

5 Tips to Make Your Digital Version a Success



Offer new content - late-breaking news, announcements, or online-only features...

Start a conversation, not just a one-way link. Use an interactive platform to solicit feedback, conduct surveys...



Twitter, Facebook, LinkedIn, G+1, blogs... make sure you have built in all the popular social share platforms

Information is power. Pull your analytics to see who is reading what, who is sharing, who is engaging!



Online ads are opportunities for revenue. Advertisers can collect orders, provide demos, set up sales calls...



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