



MONETIZING PAUSATF.ORG

Types of Website Monetization and Steps to Get There

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SUMMARY

There are lots of potential ways to monetize PAUSATF.org. However, there are always tradeoffs – some require more work than others, other options provide PAUSATF little control over the advertisers and products advertised on it's site. But to make an informed decision PAUSATF.org should first prioritize adding Google Analytics and CrazyEgg code snippets to every page of the site to understand three key Ad related stats:

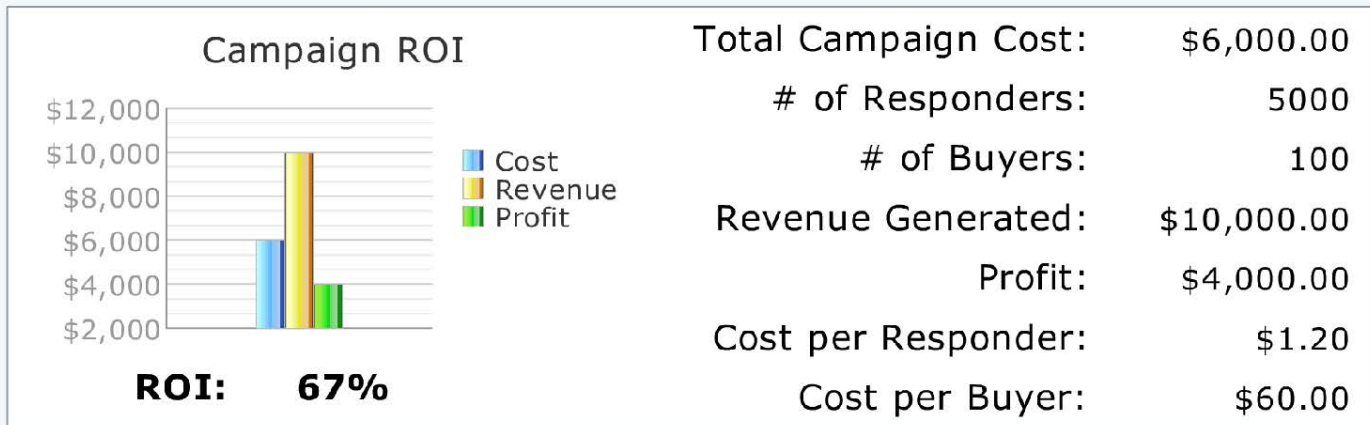
1. Reach – How many visitors does PAUSATF.org have on a daily/weekly basis
2. Frequency – How many page views, per visit, does each visitor contribute? How long do they spend on each page? And how often do they return?
3. Where do people click – CrazyEgg provides click maps so we can visualize where users are clicking.

Immediate Recommendations

1. Authorize a developer & site analytics expert to add Google Analytics & CrazyEgg to pausatf.org.
2. Consider adding Google AdWords (text ads) or RoadRunnerSports.com Affiliate program ads on 1-2 pages to get a base measurement on click thru rates (CTR).
3. Allow 60-90 days to build up basic metrics on site usage.
4. After that time period, analyze metrics and build ROI model to understand most cost-efficient ad strategy for PAUSATF

ADVERTISERS DON'T JUST BUY ADS, THEY BUY RESULTS...

Pay-Per-Click Advertising ROI Calculator



Note: Use sliders or double-click the cells below to enter data

Clicks Purchased:

Conversion Rate: 2.0%
(What % of responders will buy?)

Cost-per-click:

Average Buyer Purchase:
(How much will buyers spend?)

Calculator

About

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ADVERTISER NEEDS

Pageviews

- The most basic of measurements, this metric is usually presented as the “average pageviews per visitor”. If they come to your website and don’t view many pages then your website may have issues with its design or structure. Another explanation for low pageviews is a disconnect in the marketing messages that brought them to the site and the content that is actually available. Additionally, knowing the pages visitors are viewing helps inform decisions on where to place advertising.

Time on Site

- Similar to pageviews, it’s a fundamental measurement of a visitor’s interaction with your website. Generally, the longer a person spends on your website, the better it is. That could mean they’re carefully reviewing your content, utilizing interactive components you have available and building towards an informed decision to buy, respond or take the next step you’ve provided. On the contrary, the time-on-site also needs to be examined against the number of pages viewed to make sure the visitor isn’t spending his or her time trying to locate content that should be more readily accessible.

