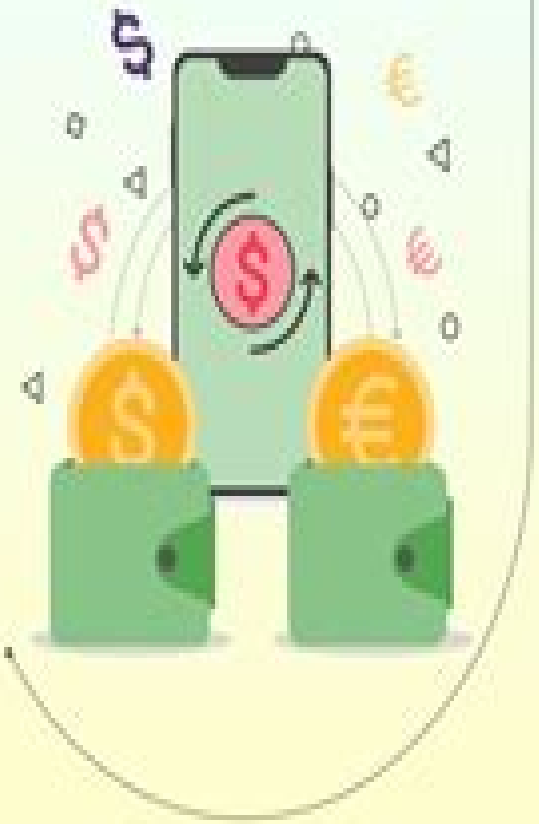
Sponsorship based content monetization strategy

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.



Develop offerings

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

Create media kit

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

Reach out to advertisers

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

Timeline development

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

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

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Shasha Hu

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