Vibethink

Media Solutions for the Digital Age

Empowering media companies with frameworks, tools, and expertise

We partner with media companies to provide solutions and services that move the business bottom line and capitalize on the ever-expanding digital content market.

At Vibethink, we have over 10 years of first-hand experience in the media industry in addition to experience developing WordPress websites for newspapers. We understand that alternative newspapers in small- and medium-sized markets are perfectly situated as content teams to take advantage of the opportunity that the exploding demand for online content represents. Too often, though, business realities mean that your organizations don't have the tools, the platforms, or the in-house expertise to move online revenue fast enough to resource growth.

Our message? YOU are still the cool kids and your newspapers represent some of the most valuable audiences in the country. We want to help you elevate your digital brands to the status your print brands command already.

Making money online may not be a breeze, but it's easier than you think

Here's what you need to change your image from a newspaper with a website to a dominant digital media company in your market:

1 Tools and frameworks that allow you to build efficient, cost-effective, and future proof web platforms that empower your content team and dramatically increase online revenue.

What it takes:

a.) A platform that emphasizes great user experiences.
A good user experience informs the way people consume, share, and value online content, so your content only has as much value to your advertisers as the user experience you provide.

b.) Advertising that leverages influence, not just impressions.
Impression-based advertising doesn't work for your clients and doesn't command the prices you need to move the dial. The way to make money online is to align your digital advertising system with what makes you powerful in the first place-- being tastemakers in niche markets.

c.) A platform built on open source code.
Being a part of an open source community is the key to staying up-to-date, nimble, and cost-effective. If you're being held hostage by proprietary software and a host of vendors, then you're moving too slowly and paying too much money to tread water.

2 You also need a partner who understands what makes your current business model successful, but also has the digital expertise to see how to push your online model forward. You're changing the wings on your airplane while your flying, and we're your wingman.

Here's what we can help you with:

a.) Implementing your website framework.
From building the platforms to finding a wordpress developer and helping you migrate your data, we can make the transition to the open source universe happy, stress-free, and successful.

b.) Revamping your online revenue strategy.
Whether it's integrating an ad strategy with your content, setting up your ad server, or finding the right language to persuade local businesses of the value your ads represent, we can work with your business team to create a success story.

c.) Optimizing your digital content strategy.
From exporting to print, designing editing workflows, and using analytics to influence the way you conceive, cut, and publish your online content, we have the experience and chops to help you build buzz and traffic.

d.) Evolving your platforms and tools.
Everything's changing really fast. You need people who know what's going on who can help you stay on top of opportunities as they present themselves. We can help you avoid fads and solutions with bad shelf-life, while jumping on trends that have legs.

The Framework

We've created a suite of tools specifically with alt-weeklys in mind. Below you'll see examples of our prototypes for wordpress media solutions, utilities and tools.

Wordpress Media Solutions.

Single Scroll Multimedia Storytelling interface.

Best Of voting, results, and listings system.

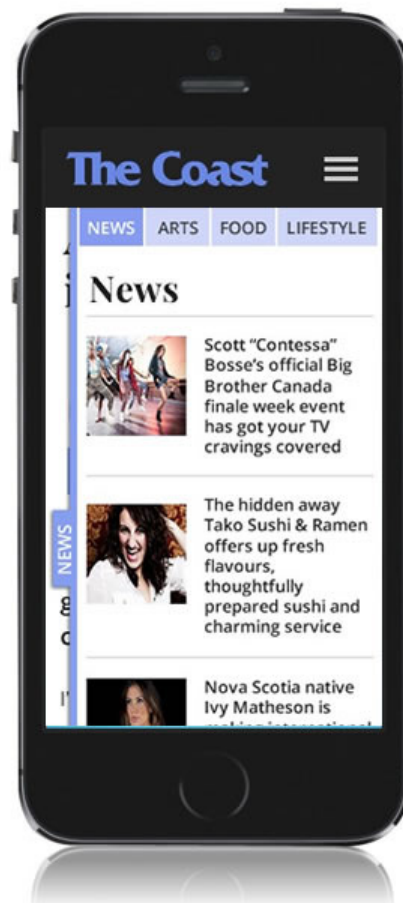**Events Calendar with print export functionality.**

And more.

