



tip

The Independent Publisher

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AUDIT PROMOTION CHECKLIST

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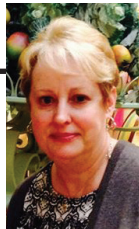
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

— Victor R. Jose
IFPA Founding Conference
September 20, 1980

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"I know there are people that do not love their fellow man, and I hate people like that."

Tom Lehrer



Jotted by Jane

by
Jane
Means



Looking forward to seeing you in Philadelphia later this month. We've got A LOT to talk about!

The Leadership Summit is packed with loads of topics. Let's face it; this is a time when we all need to help each other. Any idea that can save me time and/or money, I'll be racing back to my office the following week to implement.

But this is a year when our IFPA Annual Member Meeting will likewise have some significant discussions. It's time to talk about our strengths, our weaknesses, our opportunities and

our threats. Don't panic, we're not going to have a full "SWOT" strategic plan discussion for the organization – your board of directors does that diligently every few years.

It is time to summarize what we've evaluated and plan for a strong future.

Several long time member publishers have decided to retire by either selling their papers or they have merely stopped printing. Other members have found it necessary to diversify their product portfolios.

Our industry is changing. Not like the

changes we see for the dailies, but we are changing in different ways. It's important that we remain relevant and keep our eye on a bright future for all of our publications.

As with most things, there's a little take and a little give. We are confident you'll take home money making ideas and money saving ideas. We are also certain you will give your fair share of ideas for the success of fellow publishers and also for a strong association for the future.

See you in Philly!

A handwritten signature in cursive that reads "Jane".



WELCOME

IFPA's Newest Members

Pine Barrens Media

Vincentown, New Jersey
Douglas D. Melegari
(609)-801-2392
Circulation: 11,200

American Newspaper Solutions

Rochester, MI
Jeff Fasseel
(248)342-2869

Sun Gazette – Arlington and Fairfax County

Leesburg, VA
Michelle Lester
(570)899-1164
Circulation: 61,000

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Six Ways To Out-Convenience Your Competition

by Shep Hyken

I've spent my professional career teaching companies and individuals how to provide amazing customer service and a customer experience (CX) that would keep customers coming back and help their businesses to grow and thrive. But today, customers expect more. They know what good service looks like and they expect it. And, they not only compare you just to your direct competitor, but to the best service they have ever received – from anyone. Delivering an expected level of service is now the baseline, and you have to find a way to differentiate yourself from the competition – because they are also trying to out-service you. I have found a way. It's a concept that is being embraced by smart, successful companies to disrupt their competition, and in some cases, entire industries.

And the secret is this: Convenience. If you can find a way to make your customer's life easier, or find a way to be easier to do business with, you will have added a new level to your CX that will draw customers away from the competition. How can you do that? I can teach you. My new book, *The Convenience Revolution: How to Deliver a Customer Service Experience That Disrupts the Competition and Creates Fierce Loyalty*, can guide you and help you come up with ideas to create more convenience for your customers.

The book highlights dozens of companies that have used convenience to disrupt their competitors. And, in some cases,

companies that have come up with ways to make people's lives easier have disrupted entire industries. As I studied these companies, I identified six Convenience Principles that they are using to set themselves apart from the competition. They are:

1. Reduce Friction
2. Self-Service
3. Technology
4. Subscription
5. Delivery
6. Access

Let's discuss each one and look at examples from different companies:

REDUCE FRICTION:

This is really what convenience is all about. It is the overriding principle, and the others that follow detail ways to reduce friction, or make life easier for the customer. Think about a convenience store. The concept originated in the 1920s, when Southland Ice Company, which sold big blocks of ice for iceboxes (precursor to the refrigerator), started stocking basic items like milk and bread. Maybe their items cost a little more, but customers loved the convenience of not having to make a special trip to the grocery store for these necessities, and the convenience store was born. Today we know it as 7-Eleven, which has nearly 65,000 stores worldwide. Another company built on the principle of reducing friction is Uber. They not only disrupted a competitor (a taxi cab company), they disrupted the entire industry. You open up the Uber app, input your destination, the

app informs you how far away your driver is and how much the trip is going to cost. When the car shows up, the driver knows your name and when you leave, you don't have to reach in your pocket for money or a credit card, because you're already in the system. Uber out-convenienced the entire industry!