Click-thru Rate (CTR)

- CTR is literally defined as the percentage of people who viewed an ad that clicked on it. For example, if an ad is shown 100 times and clicked on 5 times, the CTR would be 5%. An ad’s CTR represents how well the ad converts a viewer into a clicker. Literally speaking, that’s all it measures. A higher CTR represents a more “persuasive” ad than one that has a lower CTR. If we make assumptions about how the ad is being placed, it is somewhat related to the ad’s overall effectiveness at generating business



TYPES OF ADVERTISING & MONETIZATION

Pay per Click
Cost per Thousand
Affiliate Marketing
Site Sponsorship
Direct Ad Sales
Monetize Videos
Sell Merchandise
eMail Newsletter
Social Media



WAYS TO MONETIZE PAUSATF.ORG

Pay Per Click Advertising

Pay Per Click, or PPC, is exactly what it sounds like.

The concept is painstakingly simple: visitors of your site click on an ad, and for every click you profit. The amount of money you make per click is contingent upon that particular ad's Cost Per Click (or CPC). Variables such as site traffic, ad placement, and relevancy of ads play a factor in its success. The PPC method is generally not very lucrative for sites with low volumes of traffic and should be employed in conjunction with other monetization methods.

Reachli, Google Adsense, Chitika, BidVertiser, Adbrite and Clicksor all operate on a PPC (or CPC) model.

Cost Per Thousand (CPM)

What's a great way of earning money if you have A LOT of traffic but little engagement on your site? Profiting every time someone visits your page!

Cost per Thousand (CPM) refers to the cost for 1000 impressions. If you sign up for a \$1 CPM ad, this means that every 1000 page impressions will yield you \$1. 100,000 page views in this scenario would translate to \$100 profit. Not too shabby! Since page impressions are critical, **this method works best for high traffic websites.**

Top paying CPM ad networks include Tribal Fusion, Advertising, Vibrant Media, and Value Click.



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Affiliate Marketing

This form of marketing is based on sales resulting from product or service recommendations.

For example, PAUSATF.org could team up with roadrunnersports.com to promote their brand/products, and would make a profit every time a visitor makes a purchase through the pausatf.org affiliate link. The amount of money made depends on the agreed upon percentage from each sale. Creatively incorporate affiliate marketing within a post or write a great review to appeal to your readers. The affiliates you choose to team up with should coincide with your site content and are relevant to your readers' interests.

Sites like ClickBank, Skimlinks, Share a Sale, and Amazon are good starting places when searching for affiliates. But there are most certainly runner related affiliates as well.

Site Sponsorship

Generally sponsors prefer high traffic sites, but if you cater to a niche market it's still possible to nab a sponsorship. Reach out to brands and companies that cater to your audience and start small. Continue to cultivate your site, grow your fans, and stay motivated.

This could be used with PAUSATF sponsors, and could also be sold to local/regional businesses.

Sell Ad Space Directly to Advertisers

Unless your website is getting major hits or you cater to a highly targeted audience, selling ad space may be difficult to pull off. Managing the whole process can be time consuming – and a sales team is required. But the benefit is that PAUSATF can charge what it wants and negotiate terms to our liking. But there are infrastructure needs which would need to be built, and this could be the most costly to integrate.



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Monetize Videos

The Pacific Association is a prominent name, and that name could be used to create informative content.

Start a YouTube channel where you share discussions, demonstrations, reviews, speaker series highlights, etc. Monetize your videos with a Google AdSense account or find some sponsors to align yourself with. The more views your videos get the more money you'll make, so be sure to showcase your videos on your website and promote them across your social networks for greater reach.

Create and Sell PA USATF Merchandise

Creating and selling branded merchandise is a fantastic way to profit from your online presence. Pacific Association conjures very cool images of mountains and oceans, and this could translate to hot-selling merchandise. Consider hosting a design contest for HS/college art students and see what bubbles up. Engage the membership to have them vote on what they want, then sell it on the PAUSATF website.

Cafepress, Goodstorm and Zazzle are great places to create branded tees, sweatshirts, and much more. Sign up for a merchant account via Paypal and sell your products directly from your website or blog.

May require shipping unless ordering is routed through a fulfillment house.



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eMail Marketing/Newsletter

Another effective way to generate sales and boost site traffic is through email marketing.

Include a box where visitors can sign up to be a part of your mailing list on your home page or employ a pop-up to collect them. Opt for a weekly monthly email to give site updates including new content, merchandise, services, upcoming events, promotions, contests, and giveaways to drive traffic to your site. This is also a great way to provide additional exposure to Association Sponsors.

Social Media

Sites like Twitter, Facebook, Pinterest, and Instagram are great places to expand your online presence, build brand awareness, and connect with your fans beyond your blog or website.

