

Sponsorship based content monetization strategy

The following slide provides the content monetization strategy using brand sponsorships that helps to build effective revenue generation tactics. Key components are develop offerings, create media kit, timeline development, etc.



1. Develop offerings

- Prepare a list of content formats
 - Blogposts
 - Newsletters
- Select the content distribution channel
- Add text here

2. Create media kit

- Include information such as
 - Audience information
 - Testimonials
- Add text here

3. Reach out to advertisers

- Interact with prospects via email and LinkedIn
- Ensure to send follow-ups
- Add text here

4. Timeline development

- Develop event timeline to meet brand needs
- Focus on journey stages such as
 - Awareness
 - Consideration
 - Conversion
- Add text here



Monetization Examples USA 74 2686 Blog Monetization Examples For

Owen Hill



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Make Money Blogging Owen Hill, 2018-03-16 Just like many people who have not made up their mind you may be wondering whether to start blogging or not if you consider the reasons you should blog you wouldn't delay longer As an individual blogging will give you the voice or opportunity to share your opinions ideas and stories Secondly it will help you build a strong community as well as a place for other people especially your followers to interact on your ideas stories and experiences When you have garnered sufficient followership then you can think about monetize your website because it wouldn't be a lot easier at the stage This book has been written to educate and inform you about the various ways of making money through blogging hence some of the things you will learn from here include The various types of money spinning blogs you can venture into How to choose the right type of blog based on your strengths and weaknesses The best and most viable options for blog monetization Common blogging mistakes that can cost you success in blogging and how to avoid them Traffic generation and simple SEO strategies that will propel your blogging career into a huge success Tips and ideas on how to transform your blog into a permanent passive income opportunity

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