SELF-SERVICE:

While self-service sounds like it's making more work for the customer, this isn't really the case. Many customers prefer the self-service checkout option at the grocery store if it means not having to stand in a long line. And, when customers have a question or problem, where do they turn for answers? Most will start by checking the company's website first, hoping to find a Frequently Asked Questions (FAQ) page, or maybe even instructional videos to help them figure out a solution on their own. One of my favorite examples of self-service is offered at Panera Bread, a chain of restaurants that provides the option for customers to order and pay for their meal at a kiosk. Since introducing the kiosks, Panera has been working to streamline the process even further. Now, when you place your order at a kiosk you are given a pager, then you simply take your seat at a table. The tables actually have sensors built into them, so when your order is ready, you don't even have to get up. The server knows where you are and brings your food to you. I asked a manager at a local Panera why they made the change, and his answer was simple and direct: "Because it's more convenient for our guests."

TECHNOLOGY:

Technology is an obvious way for companies to create more convenience. By providing an app or website, you are giving customers more options, more ways to connect, get information or even make purchases. PayPal is an online banking solution through which people can send money or transfer funds from

one bank account to another in an instant. One of my favorite apps is the NoWait app, which allows customers to remotely put their name on a restaurant's waiting list. If the wait is an hour, you can actually watch your name moving up the list and time your arrival so when you get to the restaurant, there is ... no wait.

SUBSCRIPTION:

Subscription services have expanded from magazines and newspapers to include all kinds of products and services. Amazon, the leader in convenience, offers a subscription service for a myriad of consumable products. Annual maintenance contracts are a form of a subscription model. If you go to a hardware store to buy air conditioner or furnace filters every six months, many now make it easier by offering the option of automatically sending you the new filters when you need them. And when they show up, it is also a reminder to change them. Netflix disrupted the video industry when they offered a subscription model that made it easier than driving back and forth to the video store.

DELIVERY:

Take it to the customer. Using delivery as a convenience proposition

can go beyond shipping a product to the customer's home or office. Even some service-based businesses have begun to offer mobile options, going to where the customer is, making life easier. I recently purchased a new car – not from the dealership where I had been a loyal customer for more than 20 years – but from one that, even though it was much further from my home, offered more convenience. I really didn't intend to buy a car there; I just saw one that caught my eye while driving past. When I stopped to look at it, I told the salesman that I would ultimately buy from my local dealership, but he sold me on convenience. He said that anytime the car needed service – even a simple oil change – they would deliver a new car to my home to use until they returned mine. He disrupted the other dealership that I'd been going to for more than two decades.

ACCESS:

Are you available where and when your customers need you? If you're not, you face some stiff competition. Websites are available 24/7. Walmarts are everywhere, in fact, 90 percent of U.S. residents live within 10 minutes of a Walmart. Think about your location and hours of operation. Are they designed to be convenient for

your customers – or for you? Could you disrupt your competition by offering nighttime or weekend hours? Huntington Bank offers extend daily and weekend hours

The concept of being intentionally convenient can be a competitive business weapon. I studied hundreds of companies and their business processes to identify the areas in which these companies excelled to create a more convenient CX. My book, *The Convenience Revolution*, can guide you and help you come up with ideas to create more convenience for your customers.

In the end, it's really quite simple. Customers will pay more for convenience. And they'll choose to do more business with the people and companies that make their lives easier. So, choose one or more of the Convenience Principles that you can work on. Find ways to be more convenient for your customers and you'll disrupt your competition and create fierce loyalty.

*Shep Hyken is a customer service/experience expert, an award-winning keynote speaker and New York Times bestselling author. His latest book, *The Convenience Revolution*, is now available for pre-order. Copyright © 2018*

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What's the difference between Amazon advertising and paid ads on Google and Facebook?

by Robbin Block

Your advertisers and readers are being bombarded with requests to advertise on Amazon, Google, and Facebook. How can you effectively compete with these online venues? As G.I. Joe says, "Knowing is half the battle." As you read this article you will learn the differences and similarities with online ads, become more knowledgeable about the competition, and develop ways to sell against them.

ONLINE ADVERTISING: A PRIMER

There's no escaping the war that's heating up between the three giants of online advertising. Yet you as a small business advertiser need to figure out how to make the most of them to sell more products and services. Understanding how they're different and where each excels will help you determine whether Amazon advertising or paid ads on Google and Facebook will work best for your particular business model and budget.

At the most basic level, Google is a search engine, Facebook is a social network and Amazon is an online marketplace. Each varies by who they reach and how those people behave on each site. On Google, people are searching for something — not always a product though. Facebook is more like a magazine, where people aren't actively searching for something.

As a marketplace, Amazon is the only one that directly connects a buyer search to an immediate, on-site purchase. On Google or Facebook, people might see something they want but need to click to a website to complete the transaction. That begs the question, why would people search on Google first — why not go directly to Amazon? Indeed. "Recent data reveals 50 percent of people now start their research on Amazon." I'll get into this later.

