



A marketing marriage to media that works

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The modern solution to this very modern problem could lie, it seems, in a tie up with certain companies such as [tracking](#) companies for example, and [iPhone](#) apps.

By working with companies to do an [app](#) they get the expertise to develop a [new product](#) which has resonance with their readers and becomes a popular 'purchase'. In return, the company gets the [marketing](#) expertise and broad reach which can lead to increased sales of apps. Revenue is then shared. Sounds good and i think it is.

Well, when you think *the Metro* newspaper in London had approximately 100,000 downloads of the app version of the newspaper in the first week, there is certainly good scope for thought. An opportunity like this needs to be explored for its potential and given positive thought.

From the perspective of a tracking company, rather than look for agents, distributors or shops to sell the units, they can get more revenue from "virtual" products which are selling through new distribution channels like iTunes. So, new partnerships like this further help this strategy. So where before the media might have turned away from this sort of link up, conquering their slice of the space [ad market](#) adequately without such outside influence, they are now more likely to take notice and listen. Tracking companies are just one type of company that can benefit but thee will be others.

When everything is moving virtual and the world becomes digital, virtual channels are now 'boss' it seems, including newspapers. By joining forces, tech savvy companies like vehicle tracking ones and the Metro get a win, win situation to stay ahead: the tracking company gets a massive distribution and Metro get new exciting apps to show in their paper.

The world is changing and advertising has to move with the times and change with it and this offers a very real solution to a potentially very real problem.

Are there more businesses doing the same?