HELLO

Room in the Sandbox:

How To Grow And Monetize Your Business By Befriending The Competition

TWITTER	FACEBOOK	INSTAGRAM	PINTEREST
@merlotmommy	/MerlotMommy	@merlotmommy	/merlotmommy
@kissmytulle	/KissMyTulle	@kissmytulle	/kissmytulle

JANA & CRIS

JANA SEITZER

Jana began blogging in 2009 as a cathartic process when her dad was sick with cancer. Her first creative blog was in 2010 as a DIY card blog, and she morphed into wine in 2012. She's been blogging at Merlot Mommy ever since, where she brings stories of travel, food/wine/cocktails, DIY, and celebrity interviews.

CRIS STONE

Cris started blogging in 2007 as a class project for her Computer Science degree. Kiss My Tulle began as a budget wedding blog then rebranded as a lifestyle blog in 2016. Now, Cris offers her followers humorous, down-to-earth advice and inspiration from the Patron Saint of Slacker Moms. She also teaches blogging courses throughout the year and drinks a lot of Diet Coke.

5 WAYS TO BEGIN BUILDING RELATIONSHIPS

HOW DO YOU FIND YOUR TRIBE?

I'm sure you've heard the term before – "finding your tribe." These are your people. They understand you, support you, and can help you grow. But, HOW do you go about finding them?

#1 :: AT CONFERENCES

A fantastic way to genuinely spend time with the people behind blogs, businesses, and brands is at conferences. These face-to-face interactions are invaluable when it comes to growth.

#2 :: VIA SOCIAL MEDIA GROUPS

There are hundreds of Facebook groups devoted to blogging and bloggers helping bloggers. These groups are a great place to meet others, ask questions, and exchange ideas.

#3 :: BLOGGER INTRODUCTIONS

Bloggers know bloggers and the people behind brands. Want to get to know someone better? Ask a fellow blogger for an introduction!

#4 :: CREEPER STATUS PRO

Are you already fan of a blogger or brand and would like to interact with them more? Just reach out to them via social media or email and respectfully start a back-and-forth (i.e., DON'T SELL THEM STUFF). Both of us have had readers-turned-friends.

#5 :: AT MEETUPS

GET LOCAL

Meetups are different from conferences – they tend to be more localized and/or geared toward a specific niche. They are generally planned in blogger groups and are an amazing way to meet others face-to-face.

Affiliate Marketing

4 WAYS TO LEVERAGE GROWTH THROUGH RELATIONSHIPS

TWO-TIER REFERRALS

Incentivize growth

These are bounty programs offered by affiliate programs to encourage growth. They are a great way to help other bloggers see more profits.

AFFILIATE MANAGERS

Performance-based marketing

A stronger relationship with an affiliate manager can lead to:

- Higher commissions
- Bigger bonuses
- Longer cookies
- Free product
- Giveaways
- Sponsored posts

AUTHORITY

Be an expert

Becoming an affiliate expert can help your bottom line through a higher page ranking and more click throughs from passionate followers.

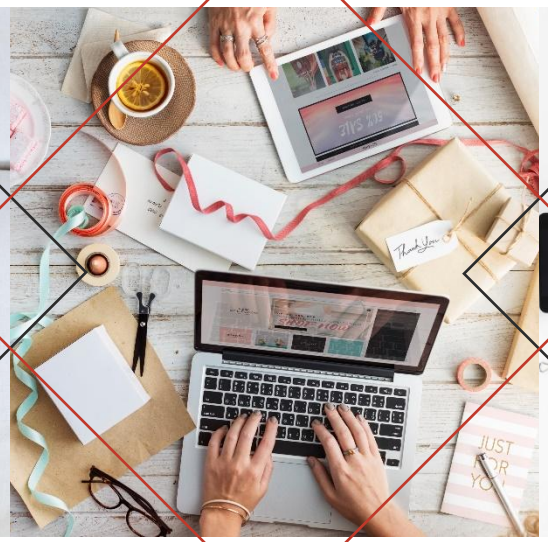
DISCLOSURES

What's your relationship?

The FTC's legal requirements are always changing. Friends help friends understand proper disclosures and linking + they give you a gentle heads up if you forget.

Ways to Monetize Outside of Affiliate Sales

3 TRIED AND TRUE METHODS



PRODUCT

Become a Designer

- T-shirts
- Mugs
- Notepads,
- Cell Phone Covers
- Art

COURSES:

Become a Teacher

- eCourses
- eBooks
- Webinars
- Community Classes

SERVICES

Become a Consultant

- Consulting Services
- Media kits
- Printables
- VA Services
- SEO/Coding Work

Finding New Verticals

Looking beyond the traditional monetizing verticals (affiliate sales, sponsored posts, and selling ad space) and creating new, profitable opportunities for yourself and your fellow bloggers.

