



The Crossroads

Local Publishers:

Adapt or Die

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Adapt or Die



- The Information Age yields to the Network Age
- 20th Century Newspaper model near death
- Tech innovation destroys old business models
- New models are emerging from the ashes
- Forces of change: Local publishers not immune
- Advertising delivery business is no longer viable

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Adapt or Die



- Local publishers often emulate the wrong (global) competitors
- Inherent local advantages are not exploited
- Advertising is increasingly more competitive
- Advertising rates are eroding
- Pay-walls are a waste of time

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New Strategies



- Local publishers must diversify revenue streams
- Small, local businesses are a great untapped revenue opportunity
- Local publishers have a natural advantage in this market
- Local relationships trump global marketing budgets

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Local Opportunities



- Most local merchants are not marketing professionals
- Sophisticated analytics, CRM, SEO, and social media are beyond the skills of most local merchants
- Local publishers can become the chosen platform for 21st Century marketing
- Entry-level packages provide local publishers opportunities to this market

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Opportunity #1 Web Technology



- Most local merchant websites are little more than an online brochure
- Blogs, Social Media, and SEO are beyond the adoption capacity of most local merchants
- Local publishers have long-term relationships with business customers
- Leveraging economies of scale and web-technology expertise with merchants can give local publishers a low-cost solution to more effectively address this market



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Opportunity #2

Affinity Programs



- Q: Why do major hotels, airlines, retailers, and supermarkets have customer-loyalty programs?
- A: Because they work!
- Few small merchants have the technology or market-savvy team to implement successful affinity programs
- Local publishers are in the perfect strategic position to provide cooperative solutions that will work for small merchants



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Opportunity #3

Events



- Small merchants would love to use event marketing
- Event marketing and management can be very costly
- Local publishers are naturally positioned to build expertise in event management, providing profitable event services to local merchants



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More Opportunities



- These opportunities just scratch the surface
- A litany of revenue diversification opportunities are ripe for local publishers
- Avenews 4-Growth has answers
- Adapt and thrive in the 21st Century



Contact: Avenews Software, LLC
248 South Main Street
Salt Lake City, UT 84101
phone: 801-983-5480
email: sales@avenews.com

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