without a feed delivery service, there's no way for you to see who has subscribed to your RSS feed and where they came from [...] If you can't view statistics, you can't measure your progress, and **if you can't measure your progress, you can't monetize your results.**"*

So let's be crystal clear: You can simply use your blog's raw RSS feed if you want to. What you lose is the ability to collect feed metrics because native blog feeds and their associated analytics packages can't do it.

Jess goes on to describe why moving from (free) FeedBurner to (paid) FeedBlitz was a win for Jay's business and his community:

"When we learned about FeedBlitz's capabilities as they relate to our valuable feed, we were intrigued. In short, FeedBlitz is a business (it's not free like FeedBurner) but it also operates like a business, and that's a worthy trade-off for us."

What Jess is saying is that it isn't about the price, or the labor cost, or the money. They chose FeedBlitz because of FeedBlitz's value, attitude and commitment. And when looking at that value, attitude and commitment in real life, Jess summarized:

"Paid Service = Awesome Support: Not only can the FeedBlitz team guide you on any technology issues (deactivating your Feedburner account is a scary thing, we know), **their team is able to advise based on best marketing practices, not just best feed practices.**"

Stepping up to **Business-Class RSS Feeds**