SHOULD YOU BE ADVERTISING AT ALL?

Most business models could benefit from some type of advertising that boosts traffic to a website, drives leads or increases sales. To be clear, advertising in this context is paying to put ads on someone else's site — not to be confused with organic search or social marketing. You'll want to put that in place first. However, new businesses are finding it increasingly difficult to rank organically, that is without paying for ads.

Advertising might not be an option for you, however, if you have little or no money to pay for it. Each platform has some level of minimum requirement, although small. The real issue is whether you have a sustainable budget that can deliver the messages frequently enough to make an impact. More on this later.

Another reason to hold off is if your website's conversion rate is really

low. Turning on the advertising hose to drive more traffic to a site that doesn't convert visitors into customers doesn't make sense. You would probably be spending more than you're earning. Poor ROI can happen when the traffic you're sending to your website isn't interested in what you're selling (decent sales, but too much unfiltered junk traffic could also be the culprit).

KNOW WHICH PLATFORM IS RIGHT FOR YOU

There are some straightforward ways to narrow it down. First, do I need to be selling on Amazon to take advantage of Amazon advertising? Not really. Keep reading to find out why.

Next, think about who is using each platform — your objective is to make the match between your target market and the right audience — by geographic location, demographics (age, income, education, etc.) and purchase behavior.

For example, Google is available in 36 countries; Amazon just 10, and it's strongest is in the U.S. Its users tend to be wealthier and more educated than the general population. Most consumers shop on Amazon in part due to free shipping. On Facebook, there are key differences by community type and education level, urban vs. suburban/rural, interests and age. This is just the tip of the data iceberg.

LOOKING BEYOND DEMOGRAPHICS: BUYER JOURNEY AND PRODUCT TYPE

Demographics and geography alone won't give you a complete picture. Knowing how people find products, services and websites is essential to understanding where to advertise. Sometimes called the "buyer journey," it traces a person's steps from the starting point or trigger event to the actual purchase of a product. In some cases, like with Facebook, people

aren't searching at all, so the trigger might be the ad itself.

PRODUCTS VS. SERVICES

There are big differences in the way people research and buy various products. One of the biggest gaps is between actual products (physical or digital) and services. It's pretty clear what a product is — I need those shoes. I can see what they are. Click.

Services can take longer to explain, and might require a conversation and an estimate before, finally, a sale. The objective of ads, in this case, is to generate leads to a website where the visitor would then make contact to initiate the buying process. By the way, home service providers can list on Amazon, and yes, use advertising to promote as well.

PRODUCTS VS. SOLUTION

Some people know exactly what they want; others are just looking around for a solution to a problem. They're researching. They're early in their buyer journey. They're more likely to use a search engine to figure it out. If you want to hit up buyers before they've made a decision about what to buy, advertising on Google makes more sense than Amazon.

COMPLEX VS. SIMPLE PRODUCTS

More involved products take research (refrigerators), others do not (ice cube trays). People may start their search on Google, but convert to Amazon. If you want to catch them at the research phase, advertising on Google makes sense. If you want to catch them when they're ready to make a purchase, and possibly get them to change their minds, use Amazon advertising.

BROWSER VS. BUYER

Facebook users might not be in a buying mindset at all because they're busy hanging out with friends.

Facebook ads either need to grab a user's attention or interrupt, like an

ad in the middle of that cute dog video you're watching. The latter can be particularly annoying and doesn't dispose the viewer to a positive view of the advertiser. So do Facebook ads actually work? There's a lot of controversy around this topic, as the comments on this Wordstream article can attest. If you decide Facebook ads are viable for your business model, you'll need to do some testing to see if it works for you.

HOW THEY SELL YOU THEIR AUDIENCE

The next consideration is how well each platform matches your target audience with what they know about their audiences' purchase behavior and intent. Delivering your ad to suit a buyer's mindset makes it more effective. Pivotal Research Analyst Brian Wieser has framed it this way:

"Facebook knows your interests, Google knows your intent and Amazon knows what you do commercially."

In addition, according to Google, "Targeting audiences based on their behavioral 'intent' or affinity (such as what they watch, search, visit) gives marketers a more accurate picture of their audience. Intent-based targeting also allows for more relevant and customized creative messaging tailored to individuals."

Here's a breakdown of how each site sells your audience:

On Google, the ads are matched by keyword and auction, demographics, searches conducted, sites visited, geographic location, income and age.

