

BOOKS

GAMES

PUZZLES

MUSIC

VIDEOS

ASSESSMENT

MANIPULATIVES

The Digital Shift



A digital version of this book is available at:
http://www.classroomcompletepress.com/cfiles/web_content_files/TDS.pdf

THE DIGITAL SHIFT

Within The K-12 Marketplace



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If your book sales are down, someone else is selling into your market, most likely a digital competitor!

OUR MARKETPLACE FACTS!

(Direct to Institutions & Teachers, supplemental)

- 40% of every dollar spent is on supplemental content.
- 17.3 Billion Annually is spent on instructional materials for the K-12 marketplace in the USA.
- This is an average increase of 3.3% over the last 5 years.
- With the decline in state textbook adoptions, the need for supplementary content is on the rise.
- Currently, only 18% of US K-8 classrooms have adequate web connections for streaming Cloud applications.

(Source the AEP and Educational Market Research)

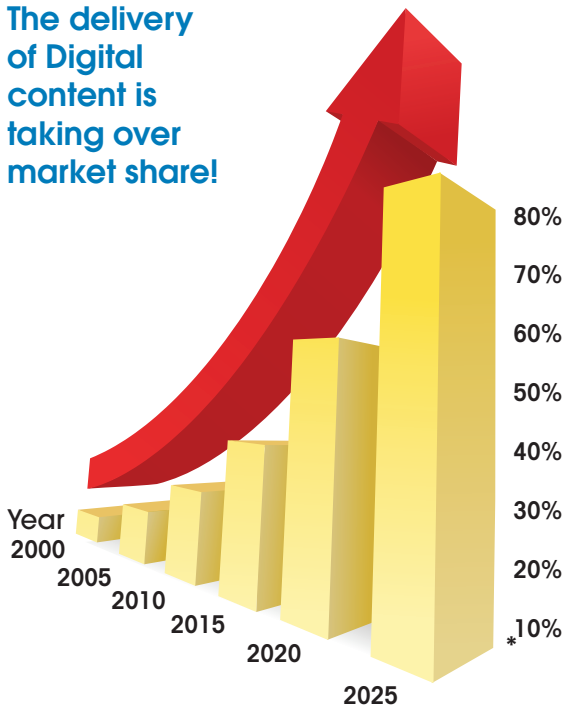


Supplemental Resources are ideal for digital distribution!



*Your customers are migrating to digital,
lead or get out of the way!*

The delivery
of Digital
content is
taking over
market share!



*Digital content sales as a percent of market



Leverage the digital shift!

BENEFITS FOR THE STUDENT

- Digital learners love digital!
- Digital content is alive & compelling.
- Digital content has scale and is enriched with sound, motion & color.

BENEFITS FOR THE TEACHER

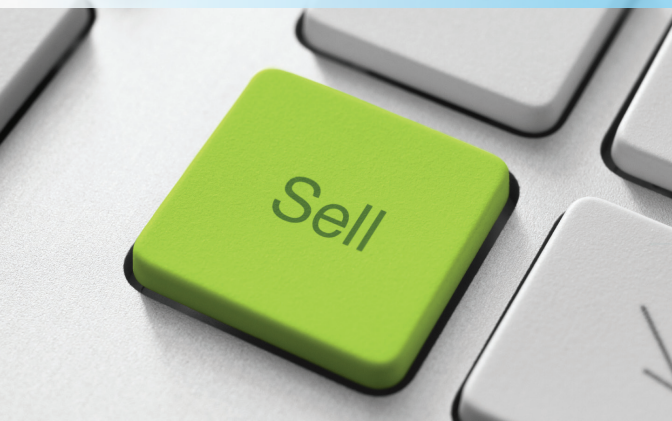
- Instant access, 24/7.
- No shipping, instant.
- Never out of stock, wider variety.
- Ease of storage, ease to print.
- Richer content that engages students.
- Integrated assessment is easy with Response Clickers or Smart Phones.
- Every student, regardless of ability, can participate in the interactive lesson.



