



NERUS Strategies
2470 Reindeer Avenue NW
Salem, OR 97304
(949) 293-0280
nerus.net



We've Just Made Best Better.

The financial pressures of today's newspaper and broadcast companies have never been more intense. Many are collapsing positions, not filling key sales and management positions, and in some cases stopping great programs that their audience has come to love! Demands to reduce costs are impacting all categories ... content, sales, circulation ... new revenue streams are more important than ever before!



We start with a concept that grows into powerful, beautifully designed, revenue generating experiences!

Imagine launching a new revenue stream in a matter of weeks, not months or years! In a short period of time, we can help you deliver a stunning, beautifully designed digital experience, ready to generate recurring revenue. Our approach

compliments what you may currently be delivering, and opens niche revenue like never before.

With the Internet maturing, launching and supporting a niche digital destination in your market makes sense! There has never been a better time to engage with your markets with something fresh, new, affordable and easy to use!





We Deliver New, Creative Revenue Ideas

Hard to believe, but true ... new revenue ideas! We've been in the media space, building and delivering print and digital products and promotions for over a decade, so we're pretty good at it. Our programs are packed with features that your visitors will experience from the first touch of their mobile device or tablet or click of their mouse!

Enhance Your Digital Offerings

Most likely, you already have digital offerings like web design, SEO, SEM, retargeting, PPC, network display advertising, programmatic, BT display and social media. You may be thinking, "We are all set." Our solution works in addition and adjacent to those services. This is not a replacement, rather an enhancement!

With the relatively low cost and high potential for returns, our concept should be a part of any media business' product road map. Here's why.

Brand Awareness

Self-promotion done correctly will raise your brand awareness in the market. That's why we include Agency caliber house promotions for digital, print and flyers. Like any successful business, you have to advertise to build brand awareness, and more importantly you have to advertise in your product portfolio. Chances are the most interested potential advertisers will look to your products. Strategic placement across your portfolio will raise awareness to the public and your advertisers. Many times it can help your sales representative get their foot in the door and provide a much-needed boost for growing businesses.



More Traffic

When you launch one of our programs, your reader and advertiser engagement along with your website traffic is bound to increase. A good local media company with a strong reputation will already have a high rank in the search engines because of frequent visitors. Adding digital and print niche content keeps you even more relevant to your readers and advertisers. Organically you'll rank well with search engines, and you'll be naturally growing your social media audience through your niche engagement.

Benefits Of Working Together!

- We manage the entire process for you – onsite and offsite.
- Working with your sales leadership to set goals, account objectives and then follow-through to make sure the plan is being worked.
- Fully managed resource including promotion online and in print.
- Optimize costs to get the most out of every person, asset or project and make better resource allocation and sourcing
- Demonstrate transparency and track revenue and activities to quickly share with your c-suite and stakeholders
- Deliver high level of service that meet performance goals across departments, benefits your advertisers, expands your audience, engages year round participation and delivers new revenue!





Visit our [Best of Programs](#) web site today!

We would like to set up a brief demo over the phone to share more how our programs can quickly add revenue to your company. We have several ways to earn your confidence that this is the best solution – for your brand and financially!



Currently, we are only accepting limited client engagements. Let's set up a phone call and presentation to see if we are the new option you can take to the bank!



Bill Cummings is a Sales & Marketing executive with extensive experience catalyzing rapid revenue growth while controlling multimillion-dollar program budgets. Sharp advertising and marketing acumen across national publications, niche markets, classified verticals (autos, real estate & employment), legal and private party segments. Collaborative communicator continually focused on building relationships and positioning high-performance teams for unprecedented success. He is available to speak at workshops or meetings; lead off-sites; conduct rate analysis; forecast where your next sale will come from; coach your leadership team (advertising, management, content) and is available as an expert witness or M&A subject matter expert. For more ideas and information, visit nerus.net or email: [Bill Cummings](mailto:Bill.Cummings@nerus.net) or call (503) 339-7386.