

How to turn your content into money

20 ways to monetize your traffic



Provided by  NING

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What's in it for you?

Before you start

If you have downloaded this brochure, you obviously want your website to start working for you. Think the idea is too crazy and infeasible? This booklet is here to dispel your doubts and teach you how to make profits from your website, blog, social network or online community.

All the changes made to your website for the sake of generating profit refer to the term 'monetization'. You'll be surprised to know how many ways there are for you to earn money from your online presence. Some of them are quick and affordable even for a newbie, and some are complex and costly. It all depends on your current needs and goals, as well as your strategy and desire to move forward.

Regardless, you will need a starting point to launch your new business, and this brochure will guide you through the most popular and effective ways to turn your content into money. But before you dive headlong into various monetization strategies, consider the following tips that will help you to get started.

1. Choose a profitable niche

The first thing to remember before you start your monetization campaign is that the success of your website depends heavily on your area of expertise. Thus, you have to choose a niche relevant to your market. Plus, the content presented on your website or blog needs to be in line with the actual market demand to be able to draw the attention of users willing to invest in it.

You can either try to find niches that are still unoccupied so you can become a pioneering expert or go for an evergreen niche such as business and finance, relationships, health and wellness, etc. According to Google Trends, the most popular niches in 2017 are closely related to new high-tech products, such as drones, 3D printers, e-cigarettes, VR Products, smartwatches, and so on. Healthcare and beauty are also the topics you might want to explore. Would you like to pick one of those or come up with something entirely new? It's totally up to you!

2. Define your objectives and target audience

If you have finally decided that it is time for your site to become something more than just a hobby, you are apparently driven by your own motives, be it the compensation of costs for a domain name and hosting, acquisition of an immediate profit or long-term plan to make your website a permanent source of income. Whatever it is, you should clearly outline your objectives and stick to them trying not to stray too far away from your initial goal. No need to set the plank too high at the very outset - after all, a bird in the hand is worth two in the bush.

And always keep in mind that you can only make money from your website if you are capable of catching and retaining the attention of your target audience. This is why you have to invest maximum effort into adapting the content to your readers' needs and interests.



No need to set the plank too high at the very start - a bird in the hand is worth two in the bush.

3. Create share-worthy content

If you want your site or blog to bring profits, you'll have to engage as many visitors as possible. The best way to achieve this goal is to come up with useful and relevant content. Do not spare your time to develop quality content and remember that people do pay attention to form no less than the meaning. Double-check your posts on account of logical inconsistencies, spelling and grammar mistakes. And don't forget to spice things up with vivid images and informative videos.



Double-check your posts



Spice things up with images and videos

4. Grow your audience

If something you're sharing with others truly stands out and is actually useful, your target audience will imminently grow, and visitors will keep coming back to your site time after time. Soon you'll gain enough credibility and build yourself a good reputation which is a key to a successful business. People are naturally more likely to invest money in something or someone they trust.

People are naturally more likely to invest money into something or *someone they trust*.

5. Choose the right monetization tools

It is hard to overestimate the importance of content for monetization. But it is not only content that determines your success. In order to make money effectively, you'll inevitably have to choose the monetization strategies that will match your objectives. In the next chapter, we will take a look at multiple ways to monetize your website, blog or social network. We have meticulously selected the most effective of them so you can consider picking those that suit you most.



We've selected the most effective of them just for you, so you can just pick those that suit you the most.

Monetization strategies

1. Write product reviews and recommend products

Have you found a really useful product fitting your specific niche? Then it's time to let your readers know about it! Write an insightful and memorable review for the product you like or make a review video. Some companies out there will gladly provide you with the right amount of money for your efforts.

The good thing is, your followers will not be driven away from your website or blog because of the irritating enforcement of ads. It's just a review after all! You can also recommend products directly at the end of your posts or articles if it is relevant to the topic. Let's say you're dealing with language studies. Why not recommend a decent course to your readers and provide an affiliate link. Nothing easier than that!

2. Offer video courses and seminars

- ✓ Are you an expert in your niche?
- ✓ Do you feel confident in front of a camera?
- ✓ Do you possess some knowledge worth sharing?

If the answer to all of these questions is 'yes', then you are ready to start your own video courses, create seminars, workshops, tutorials, etc. People interested in your expertise will pay handsomely to get access to your educational content. Of course, first you'll need to grow a substantial audience, but as soon as it is done, the income will inevitably knock on your door.