Use social media to drive traffic to your site and keep fans updated on products, articles, promotions, and events, and encourage them to share it with their friends and followers. We're working on an article focused on how to leverage and monetize your social networks next so look out for it!



7 STEPS TO MONETIZATION...

Know thyself...

Understand the ROI of alternatives & make decisions

Build an ad & marketing team

Prepare a sales prospect list

Develop sales collateral

Drive more traffic to pausatf.org

STEP 1 – KNOW THYSELF...

Get a Google Analytics (GA) account and put the GA code on the website.

This will provide the statistics needed to tell potential advertisers more about our users. It's also a great way to find out what content on pausatf.org is most popular, so we can create more of it.



STEP 2 - DO THE MATH...

Once we have a true baseline for current visitors, we can model potential ad revenue and then make informed business decisions for the most cost-efficient advertising model for PAUSATF

Mad Ads Media Revenue Calculator

Note: These stats are being generated using the historical data from our 'General/Entertainment' sites. This category of sites typically has the lowest CPM of all sites. If your site does not fall into this category, you can expect higher CPMs/revenue than what will be shown.

<p>ENTER YOUR TRAFFIC STATS BELOW TO ESTIMATE YOUR DAILY/MONTHLY REVENUE:</p> <p>Daily Ad Impressions: <input type="text" value="2200"/></p> <p>PERCENTAGE OF VISITORS BY COUNTRY:</p> <p>USA (example: 75%) <input type="text" value="5"/></p> <p>United Kingdom: <input type="text" value="2"/></p> <p>Canada: <input type="text" value="2"/></p> <p>Australia: <input type="text" value="1"/></p> <p>Rest of World/International: <input type="text" value="90"/></p> <p><input type="button" value="Calculate"/></p>	<p>Output Estimate Revenue</p> <p>Impressions: 2,200</p> <p>Your eCPM: \$0.92</p> <p>Estimated Daily Revenue: \$1</p> <p>Estimated Monthly Revenue: \$44</p> <p>Apply now ▶</p>
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*These are provided as estimates only and are no guarantee of how much you'll make with MadAdsMedia.

STEP 3 – BUILD AN AD & MARKETING TEAM

This step involves taking a long, hard look at what marketing has worked and what hasn't, and what needs to be done. Has the work gotten too time consuming for a small group of volunteers? Consider building an internship program for HS and College students.



We're hiring a Social Media intern at NBC News! Tell us why it should be you at **@NBCNewsPR**. INFO: <http://bit.ly/iitmTf>