Brick and mortar can no longer operate without measurable revenue generating web channels!

Conventional Sales Channels

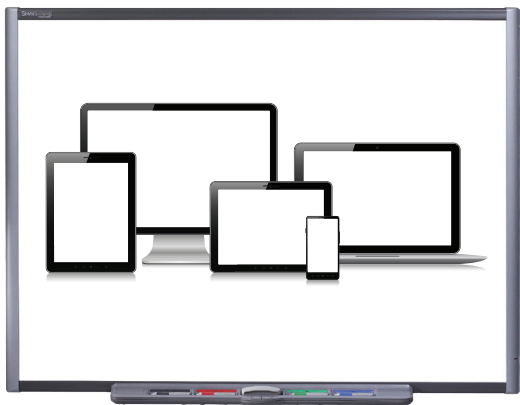
- **Retailers**
(regional & national).
- **Catalog sales**
(regional & national).
- **Direct to School Sales**
(Manufacturer & Distributor reps).
- **Web Distributors.**



Establish your digital footprint before someone else does!

Web Competitors

- **Local & National Educational Retailers.**
(others like you)
- **Local & National Educational Catalogs.**
(others like you)
- **Educational Web Retailers.**
(currclick.com, teacherspayteachers.com)
- **Non-Traditional Web Retailers.**
(unbeatable.com, sears.com)
- **Software Resellers.**
(softwareexpress.com, academicsuperstore.com)
- **Hardware Reseller Portals.**
(Apple, Microsoft, SMART, Promethean)
- **Educational Wholesalers.**
(ER, digitalteachingtools.com)



Sales in all categories are increasingly preferring digital! (other than furniture, arts & crafts Classroom decorations)

Digital Content Categories

- Books
- Games
- Puzzles
- Manipulatives
- Assessment
- Music & Videos

Digital Devices *(hardware)*

- Interactive Whiteboards
- Computers, laptops, slates
- Projectors
- Android Tablets
- iPad Tablets
- eReaders
(Kindle, Kobo, Nook)



Your websites should offer instant downloads in all formats!

Types of Digital Formats

- **e-books**
(PDF).
- **enhanced e-books**
(PDF with embedded audio, video, links, etc.).
- **ePub3**
(eReaders).
- **Interactive Whiteboard software**
(Flash, Hardware Specific, cloud).
- **HTML5**
(Open source for download or cloud content through a web browser).
- **X-Code**
(Apple's i-Books, Apps).



You don't rely on 3rd parties to run your retail or catalog, never do so for your websites!

Your Competitive Websites Must...

- be fresh, fast, fun, and ALWAYS current.
- offer instant downloads of all formats of digital content directly from own server (*seamless*).
- offer digital Site & District Licenses (*for significant digital sales volume*).
- offer Social Encryption to protect publisher's instant download content.
- be able to show video & PDF samples.
- take all forms of instant payments, including PayPal.
- be easily duplicated to introduce alternate website versions.



Key digital buying times are 7:00 am, Sundays & holidays, when your brick & mortar operations are closed!

Your Competitive Catalogs Must...

- ensure that your print & digital marketing efforts drive customers to your website(s).
- indicate all products that are Instant Downloads.
- offer incentives to purchase on your website.
- accept purchase orders on your website.

Your Competitive Retail Store Must...

- install a dedicated touch screen for sampling digital content.
- offer in-store eBook purchase with free POD (*print on demand*).
- offer incentives to purchase on your website.
- take in-store PayPal for payment.

A young girl with long dark hair and red-rimmed glasses is smiling and holding a black tablet. The tablet screen is white and displays the text "Get serious about selling DIGITAL!" in blue. The word "DIGITAL!" is in all caps and a larger font size than the other words. The girl is wearing a blue denim shirt. The background is plain white.

**Get
serious
about
selling
DIGITAL!**