3 Publishing Hotspots:
Where to up your investment and why.
Skills

20 years in association management
Life-long learner
“Liability Lady”
When printing met publishing

I’ll have what they’re having.
Printers Publishes Partners

- Content analysis
- Websites
- Social media
- Integrated marketing
- Custom applications
- Ebooks
- Ecommerce
- Responsive/mobile design
How I learned to stop worrying and love AI

Artificial Intelligence
Plugging in AI

- Chatbots
- Advertising
- Customized content
- Writing content
Content is King

Content Strategy is Thanos
Aim your content

• Your messaging strategy
• Finding the right vehicle
• Automation
Thank you!

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