Facebook, on the other hand, has the most personal information about users, which could tip the balance to make even passive ads work.

Amazon knows what people have purchased, wish-listed, returned, complained about and reviewed. Plus, Amazon knows what has led to

each sale, making its algorithm even stronger. "Amazon has established a grip on more than 40 percent of the eCommerce business, eMarketer says, while Google and Facebook have no significant reach there, as much as they'd love to. That grip provides Amazon's not-so-secret weapon in digital advertising".

Related: Google AdWords vs. Facebook Ads — Which is right for your business?

WHAT'S A GOOD STARTING BUDGET?

All three platforms are PPC (Pay-Per-Click), which means ads are displayed and you pay only when someone clicks on your text or display ad. It's an auction system where you bid for the chance to place your ad in the selected space or on a certain page.

Average costs per click (CPC) can vary widely, depending on age range, time of year, vertical and many other factors, so trying to compare the platforms by price is almost impossible. To put it in perspective, though, here are some recent averages:

Facebook: 27 cents

Google AdWords: \$1 to \$2

Google Display Network: less than \$1

Amazon: 35 cents to 85 cents

For product ads, Amazon requires a budget minimum of \$1 per day or \$100 per campaign, depending on the type of ad you choose. They recommend setting your budget at \$10 per day for at least 60 days "to give the ads the chance to get measurable campaign results."

Some experts recommend starting with a test budget, then the sky's the limit as long as you're focused on return on investment (ROI). For example on Google AdWords, a 10 keyword test would cost roughly \$1,000 to \$2,000. From there you can determine what to keep and what to toss for the most profitable results.

continues page 12

5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

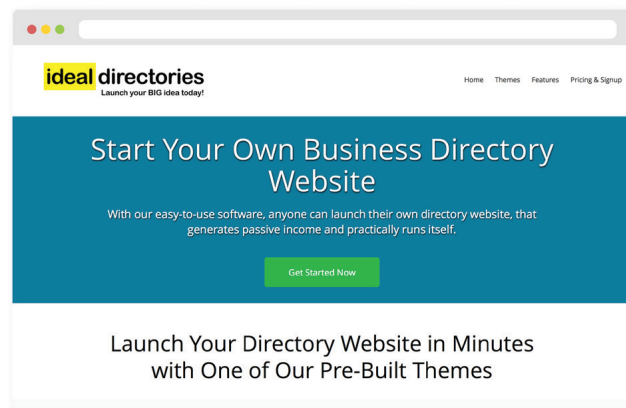
What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

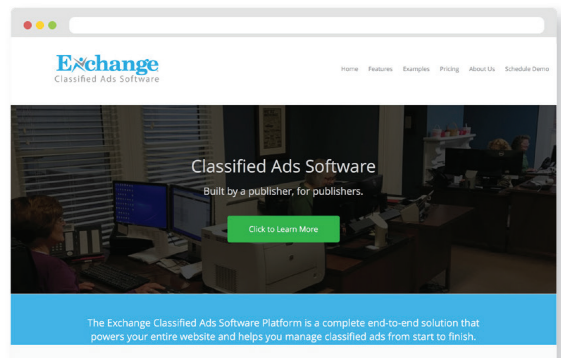
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your **staff all have separate logins** to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

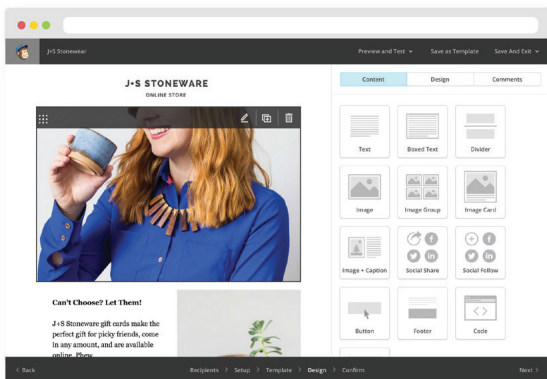
An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com



Online Ads continues

PLATFORM OPTIONS AND FORMATS

Advertising opportunities come in all shapes and sizes on each platform. Google offers text ads through Google AdWords and shopping display ads for retailers through Google Merchant. These ads include product images, price, store, size, color and other features, which show up at the top of search results. You can also advertise on YouTube.

Facebook options range from simply boosting a post to displaying a full-on video ad on the right side of their pages. And they own Instagram, so of course you can advertise there as well.

Beyond what the others offer, Amazon advertising opportunities have some unique characteristics.