3. Complete assignments

One of the most effective ways to start your acquaintance with various companies and brands in your niche is accomplishing diverse assignments for them. With the experience of running a blog or social network for some time, these assignments will not be anything new to you:

- ① Participate in different events held by brands within your niche and write comprehensive reports on them;
- ② Write reviews of specific brand products relevant to your readers and get paid;
- ③ Become a brand's affiliate and write reports on its recent releases and products on the regular basis.

One way or another, completing assignments from brands will help you forge new relationships within your industry and establish a massive audience which can later turn into a permanent source of income.

4. Ask for donations

If you already have your own website or blog, you definitely know how much time and effort it takes to create unique and helpful content which is regularly delivered to your readers absolutely free of charge. But at some point, you realize that your efforts are worth more than just an appreciation of your followers. And there's really nothing wrong about that. So why not ask for a modest donation for your trouble? Remember: there's a clear line between begging for alms and asking for a donation. The latter is something you have earned and have a right to claim.

Besides, what if your followers would love to reward you for your toil but simply don't have any means to do so?

If your online community is built on Ning, consider yourself covered. With its new monetization platform, you can easily set up a 'Donate' button, sit back, and wait for donations to flow in.

However, collecting donations is not the most lucrative way of monetization because it relies solely on your readers' generosity. In this sense, offering premium content is much more effective, although it definitely takes more effort to create.

5. Charge for premium content

Website owners and bloggers who prefer not to fall back on occasional donations and view content as a product which can be effectively sold for profits may find this strategy optimal for making money online. Setting up paid access to content allows you to sell knowledge to people who need it most and who are actually ready to pay for it. It doesn't mean, however, that you have to charge money for all your content. It is important to come up with something exclusive, something your followers will not find anywhere else - something people need for achieving their personal goals. Finding the balance between free and paid content is very important in this sense. The former will demonstrate how good you are and why your efforts are worth paying for, while the latter will generate profits.

Knowledge is money. Realizing this, Ning offers a brand new Paid Access feature allowing users to sell access to their most valued content with just a few clicks. With its help, you can create any number of paywalls and apply them to all kinds of content including articles, blog posts, images, video, and audio.

6. Set up paid membership

Selling specific content is not the only way to get paid for your knowledge and expertise online. In fact, you can go even further and monetize all your online assets altogether: introduce paid membership and charge a subscription fee for accessing your website or blog. This is a great way for content creators with an excellent reputation and massive following to earn even more and offer their audience the ultimate experience: more content, more exclusive benefits, more interaction, and more positive emotions.

However, be aware that making money this way is only possible if you have already established the authority within your niche. Paid membership is also optimal for celebrities and industry experts who have a considerable following and wish to monetize their online presence by offering the audience unique content and experience.

7. Sell physical products

The most obvious way to monetize your website is to sell something. Selling and purchasing goods online refers to the term 'e-commerce'. According to Statista, retail e-commerce sales worldwide in 2016 accounted for as much as 1.86 trillion US dollars, and the numbers are expected to grow up to 4.48 trillion US dollars by 2021. This means that e-commerce is a hot opportunity for everybody who has a knack for trading and wants to reap profits from the sprawling online market.

8. Offer something of worth to build your first list

The key to growing your audience (and hence to the successful monetization) is, first and foremost, generosity - at least at the beginning of your journey. There's nothing surprising in the fact that your visitors are reluctant to disclose their real names and email addresses or do not queue up to give away their hard-earned money to support you. This is why it is important to earn their trust by offering something for free. Bring in something of worth, e.g., a useful analytic report, helpful review, or free tutorial - it's up to you.

You'll soon notice that the attitude toward you and what you're doing is steadily improving. People are more likely to share their credentials in exchange for something they really need. This is just a fair deal, isn't it? If you are consistent, you'll soon build up a hefty mailing list which will later help you establish mutually profitable relationships with your future "customers".

9. Write and sell e-books

No matter how great your blog is, a book will always bear much more authority in people's minds. In the age of technology like ours, creating a book is easier than ever before. Releasing an e-book, you avoid most of the shortcomings of the traditional publishing, including long lead times, restricted access to publishing agents, unequal distribution of profits, etc.

Sure, it takes time to come up with unique and engaging material, but with a bit of luck and talent, writing an e-book can be a lot of fun.

There are two typical ways to make use of an ebook:

- ✔ **Use it as a lead magnet.** Offer your book for free to give people an incentive to share their mailing information with you;
- ✔ **Sell it for an immediate profit.** Good books are always in high demand; this is why selling them can become a profitable business; moreover, selling e-books online is really easy.

Not only can an e-book become a source of income for you, it can also showcase your expertise on the subject and facilitate you further monetization endeavors.