BRAND AMBASSADORSHIPS

Whether paid or unpaid, this is a great way to make money – either through traditional payments or with product you'll use.

BECOME AN EXPERT

Lots of people will pay to use your comments or quotes as an expert in what you do.

CELEBRITY PERSONALITY

You can be famous locally (or internationally!) and charge to appear or speak at events or conferences.

CREATE A STORE

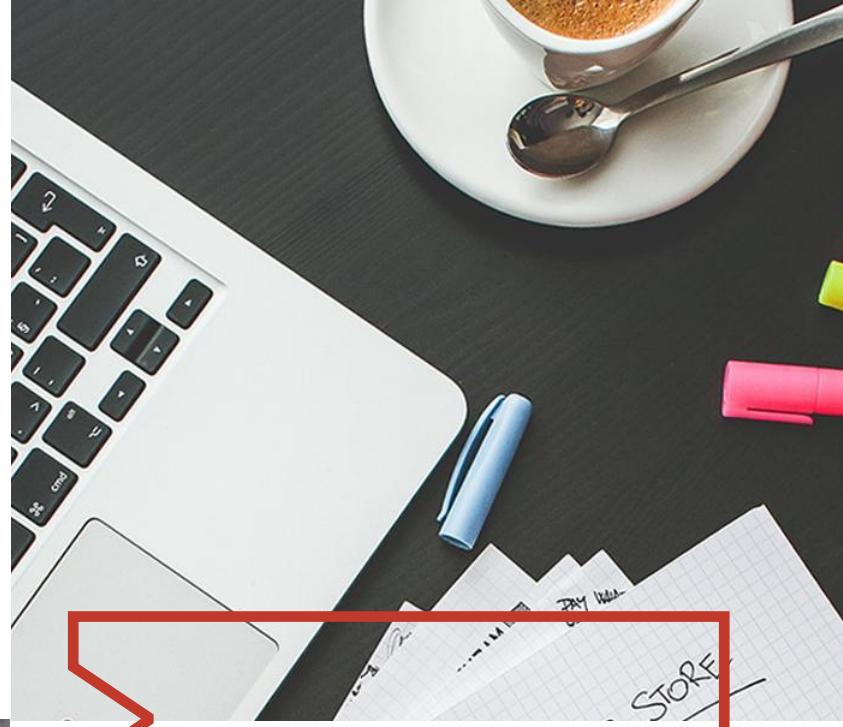
This can be a combination of affiliate sales and/or your own product but have a "store" on your blog that people can shop.

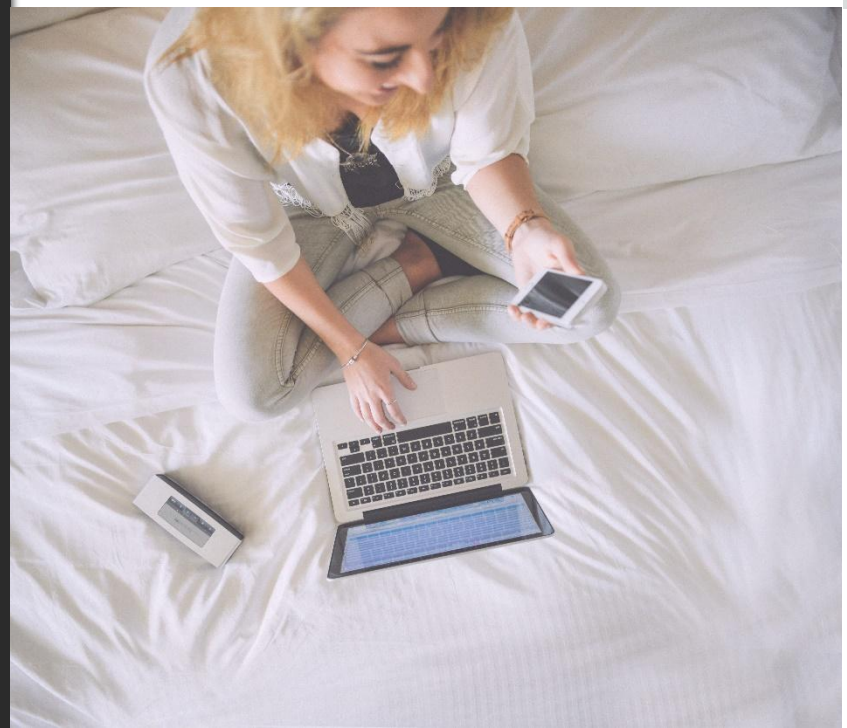
4 NEW MARKETING STRATEGIES

Marketing doesn't have to be a lone wolf situation. It's completely possible to join forces with other influencers to promote each other's work (and see a nice return on yours).