Sponsored Products and Headline Search Ads are available for Amazon professional sellers in Seller Central and retail vendors in Amazon Marketing Services (AMS). Clicks take visitors to the advertised product detail page. Ads here are particularly useful if the product doesn't have enough reviews or other indicators to rank well organically. They're also good for clearing inventory or running a seasonal promotion.

Product Display Ads are available to Amazon retail vendors and are targeted by products or customer interest. Ads appearing on detail pages and campaigns targeted by interest might qualify for ad placement on Kindle eReaders. To promote books, you need to be a Kindle Direct Publishing (KDP) author or a book vendor with a retail relationship. To advertise an app, your app must be distributed in the U.S, compatible with Fire tablets or non-Fire Android tablets and meet

the Amazon Creative Acceptance Policies.

NOT SELLING PRODUCTS ON AMAZON? NO PROBLEM.

If you aren't selling products on Amazon, "Ad Solutions for Selling Off of Amazon" allow you to advertise to their audience and link through to your website. Your display and video ads can appear in many places, from Amazon's home page to the Select a Payment Method Page.

You can also place ads on partner sites such as IMDb, and offline locations such as lockers, boxes and more. Amazon isn't taking ads for Alexa ... not yet anyway.

THE FINAL ANALYSIS: PROS AND CONS

There are many, many ways to promote your products or services, and even more advertising options than these three. If you've done what you can to organically raise your visibility, and you have some budget and want to move things along faster than what social media can do for you, advertising can help.

WHEN PEOPLE ARE SEARCHING FOR A PARTICULAR PRODUCT ...

If you know people are actively searching for products like yours, your options are Google or Amazon. Choose Google if people are earlier on in their research or if it's a more complex product, and people are still open to discovery.

If you know your audience is shopping on Amazon, your product is offered there, and the buyer knows specifically what they want, then advertising there makes sense — particularly if you're not showing

up organically. Also, if your brand is relatively unknown, Amazon advertising can help you get visibility when people search by category.

WHEN THEY'RE NOT ...

If people are researching solutions or have questions about a topic, they're more likely to go to Google. Sometimes people might not even realize what to search for — they're not familiar with keywords that describe what you do, so Google could be the place to be. However, an ad click is less likely than if they're searching for something specific.

If people aren't searching for a particular product, Amazon doesn't really make sense. It's not really a browsing experience, like you might find at a brand's eCommerce site.

Your audience simply may not be searching there, and if you can catch them when they're still considering which brand to buy, all the better. That puts Google or Facebook back in the game. However, if you have a small budget, it would be better to pick one and measure your results than spread yourself too thin.

WHEN IT'S MORE IMPORTANT TO REACH THE RIGHT AUDIENCE ...

For the ultimate in customer targeting (apart from the purchase data Amazon has), Facebook can make the most sense. It might not convert as well for selling products directly, because users are there for friends, family and fun. It can also make the buyer journey longer, where you need to reinforce more steps, for example, from awareness of your business to social engagement to free download to acquiring an email address, etc., to final purchase.

Many Facebook ads will try to get you to like their page or provide an email in exchange for entering a contest or downloading something free, like an eBook. This makes it better at

concludes on page 14



Gary's Gallery

To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



Online Ads concludes

driving traffic to your website and driving leads. Facebook can be great for promoting a new local business, especially if it's visually compelling.

Great images and video can make a big difference. Plus, be sure to see how well the ads result in actual sales.

OTHER KEY POINTS:

Amazon advertising is the only one to offer non-digital ad placement. It could be a unique opportunity to reach their buying audience.

When advertising on any platform your products are shown side by side with competitors, making it easy for shoppers to compare prices. Of course, that's why having more

differentiated products rather than selling on price alone is so critical.

If you're selling services, but not on Amazon, then Google wins out again. People might not be aware that Amazon is offering services ... at least not yet.

If you want to run product or headline ads on Amazon, you need to be selling there, but you're paying for that privilege. But that has more to do with your overall distribution strategy than simply advertising.

DOES ONLINE ADVERTISING WORK?

Measuring ad effectiveness isn't easy, yet the idea is to target correctly, create well-messaged ads and then

measure results to see if what you're doing is working. All three platforms go out of their way to tell you how successful your ads will be. What's important is what works for you. That might be difficult to tell if the data you're using is Google Analytics, ahem. However, sales don't lie.

Robbin Block is a creative marketing strategist at Blockbeta Marketing. She's a magician with small budgets. Her practical approach helps clients take the pain out of marketing decisions. Robbin is the author of the Homepage Homeruns Workbook and Social Persuasion: Making Sense of Social Media for Small Business. She's also been a SCORE instructor and mentor since 2003, and was the producer and host of the Minding Your Business radio show in Seattle.