10. Sell products in bundles

If there are several products you can offer, why not try to sell them in a bundle? Product bundling is a very effective marketing strategy aimed at selling multiple products with a discount. The benefits are obvious for both parties: the buyer gets more goods at a lower price, and the seller makes higher profits. The fact is, an offer to save a few bucks and get more stuff usually works wonders. It is much easier to draw your customers' attention to a good deal rather than make them pay the full price for every single item.

There's an unlimited number of things you can bundle up, but it is always a good idea to consider what products match one another best. For instance, if you are selling online courses, just throw in an e-book related to the topic and earn more instantly!

11. Publish sponsored posts

We all know how annoying ads can be. Companies take every possible chance to promote their products, and often their marketing strategies go far beyond the limits of your patience. If you're planning to monetize your website or blog, you definitely don't want to be one of those people who lost their audience because of the aggressive advertising strategy. But what you do want is to make money. The solution is to publish sponsored posts.



A sponsored post is an **article, review, blog post** or another form of content sponsored by a particular brand.

A sponsored post is an article, review, blog post or another form of content sponsored by a brand. From the first sight, sponsored content doesn't look like a conventional advertisement because it is engaging, informative, and entertaining, but it always holds an implication. How many times have you stumbled across a very compelling review of this new fancy gadget? The chances that this review had been sponsored are close to 100%.

The advantages of sponsored posts are many, for instance:



They allow you to promote various products or services without being too pushy;



Sponsored posts make it easier to sell goods if you have an extensive list of loyal followers who consider you an authority;



You can build a lot of valuable relations with companies willing to get publicity on your website or blog (given it is popular enough).

There are two primary ways to get in touch with brands which would like to partner with you. You can either actively pitch to companies or advertising agencies offering your web space or set up an advertising page on your site where you can offer your services and specify your prices.

12. Sell ad space

When your website or online community starts attracting a lot of traffic, many brands in your niche will want to buy your ad space. The most common form of advertising on the Internet is showing banners. Needless to say, the amount of money you can charge for placing a banner on your website depends on the number of its visitors.

The most common form of advertisement on the Internet is a *banner* which can be placed on a website's header/footer or sidebar area.

13. Generate leads for other businesses

As soon as you start collecting your followers' credentials, consider you're already making money. Why? Because companies from all around would be happy to have them. Information like names, emails, and phone numbers are valuable leads used by companies to reach their target audience and sell products. Let's say you are running a website specialized in teaching English. Imagine how many schools and courses would love to get in front of your audience.

14. Use in-text advertisements

One of the easiest ways to raise funds with the help of your website or blog is to include links to affiliate sites in your content. All you have to do is organically insert relevant hyperlinked text in your posts. When your readers click the link, they bring traffic to the partnering site. In this case, you are entitled to get paid by the advertiser whose link is placed on your site.

You can choose between two primary ways of getting your advertisement money:

- ✔ **Pay-per-click:** the amount of money you get depends on the number of clicks received by the text link;
- ✔ **Flat fee:** you charge a fixed amount of money for placing a single link on your site.

However, you should be careful not to overload your posts with in-text ads. Otherwise, you risk losing credibility among your readers.

15. Sell or rent internal pages

Selling or renting internal pages might work out for you given your website meets two basic requirements:

- ① **It is big enough to have internal pages to begin with** (if you own nothing but a modest blog, you won't be able to share your web space)
- ② **It is popular enough to drive traffic** (if your website doesn't generate enough traffic, it is very unlikely that somebody will be interested in renting or buying its pages).

Does your website meet the requirements mentioned above? If it does, then you have all the chances to sell a part of your web space to someone who could benefit from your site's popularity.

16. Offer educational courses, coaching or consulting services

Who said you can only sell physical goods on your website? The education industry is growing with unprecedented pace. As reported by Imodeducation, at least 50% of all classes will be delivered online by 2019! Not to mention various coaching and consulting programs which have recently become so popular.

Confident about your teaching skills and possess the valuable knowledge you are ready to share for the right price, then maybe it's time to deploy your own classroom on the web!

Online coaching and training provide unlimited opportunities to make money online. Modern website builders like Ning offer all the tools needed to deliver information in the most effective and engaging way. Academic articles, online presentations, podcasts, educational videos, tutorials, and workshops - this is only a tip of the iceberg. As soon as you prepare competitive content, you will be able to set up paid access or paid membership on your site and start selling your knowledge. However, you'll first have to establish your authority within a given niche. To demonstrate your expertise on the subject, provide some free content at first and then start monetizing your website gradually.


17. Become a middleman

If you don't think you have what it takes to become an online tutor or coach, it doesn't mean you can't make money in this niche. Create a professional social website and start building an online community around the subject you find interesting and, most importantly, relevant. When your site becomes popular enough, you can invite other online educators and let them offer their services right on your website.

