

A Turnkey Digital Revenue Model

- **The Facebook Opportunity**

- Many publishers have built a sizable audience on Facebook in the absence of any other digital news presence in their community
- They have done this by posting FREE content on their Facebook page for years. This leads to “Likes” and “Followers” but does not directly generate revenue or traffic

- **How to generate traffic and revenue from Facebook**

- Direct traffic to website by autoposting **links** to articles and photo galleries on Facebook
- Convert your Facebook audience to Paying Subscribers with **Metered Paywall**
- Generate revenue from **ad network** on every visit to your website

- **CASE STUDY**

- 20K followers on Facebook; No website
- Enabled Social Media Autopost to begin sending every article published on the website
- Within 2 weeks of enabling Autopost, weekly traffic from Facebook increased 50x