32 Quarterfold



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Graphic Hooks

I was in the check-out line... with my cart filled with food for an informal lunch get-together. Since there was a couple ahead of me, I looked over the magazines, and in the midst of the tabloid tell-alls, I saw a special TIME edition: The Science of Creativity. I knew it was special because it cost \$14.00!

Anyway, I realize that I don't often talk about creativity—I believe I last addressed it in an April, 2014 issue of TIP—because it's so hard to describe and cover on one page.

Even its definition is vague: the use of the imagination or original ideas, especially in the production of an artistic work; or a person who is creative, typically in a professional context. What? How do you get creative?

Exploration of the Creative Process... well, let's just say that it can get very, very complex.

Every individual has their own process... for me, I start with words and just free associate. It works for me, but may not be as effective for someone else. The good news is that there is no, one correct way to be creative. So I turned to **Google** to get some inspiration as well...

DESIGN THINKING

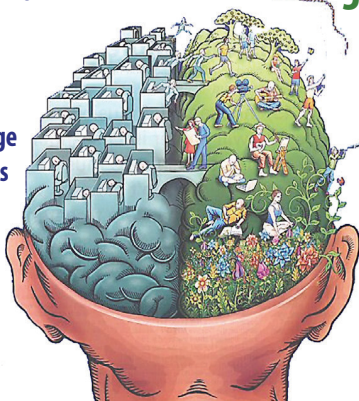
I focused on websites that discussed creativity along with ad design to narrow my choices and I still found so many! My first choice was creativity-atwork.com which immediately caught my interest with "Design Thinking."

Design Thinking is a process used by designers "to solve complex problems, and find desirable solutions for clients. A design mind-set is not problem-focused, it's solution focused"... "Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user (the customer)."

This is the more scientific answer—I've stated before that the purpose of graphic design is to get the intended message to as many people as possible in a cost-effective and memorable way.

Left Brain

- Analysis
- Reason
- Logic
- Language
- Numbers



Right Brain

- Visualize
- Imagine
- Spatial
- Image
- Symbol

The right side of the brain has been shown to contain "creative" aspects while the left side of the brain is more "scientific." I, myself, use both sides—especially language and analysis when I go into "creative" mode.

"If you have ideas but don't act on them, you are imaginative but not creative."

Another website presented an article by Amira Kadry The Creative Concept and its role in Advertising Design (<http://www.journal.faa-design.com/pdf/5-3-kadry.pdf>)

"Creativity is the soul of advertising, it is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers..." It's how you'll solve the design problem of communicating your client's message."

Every advertiser is your client. You may work for a publisher, but your duty is to present the advertiser's (client's) message.

Another site, wordstream.com (online advertising made easy) says this: **Defining Creativity and Innovation:** "Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing."

BUILD YOUR TOOLBOX

The easiest, most effective way for all of us to become more skilled is to go back and get to know the simple elements and principles of the design process. Here are the **elements:**

Line

Any mark that connects two points is a line. Lines are everywhere. They range from the straight geometric lines found in the most solid of buildings to the soft, curving lines found in nature. Lines can be broken, thick or thin, define an edge or go round and round. Lines direct, separate, define, create rhythm or suggest movement.

Shape

Anything that has height and width. From early on we learn to identify shapes. When we read, all we are doing is recognizing the shapes of the letters until they form a pattern... words, in our minds.

Shapes define objects but can also communicate ideas, whether it be through the shapes of words or the shapes of symbols that we've learned to recognize.

Shapes fall into three categories. Geometric shapes are regular and structured—squares, rectangles, triangles and circles.

Natural shapes are irregular and more fluid—plant, animal or human.

Abstracted shapes take on symbolic meanings, simplified versions of natural shapes—handicap access, mens' rooms, dining areas, to name a few.

Space

The distance or area around objects or items. When you arrange items, careful consideration should be given to the placement of text, graphics and logos. Space helps to set off important items or create areas where the eye can rest. Space is necessary to separate lines of words for easier reading.

Color

Helps to identify objects. Color can also relay messages and evoke emotional responses. Color will also help create contrast, make elements appear to vibrate, tie a variety of items together and help organize the layout and the information. We have to know if we are using spot or process color.

Texture

The look and feel of a surface. Rough, silky, smooth, hairy, sharp, etc. are terms used to describe surfaces that we can touch—tactile sensations. Visual patterns can create the illusion of texture. Blocks of type can even create a visual texture. The rhythm of a repeated item adds dimension or relates an image to its background—a floral pattern will emphasize flowers on sale at the florists. Screens in the background can soften the look—and also add more contrast.

