Today’s presentation

➔ What is “shop locally”?
➔ Product benefits
➔ Key success factors for Bonnier News
➔ Development of the product
➔ Main challenges
➔ Learnings and takeaways
➔ Next steps
What is “Shop locally”?

- Enables customers to easily connect their social media account *(FB and Instagram)*
- Many of our local customers use social media to reach out with their message *(organic content)*
- The store/restaurant tag their content with *#shoplocally* and it will directly appear in the widget
- Customers pay a monthly fee and need to sign up for a 6 month or one year subscription
Gudruns stänger fabriken i Gävle

Gävle ➤ Så många berörs ➤ "Måste säkra företagets framtid"
“A flexible advertising product that help our local stores and restaurants to reach out with their marketing messages and offers, in a cost-efficient way”
Key success factors for Bonnier News

**Context**
Ability to reach the target group in a channel with high trust and in a local news context

**Easy to use**
Easy to get started and the message reaches the customer immediately when a post is made on social media

**Cost-efficient**
Good for advertisers who don't want/can't invest large sums on advertising
Development of the product

- Shop
- Swedish Church
- Schools
- Municipality
- Local associations

BONNIER NEWS
Main challenges

- Small businesses do everything by themselves
- Getting customers to create more creative content
- Finding new ways to use the product
- Maintaining product revenue in a tough economic environment
Learnings and takeaways

- Keep close contact with customers and give suggestions on what they can post
- What kind of content that creates more engagement
  - Offers, creative content, clear message
- Make the widget more visually appealing
- Be creative - the product solution can be used for more or less any customer!
Next steps

- Use for more industries
- Encourage more customized design of the widget
- Keep attracting more local customers across Sweden
- Experiment with different formats and maybe even moving content
Questions?