NJNN

imPRESS newsletter

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The latest inspirational tidbits, from our desk to yours
Powered by New Jersey Newspaper Network

Image from Microsoft Tay chatbot Twitter page @TayandYou

Chatbots: the disrupters of news delivery?

If you've read anything newsworthy in media buzz lately, you've probably come across the topic of chatbots. According to virtualentities.com, a "chatbot" is "an artificial intelligence computer software program developed to simulate intelligent conversation through written or spoken text." Basically, chatbots are meant to interact with customers in order to complete commanded tasks, such as answering FAQs, placing and fulfilling orders or settling billing inquiries. Chatbots could become the main customer interface for brands across all industries since they are supposed to be more accessible, quicker and easier than current customer service practices.

Some news media organizations such as CNN and The Wall Street Journal have already gotten a head start using chatbots by launching their own programs through the new Facebook Messenger Platform. CNN's bot, for example, helps customers find summaries of stories and delivers the headlines it thinks they are interested in based on preferences and past behaviors. The Wall Street Journal bot behaves similarly, but also throws in some cool features for financials like searching for and comparing stocks. If proven popular, this technology could become the main information vehicle for all brands, including news brands, shaping future interactions between companies and customers for years to come.

Why we trust the news, scientifically

It is largely understood (and now backed by multiple studies) that people consider news media, especially in print, to be among the most trusted media out there. Now, new research conducted by the Media Insight Project - an initiative of the American Press Institute and the Associated Press - NORC, reveals what exactly it is about news media that makes people trust and rely on it so much. Among the top reasons? Accuracy, timeliness, clarity, variety, and original source that produced the content.
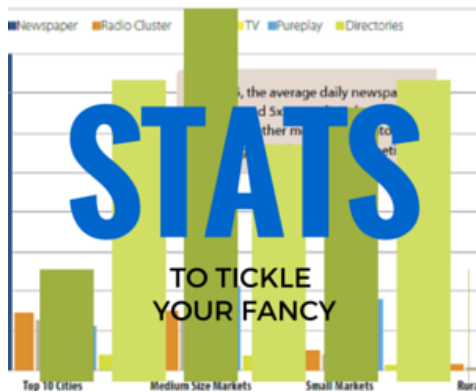
Butt-kickers in digital ad sales

A powerful fact as told by Borrell Associates, Inc.: "In 2015, the average daily newspaper generated 5x more digital revenue than any other media competitor - including pureplay digital competitors." Say what? One newspaper alone leads **by a factor of five** in digital ad sales. This isn't so much a surprise to us knowing the power of the press, but is admittedly nice to recognize backed by research in Borrell Associates' new report called "Benchmarking Local Digital Media."

Newspaper media is particularly friendly to advertisers as they have powerful sales webs and generate more content than other mediums. Lots of our clients regularly advertise in newspaper media, and tack on digital buys to their print buys for maximum impact of their ads. Join them and reach a tremendous audience in New Jersey and beyond who is ready to see your ad and take action.

Contact us today for a quote!

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Newspaper advertising drives results.
Which business-boosting option is right for you?

- 2x2 Display Advertising Network - Reach 3.5 million+ NJ adults with your business card-sized ad in 114 weekly newspapers statewide.
- TRI-BUY package - Add NY & PA to the NJ 2x2 Network and get 25% off!
- Mid-Atlantic Travel PACK - Target all Mid-Atlantic states with one buy and get 26% off!
- Statewide Classified Advertising Network (SCAN) - Submit your classified ad and reach over 5 million NJ adults.
- PR MediaRelease - Create a multi-faceted release and distribute to key media contacts with our superior, user-friendly dashboard designed with input from local news editors.
- Customized planning and placement - Any budget, any goal, we help with all your specific targeting needs.

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