



Grow audience, improve revenue

with data driven applications and marketing services designed *specifically for newspapers.*

Your newspaper serves increasingly splintered audiences. They often choose the information they want — and control how and when they get it. Still, **their connections with you** provide data that can **improve your newspaper's subscriber relationships**, which increases revenue and provides your advertising clients value.

At the same time, your advertisers look to you to help them deliver programs that creates stickier bonds with their customers.

That's where Marketing G2 comes in.

- We offer tools that collect, manage, and integrate critical data.
- We apply that data to effectively designed strategies, generating measurable and immediate results that improve your newspaper's bottom line — and help your advertisers develop stronger relationships with their customers.

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Latest News

[The Colorado Springs Gazette selects MG2 DIRECT to manage Circulation Sales and Retention.](#)

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Success Stories

From an innovative and manageable solution in ConneXt to the flexibility of the support and implementation team, ConneXt and MG2 have put it all together.
Sherry Szadziewicz, Gannett Wisconsin Media



Marketing Services

Data Driven Customer-Centric Marketing

Improving your bottom line

using the science of Database Marketing...

If your company is like most others, you've got to reduce costs as you increase revenue and retain customers. One way to do that is to focus on your company's core strengths as you turn to outside experts for support skills like marketing.

That's where MG2 DIRECT comes in.

We develop and execute marketing programs **specifically for transaction driven companies with large customer databases**. We use customer and prospect data to build effective database solutions **across multiple channels**.

What does that mean for you? You can run your newspaper or cable company while we:

- Fully manage sales and marketing operations
- Create and execute retention and win-back programs
- Coordinate a la carte marketing programs
- Optimize your marketing budget

Not sure what kind of help you can use? No problem. **Contact MG2 DIRECT today and we'll explore the possibilities with you.**

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CAMPAIGNS

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Success Stories

MG2 DIRECT provided us the needed expertise to get our email marketing program up and running in a very short time frame. Now MG2 DIRECT provides us with a complete turnkey and reliable email marketing solution.

**Dawn Rose, Online Marketing
The Minneapolis Star Tribune**