Success Stories

Success stories and revenue-generating ideas from peer publications across North America

cmsbot™ by Metro Helps a Local Texas Newspaper Transform Their Digital Marketing Program and Revenue

The Daily Sentinel Nacogdoches, Texas

Using cmsbot, a new all-in-one digital marketing platform by Metro Creative Graphics, The Daily Sentinel recently started selling websites to local businesses. Metro's cmsbot equips the Sentinel's sales team to offer professional websites with coordinated web and social media ads in minutes with no upfront costs.
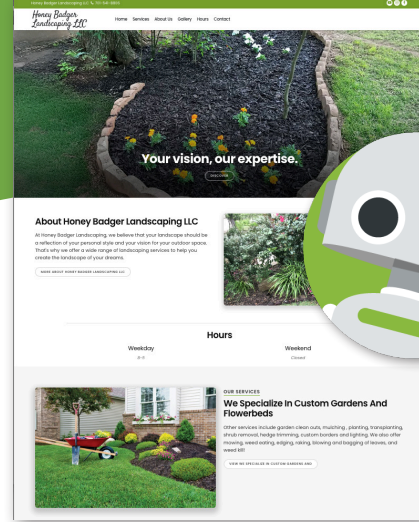
CREATE: Using their co-branded digital media marketing website from cmsbot™, Sentinel sales reps presented the program to several local prospects, inviting them to build a business website that includes a free trial with no upfront cost, credit card or registration. A local landscaping company quickly designed a site they loved by following three simple prompts directly from their phone.

SELL: The Sentinel offers three packages promoting their new digital marketing program. Businesses can purchase a website for $50 per month, a website with 25,000 digital ads for $150 per month, or a website with 50,000 digital ads for $275 per month. They invite prospects to try the program free for seven days with no cost, commitment or upfront payment. Within a week of becoming a cmsbot partner, the Sentinel sales team had designed, sold and activated their first full website without a designer or developer.

PROFIT: With an introductory Metro subscriber rate of $15 monthly for each active website, the Sentinel can produce profits of $35 to $260 per month for every digital package they sell. Publisher Rick Craig states, "We're seeing huge potential with cmsbot for boosting our digital sales. It's priced well, so we can make a good profit and add marketing bundles for our clients – everyone wins. We already have a client who built their site on their phone and they're loving it."

Learn more at
cmsbot.com

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