Opportunity is missed by most people because it is dressed in overalls and looks like work.

~Thomas A. Edison
Revenue Generating Opportunities in the Digital Marketplace
Overview

• Change
• Partnership
• Opportunities
Change

- Do you like change?
- What creates change?

Necessity creates change.
• Telco Industry – necessities for change
  • Competition: wireless, CLEC
  • USF reform
  • Landline loss
• Publishing Industry – necessities for change
  • Decline of print directory usage
  • Decline of advertising revenue
  • Environmental
  • Migration to digital search
• Publishing Industry – necessities for change
  • Bankruptcies
  • Mergers & Acquisitions
  • 7 billion dollar industry
  • 30-60% digital
• Reactions to change
  • Unproductive
  • Productive
Change

• Unproductive change
  • React too quickly
  • Make assumptions
  • Run before you walk
• Productive change
  • Assess
  • Develop
  • Implement

This can = **A lot of hard work!**
• Why look to your publishing partner?
  • We understand change
  • Connect buyers to sellers
  • Specialize in local search products
  • Customized products
• Why look to your publishing partner?
  • We have key resources
    • A development team committed to product growth
    • An enthusiastic “feet on the street” sales force
  • We’re focused on finding smart solutions
Opportunities

- Mobile Sites
- Search Engine Marketing
- Daily Deals
- Reputation Management
- Look-and-Feel Directories
- Local Search
- Video
- Mobile Advertising
- Online Coupons
- Websites
- Vertical Market Advertising
- SMS/Text Marketing
- Social Media
- Email Marketing
I love feel good moments, but we have to get back to reality here.

~ Kevin O’Leary
Opportunities

• Help local businesses grow
• Customized products built for rural markets
  • affordable
  • high quality
  • addresses the market trends
• Revenue generating
Carpe per diem – seize the check!

~Robin Williams
• What does your publishing partner need from you?
  • Cooperation and communication - Don’t delay!
  • Businesses are already buying it
    • Why not buy it from you?

The first man gets the oyster,
the second man gets the shell.
~Andrew Carnegie
Opportunities

• How can you help?
  • Assistance in promoting the products
Pinnacle Publishing, LLC

www.pinnaclepub.com | www.localsolution.com

Shelly Geerdes, CEO

Lori Otis, Director of Business Development

Caralee Nowak, Digital Products Coordinator

Visit our booth #166!