Wordpress media solutions

A WordPress site framework specifically designed for media companies like yours. Empowers content creators with the most flexible intuitive CMS available, offers power and flexibility of open source code platform, looks and feels as hip and relevant as your brand, and harnesses a killer ad server that combines industry standard impression-based Google placements and high value custom placements into a money-making cocktail that'll leave you drunk for more.

The Coast

Sam's Sushi Opening this Friday

Sam's Sushi, the new sushi joint on Main St we've all been waiting for will be opening its doors on Friday

Food

Estia to Close on Monday

A nostalgia-stirring visit to Estia's All Day Breakfast brings a great steak, well-cooked eggs, irresistible baked beans and the best mistake ever.

Off the Grill talk

Dartmouth's newbie serves up hits (rotisserie chicken), misses (mac and cheese balls), but most memorably true customer service.

Batter up for Acadian Fish & Chips

The lighthouse leads to Hammonds Plains kitschy family restaurant, its fresh seafood and frozen fries.

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Single Scroll Multimedia Storytelling interface.

Your company specializes in telling stories. Shouldn't your readers experience them the way they were meant to be experienced? We fully expect WordPress to unveil a free or low cost solution for this problem in the next year and there are already paid solutions that aren't specifically optimized for media companies, but we've developed an interface that will give you a head start creating amazing single scroll multimedia stories. Oh yeah, and we've also integrated ad placements and drag and drop WYSIWYG functionality that makes it so you don't have to involved developers when you make them. Talk about empowering your content team and creating new revenue opportunities!
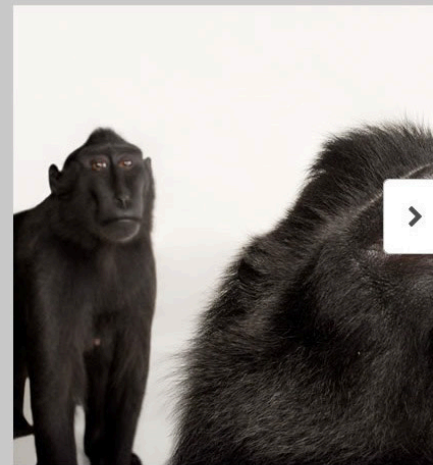
The Coast