Size

How big or small an item is. Size helps organize, small to large. A layout uses a variety of sizes, from the size of the artwork to the size of the type. All these size relationships must work together in the communication. Size can add depth, give a sense of scale, add contrast, break up space, make all the elements work together and establish a consistent look throughout.

Value

The lightness or darkness of an area. Value helps define shape and creates texture. Value can visually separate information. High contrast—black vs. white—is still one of the best ways to add impact or highlight an item or idea. Contrast can control the focus in our ads.

Value changes from light to dark can help direct attention or emphasize an element.

... continues next month with the principles of design!

 **Until next month...**

Ellen Hanrahan hanrahan.ln@att.net ©2018

Publishers Winning With Digital: SiteSwan Profiles In Success

By Jim Haigh

“Our small business clients want Smart Phones, and we’re still trying to sell them Pagers,” is how Joe Mathes of Delta Publications nails down the problem. 2019 is on the horizon, and even the smallest advertisers are starting to demand an integrated bundle of solutions to drive their sales. Only providing them one piece of their marketing puzzle is simply unsustainable. Print advertising revenue trends make that loud and clear. Joe’s not alone in recognizing that other companies are eating this Industry’s lunch – and he’s doing something about it.

We all well know: Print is NOT Dead. Because Independent Publishers work harder than ever to defy that self-defeating narrative perpetuated by Corporate Dailies. Here at SiteSwan Website Builder, we work with scores of Community Paper Publishers that are doing very well with their print editions – and are crushing it with their complementary digital services. To help push back against all the “Print is Dead” gloom and doom, we’re building a treasure trove of Publisher Case Studies in Success.

Our first four spotlights on publishers from across the country will shine on: Steve Harrison, who complements his Genesee Valley Pennysaver with an array of digital, print and promotional offerings; Greg Ledford, who boosts Community First Media, Inc’s five community papers with website design and online verticals; Will Thomas, who has diversified

Exchange Media Groups’ portfolio far beyond the original weekly print product, and into niche print, online verticals, website design and also proprietary classified website software; and Joe Mathes, whose inspiring story we tell here.

Each of these successful Independent Publishers are using our SiteSwan White Label web design “business in a box” platform as the hub of their digital offerings. They’ve built new, high-margin profit centers with recurring revenues – and are even finding that digital is driving print advertising sales.

“I like to bring everything back to print,” shares Joe on the profitable dynamic of combining print and website sales. “Either our existing relationship with them got our foot in the door with SiteSwan websites, or our relationship through SiteSwan got our foot in the door for our print publications.” And he has plenty of examples of his sales team selling a website to a local business that never advertised before, and have since been converted to loyal clients in print.

For those who somehow might not know Joe, he and his brother Mark grew up with printer’s ink in their veins, working together as kids at their father’s newspaper. In 1988 they founded Delta Publications, Inc. Through growth, acquisition and merging of papers dating back to the 1800’s, as well as launching new products, their publishing company brings three distinct print editions



to their communities in northern Wisconsin. Tri-County News boasts a paid circulation of 4,500, while the region’s shopping guide Tempo is direct mailed to 20,000 neighbors, and the community’s glossy women’s journal, VERVE Magazine, is published quarterly.

Like every other publisher known to us and the Industry, Delta Publications’ ad sales began to erode some years ago. The obvious culprit had been the Great Recession, but categories were not fully bouncing back to where they were. Their biggest, automotive, was the canary in the coal mine. Joe would meet with a dozen General Managers in a given week. It began to sink in that advertising budgets were permanently shifting to online verticals like AutoTrader, and also to new websites driven by corporate. The bonanza of full and half pages was never coming back. To pretend otherwise would be foolish, and

to not get in the website building business would be lost opportunity, or much worse: a slow death by a thousand paper cuts.

So in 2011, Delta Publications signed on as one of SiteSwan's first resellers. Always early digital adopters, they knew they needed ease of use and scalability. Ideally, Joe wanted a ready-made website design business in a box. At the time, there was no shortage of vendors competing to offer publishers solutions in the digital space. But after the compelling simplicity of co-founder and president Justin Gerena's White Label platform demo, Joe gave the Reseller opportunity a closer look. Diving deep into the collaterals and model pricing structures, calculating current advertiser needs and price points, it just made sense.

"The software is great, and the numbers crunched, so we dove into the SiteSwan lake," said Joe, adding, "it's amazing how quickly you can scale." And that's just how it was all designed to work. As Justin recalls: "When launching SiteSwan, we sought out forward-thinking publishers who recognized the need and had the desire to embrace digital revenue streams. Joe was and is the epitome of a forward-thinking publisher."