BOOST EACH OTHER'S POSTS

Do small group sharing. Find a small group of influencers who are in a similar niche and do retweets, pins, shares, comments, and stumbles.

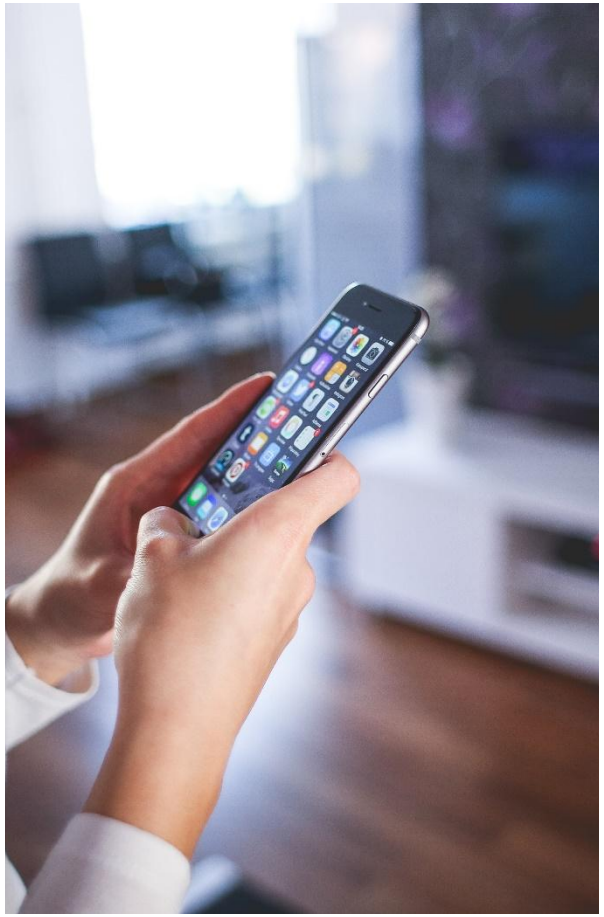


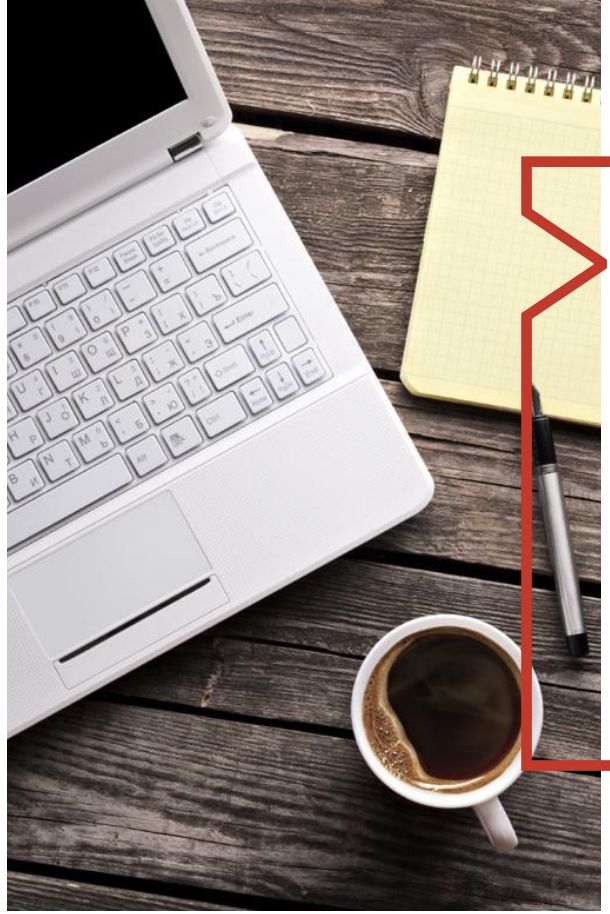


WORK TOGETHER TO EARN MORE

TIMED SHARING

One way to get noticed by social media algorithms is to have everyone share a post at the same time.