Look Again

A nonprofit organization celebrates the vision of extraordinary photographers

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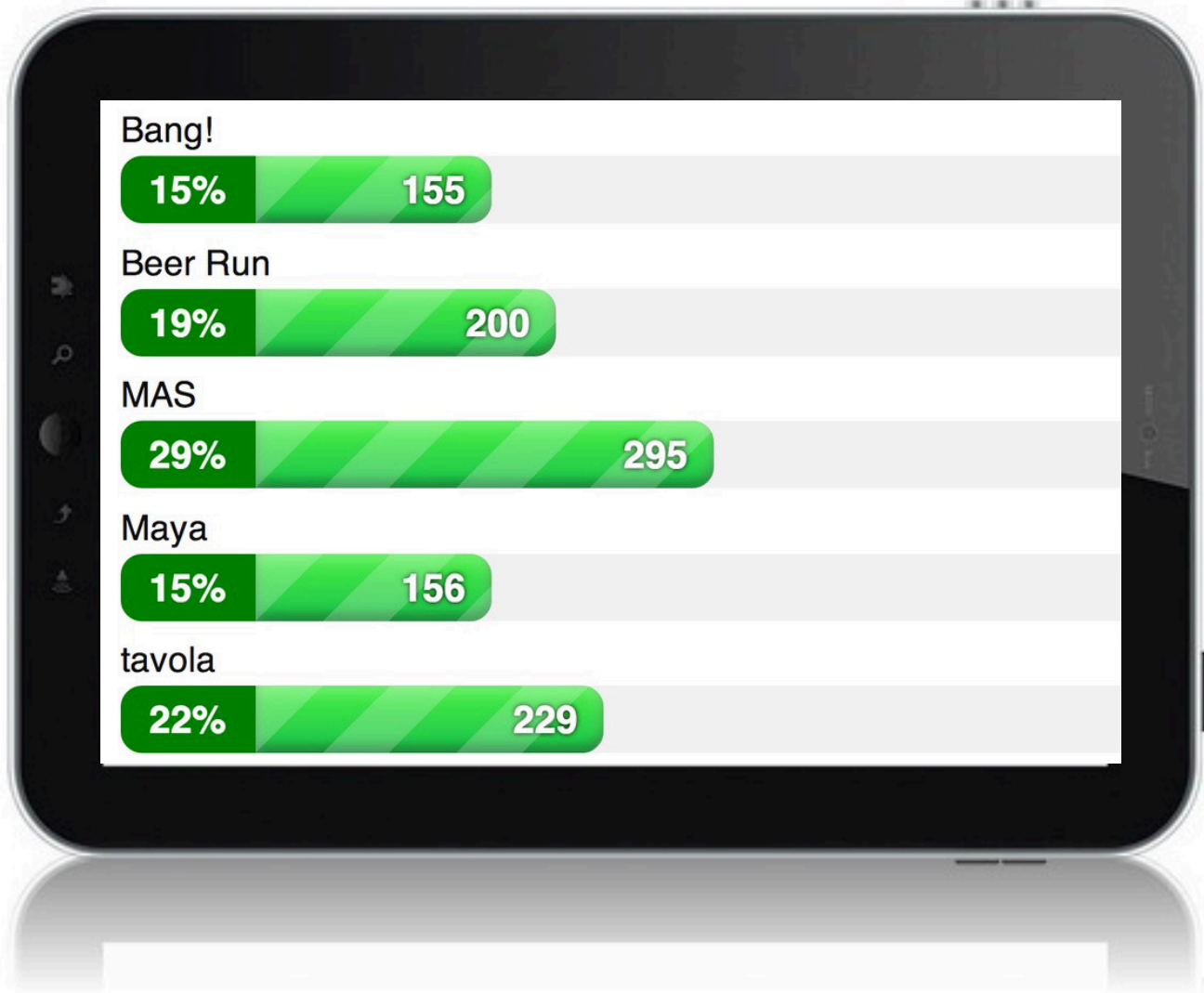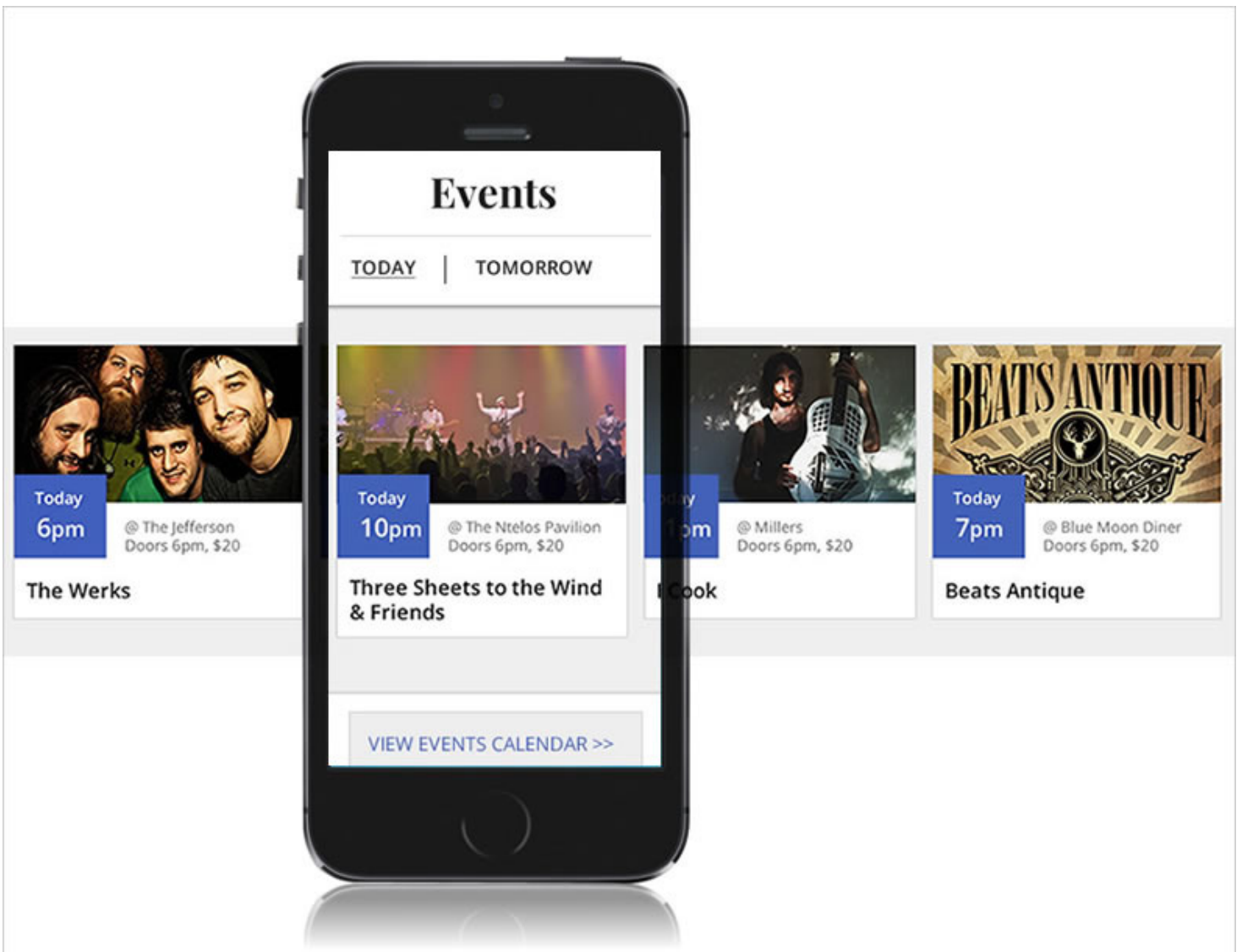
Best Of voting, results, and listings system