While building awesome SiteSwan responsive websites quickly began backfilling the eroding print revenues seven years ago, the successful reseller business model also served as the launching pad for a suite of integrated digital solutions. Filling the marketing technology needs of small businesses on Main Street has been such a growth area for Delta Publications, that they just recently established a new and separate company to provide tighter focus on emerging opportunities. With SiteSwan websites still the hub of the digital wheel, Delta Digital Strategies' new spokes extend into solutions including: SEO, SEM and PPC, Targeted Display, Social Media

Management, and even Geo Fencing.

"Offering a complete bundle of needed products and services gives us a competitive advantage over other firms. But what it really does is open doors that would be closed to our papers on their own," says Joe. Local attorneys who would have no reason to place ads are just one example of the many new markets that reselling SiteSwan websites has opened. And as a result this hometown publisher has new clients in four different states. Joe crystalizes it like this: "When you're designing websites and offering digital solutions, you're

not limited to your circulation area, and that is a really big deal."

All of the technology, the threats and opportunities can be overwhelming, But it doesn't have to be. "I know a lot of publishers don't know where to start. We started with SiteSwan, and the software, the resources and the white label reseller model made it easy. You can then build and scale from there. It's worked extremely well for us."

Joe's closing wisdom to publishing peers: "First, you have to realize that you just have to start somewhere."

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IFPA Minutes

IFPA BOARD MEETING, THURSDAY, AUGUST 16, 2018

President Jane Means called the meeting to order at 9:00a.m. (EST) Board members present: Doug Fabian, Katie McNabb, Joyce Frericks, Rick Wamre, Joe Nicastro, Deborah Phillips and Executive Director: Douglas Fry

Finances- Deborah Phillips: The July financials were emailed prior to the call. Deborah shared that the organizations financial situation for the first seven months of the year are much improved, the cash position is good and CADNET is performing well. Joyce made a motion to accept the financial report, Joe seconded the motion, all were in favor.

Leadership Summit – Douglas Fry: The Leadership Summit has almost hit capacity with a few last minute registrations coming in. The hotel deadline is next week and all of the final pieces are coming together.

CADNET – Danielle Burnett: CADNET has been performing above budget and ahead of prior year for the first half of the year. CADNET audit deadline for the first half of 2018 was yesterday and the audits are being reviewed.

SHARE – Doug Fabian: Doug reported that the sales manager group continues to be well attended. Joe reported that the first Publishers group was yesterday and it was well attended with good discussion. Rick reported that the specialty publication group also met yesterday and went well, they have several people signed up for the upcoming months.

Training – Rick Wamre: Rick reported that he and Douglas are continuing to

work on training sessions with Diane Ciotta.

Associate Member and TIP Chairperson – Jane Means: Jane requested that the Board members consider taking on the roles of Associate Member and TIP chairpersons as well as chairperson of social media and AdSense.

Membership – Danielle Burnett: Pine Barrens Media of Vincentown, New Jersey as well as Sun Gazette of Arlington and Fairfax Co., VA were presented for membership. American Newspaper Solutions was also

presented for Associate Membership. Joe made a motion to accept each of these memberships and Deborah seconded all three motions, all were in favor of each of the motions.

New Business – Jane Means: Jane gave an update on plans for the June Digital Summit and shared hotel/location options. The Board decided to move forward with the Chicago O'Hare Wyndham option and Deborah made a motion to accept this location. Doug seconded the motion, all were in favor.

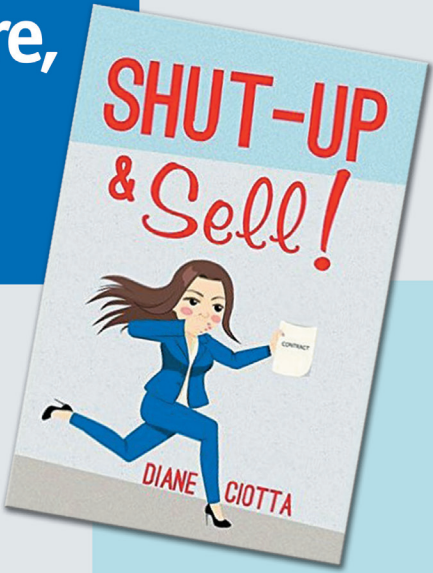
Joe made a motion to adjourn, Rick seconded the motion, all were in favor. The meeting was adjourned at 9:44 am EST.

Recording Secretary Danielle Burnett

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