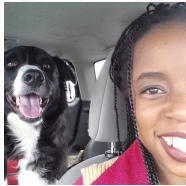
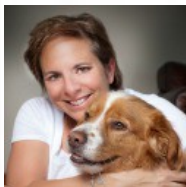


How To Profit from Your Blog Business

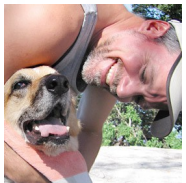
BlogPaws 2015 • Nashville, TN



Kimberly Gauthier - Keep the Tail Wagging



Beke Lubeach - Dog Bone Marketing



Jim Nelson - Tripawds

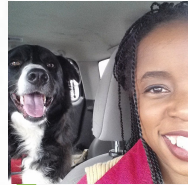
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What We Will Cover:

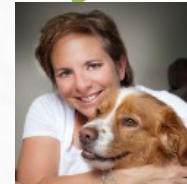
affiliate revenue

Benefits and Preferred
Platforms



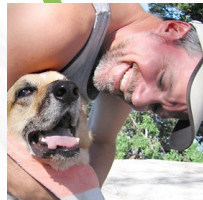
brand relationships

Partnerships vs.
Sponsorships



e-commerce

Real Goods, Info
Products & Cart Options

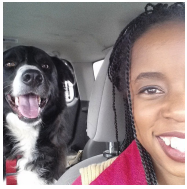


q&a

Answers to Your Questions

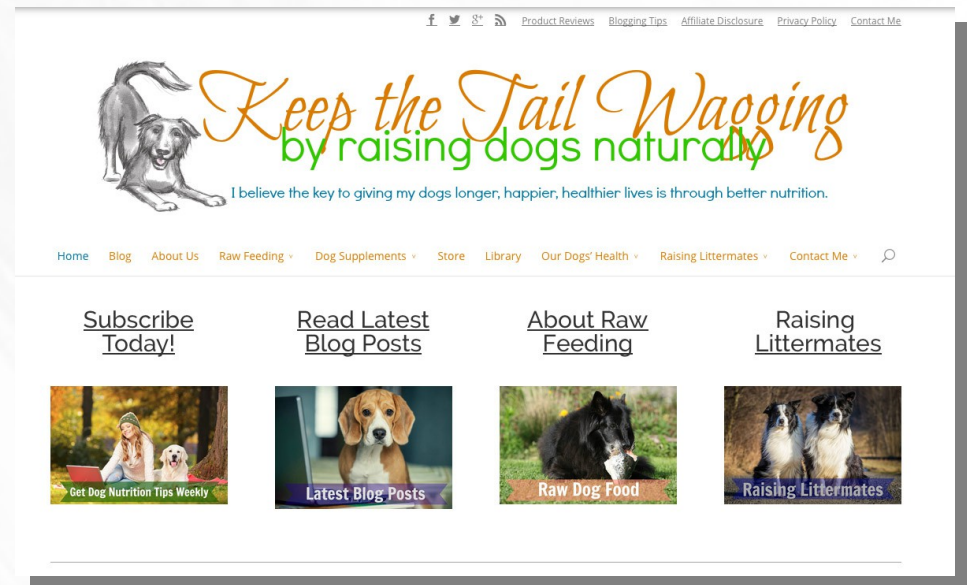
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Keep The Tail Wagging

- Launched Keep the Tail Wagging in December 2011
 - Google AdSense
 - Blogging Campaigns
- Narrowed Focus to Unique Niche in 2014
 - Affiliate Marketing
 - Blog Sponsorship
- Currently Writing First Book