If you have a social network built on Ning, you can create multiple member groups functioning as independent sub-networks with the whole set of embedded features Ning is famous for. Create a group for each teacher or coach (or subject) and set up paid access to these groups. Thus, tutors and coaches will benefit from your web space, online assets, tools, and audience, while you will charge a percentage of their profits - a fair deal, isn't it?

18. Start freelancing

The term refers to a self-employment model which involves offering one's skills and services to individuals and organizations and completing different tasks for them in exchange for a financial reward. The responsibilities differ from niche to niche and may include data entry, creative writing, blogging, transcription, translation, website design, and more.

 *Freelancing is becoming exceedingly popular among job seekers around the globe as it is a relatively easy and flexible way of making money.*

Taking up a freelance job gives you a multitude of advantages. It allows you to set your own schedule, test your skills in practice, choose the clients you want to work with, do the job the way you're used to, etc. However, there is one catch: to become a successful freelancer, you need an extensive portfolio to prove your professionalism. This is where your blog or website comes in! Demonstrate the examples of your work to your potential employers and use your site as a platform to promote yourself on the labor market. There's nothing more compelling than a professional online portfolio!

19. Create job boards

Another way to monetize your website is to post job boards for your audience. Job seekers who come to your site will apply for vacancies, and you will make money by charging companies that managed to find new employees thanks to your website.

Seems like a piece of cake, huh? It is, but remember, in order for this strategy to work properly, your site needs to be popular and generate enough traffic. Otherwise, companies won't have any incentives to post job offers on it.

20. Monetize your website with NING

The perfect way to monetize your online presence is to create a social website on Ning and make use of its brand new E-commerce platform allowing you to make money online in three different ways:

- ✓ **Paid Access:** create premium content and sell it directly to your audience with the help of configurable paywalls;
- ✓ **Paid Membership:** restrict access to your website for all except for authorized paying members;
- ✓ **Donations:** raise funds for charity or your online community needs by accepting voluntary donations.

Monetizing your website with Ning is easy, but don't forget to take good care of your content. After all, this is what your subscribers will actually pay for! Consider the following tips to deliver the best results:

- ✓ Be consistent and post new content regularly, keep your subscribers updated all the time;
- ✓ Your content must be unique: people will not pay for something they can get elsewhere for free;
- ✓ Always communicate with your audience through the comments, newsletters, social media posts, etc.;
- ✓ Keep track of your subscribers' current needs and interests - be relevant;
- ✓ Listen to your subscribers' requests and be adaptive;

- ✔ Prepare a content plan for yourself to follow: create content according to the schedule to be one step ahead all the time;
- ✔ Don't rush things, consider your prices carefully; no need to restrict access to all your content at once: set up paid access to one specific blog post or interesting article and see how it will go;
- ✔ Don't forget to be generous: providing useful content for free from time to time will help your business grow.

Try to stick to these recommendations, and you will soon notice that making money from content is actually not so difficult, especially when using effective monetization tools.

What's in it for you?

If you have made it to this point, apparently you're seriously considering the idea of starting your own business on the Internet. And we feel it's our duty to support your aspiration fervently. Hopefully, this brochure has reinforced your confidence or maybe even planted an entrepreneurial seed in your mind that will eventually grow into a profitable business.



*All we attempt to achieve presenting you this booklet is demonstrating that online **monetization is not a myth** or something only Internet geeks can attain.*

Of course, it's a challenge; of course, it requires considerable investments of time and effort; and of course, it is an undertaking that can't do without a bit of luck and talent. But with the right approach and thoughtful strategy, there's nothing preventing you from becoming a part of an ever-growing online community and being fairly rewarded for your contribution.

The online market holds countless opportunities for enterprising, resourceful, and proactive individuals ready to invest time and effort in their ideas. Hence, the successful monetization is just a matter of your choice, the choice of a strategy that suits your primary goals.

Whenever you decide it's time to start making money from your website, blog or social network, **Ning** will be there to support your ideas and provide the tools you need to monetize your online presence. Thanks to our **new monetization platform**, users can now pursue their commercial interests and make their wildest dreams come true. Sell premium content, set up paid membership, collect donations, kickstart your ideas, and more - anything you dare to try!

Ning will be there to support your ideas and provide the tools you need to monetize your online presence

No matter whether you choose to follow one of the strategies highlighted in this brochure or come up with your own masterplan, using the NING platform for building and monetizing your website is the quickest and easiest way to achieve your goals. Be sure that our team is always ready to support you with any idea you have on your mind.