WORK TOGETHER TO EARN MORE

FACEBOOK GROUP

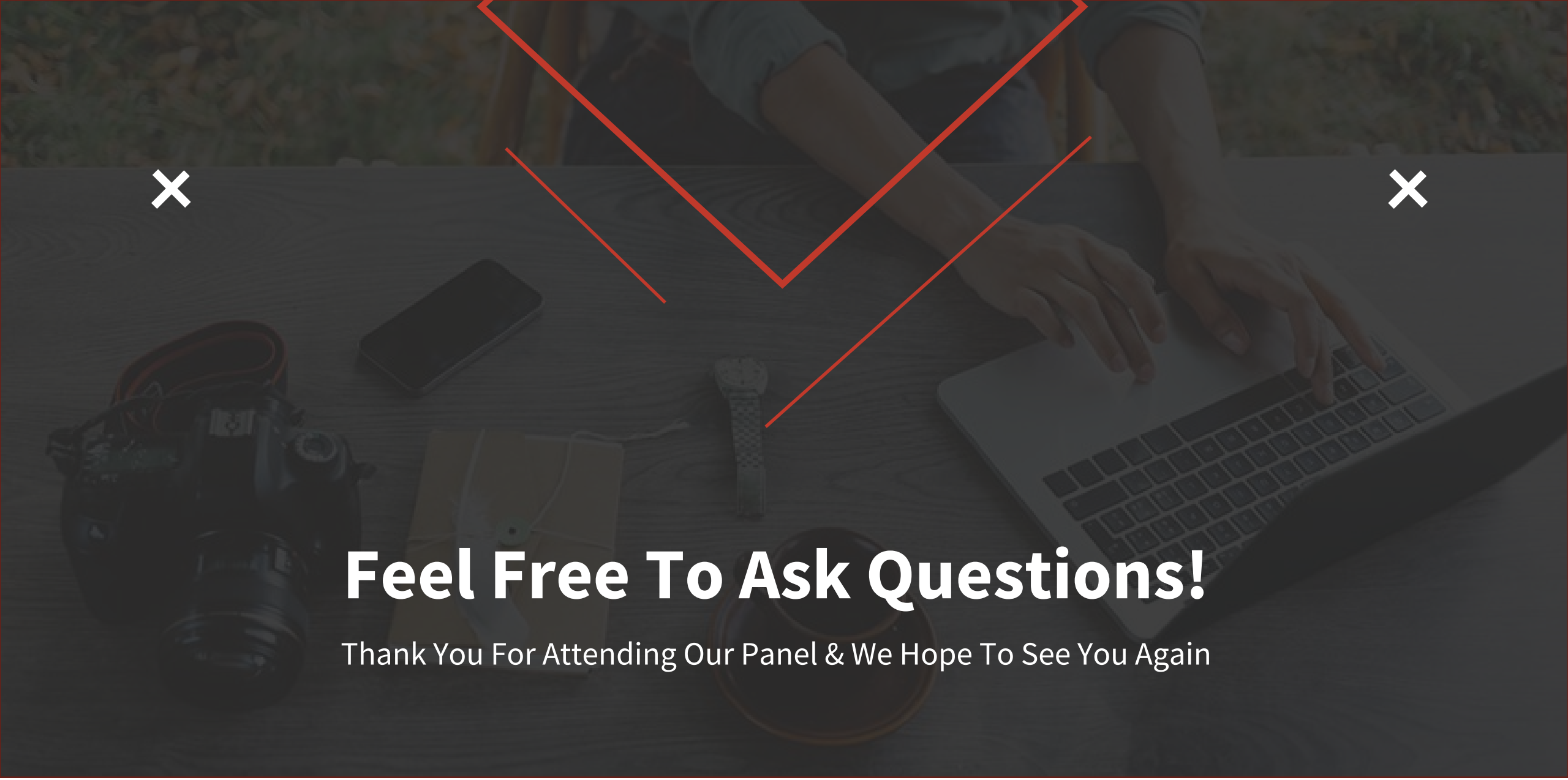
You can now start your own group within your business's Facebook page. Use it to connect with your followers and promote your work.

MINI "PRESS TOURS"

Going to be at the same location with fellow influencers? Contact local media outlets and brands then do a mini "press tour" that features your work and the local area/businesses.

SUPPORTING YOUR BLOGGING FRIENDS

- Comment/Like their social media and/or blog posts
- Shop via their sponsored/affiliate links
- Click any links you know are sponsored
- Recommend them for campaigns or to brands
- Brainstorm ideas and help with content
- Discuss current trends and offer tips



Feel Free To Ask Questions!

Thank You For Attending Our Panel & We Hope To See You Again

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