

## Nanacast hosted membership content delivery vs Nanacast...

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Here are the benefits of using Nanacast's hosted content delivery system for membership content delivery over using a Wordpress Blog integration in a nutshell:

1. Never any chance of a disconnect between servers when new accounts are created or modified by the automated system.
2. One click upgrade links for grouped memberships.
3. Full personalization through the use of the provided tags and custom tags.
4. Nanacast account controlled file security and IP access limits.
5. Full html drip or broadcast content.
6. Drip or broadcast podcasts.
7. Drip or broadcast rss feeds.
8. Broadcast content to individual users or subsets of your subscriber base.
9. Display content associated with a coupon for special bonus content delivery or affiliate JV promotions with bonus content associated with a coupon.
10. Automatically display affiliate link in content to encourage users to promote.
11. Full html and javascript support (wordpress blogs are notoriously incompatible with many forms of standard web content especially javascript).
12. Default start page dripping/changing and custom navigation option via tags.
13. Future proof managed upgrades. Upgrades are done in real time without you having to ever worry about it.
14. No hosting account needed. Use our cname feature (viral premium accounts) and your domain registrar to cloak our login and membership pages on your own domains or subdomains.

I am sure there are many more benefits but thats a good list.

In my opinion wordpress should NEVER be used to deliver premium content. All it will do is handicap your business and restrict you in what you can do. The reason is because by its nature it is not fully compatible with html and javascript and it was designed with a completely different purpose in mind.

What I recommend is a combination of both.

The strategy is this:

1. Set up a blog on your domain for search engine fodder... you can even install our member lock plugin and protect some portions of your posts with it to tease people... but you are not going to actually give them access in the blog to that full post. Instead use the Memberlock more function to direct them to sign up for the premium subscription (this could be a free or paid subscription

requiring registration through Nanacast.

2. Next put all your premium content in your nanacast membership and set all the teaser articles to be delivered on Day 0 so people who are teased have access immediately upon logging in.

3. Put a link to "login" on your wordpress blog that points to the Nanacast hosted membership.

Now you have the best of both worlds... WP is doing what it does best which is SEO and Nanacast is doing what it does best which is delivering premium content in amazing ways all automated.

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