



Link Up With Media, Create an App and Share Advertising Revenue

By [R. Harris](#)

Well, newspapers are beginning to realise that they could face losing a big net of customers to the internet - and also their valuable advertisers who keep them afloat. So, by working with companies to do an app they get the expertise to develop a new product which has resonance with their readers. After all, regular readers of large circulation newspapers are a big catch. Advertisements in such newspapers are going to be there in the first place because the advertiser thinks the product will have mass appeal to that particular focus market of potential customers. In return, for this new input, the company gets the marketing expertise of the newspaper and broad reach of its readership which can lead to increased sales of apps. Revenue is then shared.

So, when you think that a free newspaper handed out in London could have approximately 100,000 downloads of the app version of the newspaper in the first week, there is certainly good scope for thought in this. New partnerships could flourish especially to the wise thinking, tech savvy early birds.

Now, 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.

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

Are there any more businesses out there doing the same?

[Create an app](#) and link it to a paper like Metro. You'll see how this was possible with our tracking app.

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Article Source: http://EzineArticles.com/?expert=R._Harris