How do you turn Best Of voting into something that gets you a 10,000 person e-mail list overnight AND turns into a social media horserace that everybody's watching? The code is out there. The solution involves designing a system that incorporates e-mail authentication, a great polling interface, and story-based marketing into something that will change the game in your market.

Bang!
15%   155

Beer Run
19%   200

MAS
29%   295

Maya
15%   156

tavola
22%   229

Events Calendar with print export functionality

Events calendars don't have to be ugly or clunky. In fact, they need to be responsive, serve enriched media, and turn into utilities that interface with your arts content. WordPress has developed a great new calendar plug-in that can be optimized for your site. Scenethink, a Vibethink offshoot, takes a more robust approach to reinventing the calendar ecosystem, harnessing a community-sourced calendar CMS with a sleek, intuitive front end.

⊕ And more

Food Listings Plug-in.
Food listings used to be a major part of the business model for alt weeklies, but the Yelp! revolution has taken a big chunk out of the audience. But local weekly newspapers are still positioned to own the market. You're the ones who tell the stories, manage the ad accounts, and know who's opening and closing. So now all you have to do is turn those boring print listings into an information intensive and media rich environment that helps restaurants gain search traction. You're helping them, so they'll be willing to pay for enhanced listings that work better than a Facebook page, land on the first page of Google searches, and help them tell the stories they really want to tell.

WordPress multisite platform for special publications.
Many of your media organizations are positioned in content verticals designed around your special publications. Food, home design, real estate, and parenting magazines are hugely valuable content markets that deserve their own websites. But you don't want to pay for a bunch of websites and your content team doesn't want to sign in and out of a bunch of CMS back ends. Good news… WordPress multisite functionality means you can create multiple site brands with one back end.

Featured Restaurants

VIEW RESTAURANT LISTINGS >>

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AMERICAN, LOCAL

The Local
Location: Belmont Area
Price: $$$

ITALIAN

Vivace
Location: West side of town
Price: $

MEXICAN

Aqui es Mexico
Location: Belmont Area
Price: $

SPANISH, TAPAS

Mas Tapas
Location: Belmont Area
Price: $$

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Contact Us

For more information, send us an email
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