dogbone

marketing solutions

- 20+ year experience with brand partnerships and sponsorship development

- Sports Industry



- Media Industry



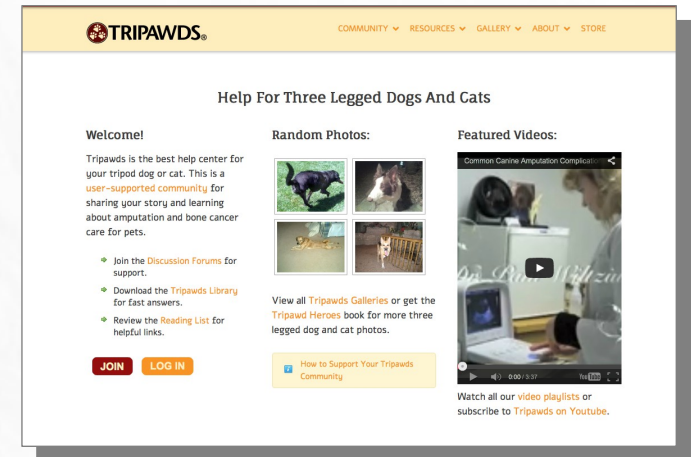
- Pet Industry

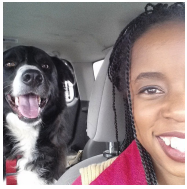




Tripawds Blogs Community

- 2006: Started Simple WordPress Blog
 - Basic PPC Revenue Model
- 2008: Added Forums & Live Chat
 - Major Community Growth Begins
 - Added Affiliate Program Revenue
- Today: Multisite Network Hosts 800+ Blogs w/ 7000+ Members
 - Freemium Business Model w/ Multiple Revenue Streams:
 - Product Sales, E-books, Affiliate Sales, Custom Sponsor Engagement Campaigns & Premium Memberships





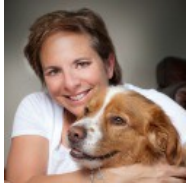
Affiliate Revenue

Choosing Affiliate Relationships

- Brand Affiliate Programs
- Amazon.com
- 3rd Party Affiliate Programs
 - Commission Junction
 - Share-a-Sale
 - LinkShare
- Promote products you believe in
- Promote products that are a good fit for your blog
 - I write about raw feeding, so I don't promote Kurgo products although I use them and believe in the brand.

Leveraging Google Analytics

- Google Analytics is FREE
- GA identifies popular posts
- GA identifies posts that need work
 - Offer clarification
 - Add bullet points and H2 headers
 - Work on spelling/grammar
- Monetize popular posts
- Make it easy for readers to buy
 - Use Calls to Action
 - Use Product Images
 - Use Consumer Reviews



Brand Relationships

Sub Topic 1

- Key Points
- Key Points
 - Example (optional)
Link?
- Key Points
- Key Points
 - Example (optional)
Link?

Sub Topic 2

- Key Points
- Key Points
 - Example (optional)
Link?
- Key Points
- Key Points
 - Example (optional)
Link?



Brand Relationships

Partnerships

- Types of Partnerships
 - Awareness Partners
 - Brand Partners
 - Functional Partners
- Benefits of Partnership
 - Strengthen Your Value Proposition
 - Tap into Cultural Phenomena
 - Boost your Exposure and General Market Awareness
 - Bring Measurable Value to Both Companies

Sponsorships

- Sponsorship is a measurable investment into an overall marketing strategy....not a donation
- What do you have to offer?
- Combine Sponsor Benefits with Value for their Money
- Do your Homework – “One Size does not fit all”
- What to charge for a sponsorship?
- Become an extension of your sponsors current marketing plan



E-commerce Solutions

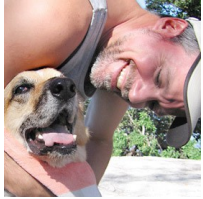
Real Goods (Shipped Products)

- Drop-ship Relationships!
- Logistics & Customer Service
- Shopping Cart Examples
 - PayPal Cart:
gear.tripawds.com/shop
 - MarketPress
downloads.tripawds.com/store
 - WooCommerce Shopify,
Volusion, Amazon, Etc.

Info Products (e.g.; E-books)

- Automated Process =
Passive Income!
 - Instant Download Access
 - Minimal Customer Service
- Shopping Cart Examples
 - MarketPress
 - WooCommerce, eJunkie*
& Clickbank*

**Add Affiliate Sales!*



E-commerce Solutions

Gift Sales

- Your Passionate Fans = Brand Ambassadors
- Niche T-shirts, Apparel, Gifts & Calendars:
 - Cafe Press
cafepress.com/tripawds
- Photo Books & Planners:
 - Blurb
blurb.com/user/agreda

Affiliate Stores

- Selling Affiliate Products*
 - Amazon
tripawds.com/store/
- Selling Your Products*
 - Cafe Press
 - Blurb
- Creating Your Products
 - Etsy
etsy.com/shop/Tripawds

**Passive Income Streams!*

Any Questions?

Q & A

May 28 – 30, 2015
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