

Google Digital Transformation Fund

Potent – making online success easy. We are the preferred digital partner for 15+ different Regional Newspapers in VIC, NSW & QLD, providing online revenue building services. From the provision of monetisable news platforms, with fully automated Google Showcase & Facebook posting, to online business directories, email newsletters, and digital strategy consulting, **we provide industry leading solutions designed to grow your publication.**

Approved projects for Year Three (our most popular in years 1 & 2)

Recommended Transformation Projects

Online News Website ▾

- Full featured news publication platform
- Scheduled articles with full automation for Google Showcase & Facebook posting
- Ad space for 20+ advertisers on site
- Data & subscriber migration from existing news platforms

News Website add-on services ▾

- Newsletter creation, integrations & automation
- Listen to the News, automated audio file creation
- Online Puzzles integration, including crosswords, sudoku, word games
- Online / Digital Edition publication & archives
- Online Classifieds with payment capture
- Online Photo Sales with payment capture
- Editorial / Newsroom systems integrations
- Content Management System Upgrades
- Paywall / Freewall integration, for premium content whether paid or free
- Donations integration
- Google Ads campaign creation & ongoing management

Online Business Directory ▾

- Stand-alone business directory to increase Google search-ability without diluting news site rankings
- Increase advertiser revenue by broadening the base from 30 to 1000+ businesses

Digital Strategy, Training & Consulting ▾

- Digital transformation consulting & training
- Online publishing, newsletter & content strategy
- Social media posting & management strategy
- Digital sales training & media kit development
- Digital subscription sales & growth strategy

Audits & Analytics ▾

- Digital advertising effectiveness audits
- Content strategy effectiveness audits
- User experience (UX) & Search Engine Optimisation (SEO) audits
- Google analytics review, dashboard customisation & training

We can assist with...

A range of digital projects & provide consultation to work through the best fit online solution to meet your needs. We believe understanding your 'pain points' will help identify which projects will deliver the most sustainable benefits to your publication.

It all starts with a conversation...

Let's start with an informal chat & get to know you & your business. If you have any questions, please feel free to contact us to arrange a discussion enquiries@potent.com.au