

APP Revenue Creation

Creating Revenue for the Print Industry in Branded Applications

The Branded App debate will continue to rage on as technology develops. But what will always be true is that where there is audience there will be revenue opportunities in local markets.

Building App audience can be a daunting task for apps that are starting with no following, however in the print industry publishers find themselves in markets of loyal consumers already used to their name and brands, making the app download process easier to obtain.

Key for success is continuity of brand outputs and value to local marketplace. Once a publisher is able to secure a model that provides value to the audience and nurtures the audience into growth the next stage is monetizing our investment so that it can become a profitable function of our overall publishing brand.

Monetization strategies for local and brand publishers.

1. **Interstitial Digital Pages** – Interstitial pages are full page digital ads that are placed throughout your publication. They look like they belong in the publication but are not part of the original print publication.
 - a. Publishers can sell Interstitials individually
 - b. Publishers can sell Interstitials as part of bundles to online advertising commitments
 - c. Publishers can add interstitials for event sponsorships
 - d. Publishers can provide Interstitials as Value added in contract upgrades in print or in sponsored special sections.
 - e. Interstitials can be sold via marketing agencies or bulk discount ad programs.
2. **App Sponsorship Packages** – Exclusive monthly packages that provide local advertiser exclusive Digital placement in APP product.
 - a. Publishers can sell sponsorship bundles that provide advertiser competitive advantages in digital fronts. Example Advertiser is exclusive real estate company in app, they get full page ad on page 1, and full pages every 5-8 pages and they get live links in app to landing pages on the web to collect data or provide reader analytics. Plus they get Logo sponsorship stamp on every page.
 - b. Publishers can sell Digital only special event or special feature sections. These sections are hosted on the app and the online html 5 reader. Sponsored content – ie Auto repair tab sponsored by local car dealer... Bridal planning guide sponsored by local bride store... Vacation planning guide sponsored

by local hotel or resort. These special features need to go online as well, providing advantages for local advertiser on all digital fronts. Limited expense on publishing side as no print production.

- c. **Sponsored Content Push Notifications** – The Direct Mail of Digital. Imagine sending out local hospitals annual report via push notification on your APP in between publication dates. Special release for your readers and hospital gets extra circulation.
3. **Digital upsells** – Rich media upsells – Most APP platforms that feature digital editions offer Rich media features. This means that you can add advertiser links, Advertiser propaganda and Advertiser Video directly to your paper.
 - a. Local Car lot can now run his TV commercial into his print ad by simple tap on the screen. Furniture Dealer can now ad Feature Sheet for sofa in the ad by simply clicking the screen in the app. Local event can now take reservations or sell tickets by adding link to landing page online in the app.
 - i. **Hyper Links opportunities** – Ad hyperlinks have been an add-on for years in digital. Now Place links in digital editions and allow readers to easily search out more information in the story or ads.
4. **Insert Ad Sales** – Increase Insert Revenue by offering Digital distribution through app and online flip editions. Many large agencies already produce digital editions. Simple ad on to rate package to include not only print distribution but digital as well.
 - a. Add it to your preprint or we print programs, not only print their flyer for them but now place it on your digital editions also.
5. **New Digital only content and Ad sales** – Starting revenue might be low but there is the opportunity to build new brands and new content that is sold only for digital readers. Great reason to download the app and great entry point for advertisers looking for low rate packages. Example – Local Recreation and Family guides published quarterly on line and digital only. Advertisers pay low yearly fee (prepaid) to be in all editions.
6. **Use advanced Analytics in App to increase ad rate and ad link sales** – As the audience develops the advanced analytics in the app will allow you to build more creative ad markets. Have an advertiser that wants to pay per click, fine charge a premium rate per click in the app, the analytics will track it. Want to increase Ad rates this year but don't have increased print circulation, use digital audience measurements to certify digital delivery and add this audience to your print audience. No you can show value for rate increase.
7. **APP Coupons** – In the age of Groupon and Living Social Coupon deals, publishers can provide local merchants the ability to produce mobile only coupons that don't cost them 75% of profit, like a Groupon coupon does. Instead with push notifications and or Digital only coupon sheets, publishers can display printable & sharable coupons, link the coupon to clients landing page, and targeted event coupons at a very cost effective and profitable rate. With annual invest of \$1000 you only need to

have 5 customers doing Coupon monthly at \$25 each to make a profit of \$500 for the year.

With App platforms such as the Zoomifier publisher APP the \$1000 investment becomes an easy target for revenue gain in the coming year using one or all of these strategies. The next steps for publishers as they look to capture the growing revenue trends in digital is to create the audience and start planning your strategy for revenue.

Training and Sales Blitz options

Once publishers decide that an app provides solutions they can take advantage of in their market, the next step is training the sales team.

I am offering this exclusive training and Sales Blitz program to my partners.

Work with me on Developing your APP, through Zoomifier and I will come to your market for a sales training and sales blitzes for 2-5 days. I ask for Travel expenses a \$250 a day retainer. I will set up sales material, train sales team on knowledge base, set up four legged calls and actively promote your digital and print offerings in the marketplace. Virtually assuring you that you will be profitable in apps from the start.

Charlie Pankey

Valet Marketing

App Business Development Lead - USA

775-392-1289