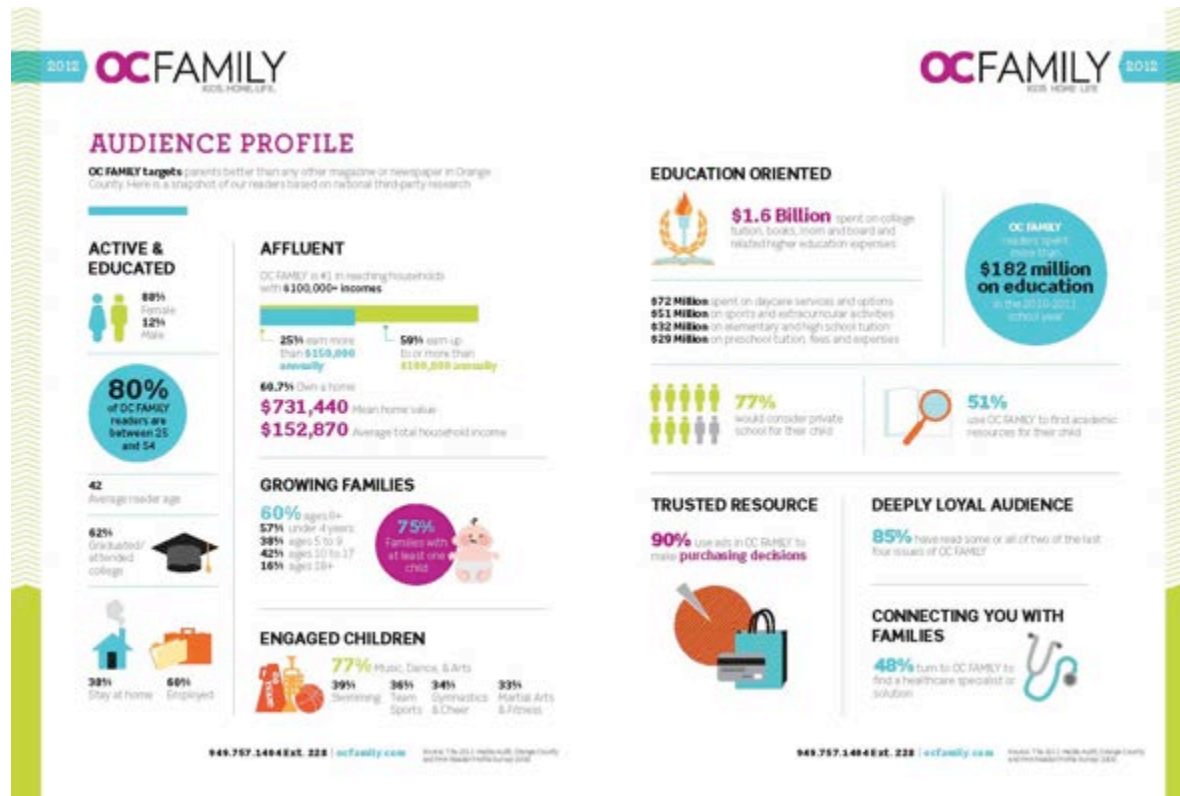
STEP 4 – PREPARE A PROSPECT LIST

Now it's time to think about directly approaching advertisers. Brainstorm what businesses might be interested in advertising or forming partnerships. Partnerships can be anything from promoting your site at their events, to getting your site mentioned on their sites.



STEP 5 – PROVIDE DATA TO PROSPECTIVE ADVERTISERS

If a business is going to give us money to advertise, we'll need to equip our "sales force" with a thing called a media kit. Keep it short, tell prospective advertisers why pausatf.org visitors will make them money. Use Google Analytics stats; send a survey to site visitors (offering a nice prize for their time) to find out more about them.



STEP 6 – ENGAGE REPEAT VISITORS

Update pausatf.org and make updates sharable, frequent and as relevant as possible. Think about what readers like... Survey Results? Tips from PA Coaches? An events calendar?

And make sure we have a way to get in touch with readers – an email sign up plus social media accounts set up for Google Plus, Facebook, Pinterest, YouTube, Twitter and LinkedIn.



STEP 7 – HAVE A BOOTH AT LOCAL EVENTS

- Digital marketing occasionally benefits from real “in person” marketing. A booth at local post-race parties or race expos – is a great way to spread the word and network about PAUSATF.





RECOMMENDATIONS...

Implement Google Analytics & CrazyEgg

Consider a redesign of PAUSATF.org

Leverage talent within PAUSATG to build a marketing & content creation team

Advertising will work for PAUSATF, but must weigh Pros & Cons of alternatives

Keep on eye (and ear) out for alternative options



A FEW THINGS TO CONSIDER...

1. Implement Google Analytics & CrazyEgg – immediately. Just need to drop the code on the site.
 - a. There are, almost certainly, GA experts within the PAUSATF membership.
 - b. Understanding web traffic, and what page on pausatf.org draws eyeballs is imperative to monetization.
2. Consider a redesign of PAUSATF.org
 - a. Current site is very dated. Need to consider how to update to make easy for users to achieve their visitation goals, and to stay relevant to an increasingly sophisticated audience – and appeal to advertisers.
 - b. Need to understand navigation & viewing needs of mobile/tablet users, and build the new site to reflect those needs.
 - c. Would WordPress be an option which provides the solutions PAUSATF needs through plugins?
 - d. Evaluate if PAUSATF can apply for a Taproot service request to design/build a Wordpress site.
3. Leverage the great talent within our association to build:
 - a. A great group marketing interns – can help with social media to drive interest & awareness of PAUSATF, and other executional items which will help build their portfolio.
 - b. A group of marketing/advertising advisors – from Meetup.com groups and reaching out to membership.
 - c. Academy of Art track team for design needs?



A FEW THINGS TO CONSIDER...

4. Advertising could work for PAUSATF, but will require setup work and ongoing effort...
 - **Site Sponsorship**
 - **Pros** Rate can be set by the marketing committee, and is great to provide discounted rate to Association sponsors. Also is ideal for local businesses.
 - **Cons** Requires people to do sales. Advertisers want to know their results. Works best when we have a strong email list or lots of daily visitors.
 - **Direct Sales**
 - **Pros** Allows most control over rate, ads run on site, and selection of advertisers.
 - **Cons** Advertisers will want to know how their campaigns are performing, more site infrastructure will need to be built to support the ad flighting and reporting. And on going need to have people selling ads and managing campaigns after they're sold.
 - **Ad Words**
 - **Pros** Very turnkey, converts to clicks fairly well, easy to implement.
 - **Cons** Association has little control over the advertisers / what is advertised.
 - **Affiliate Marketing**
 - **Pros** Does Road Runner Sports have an affiliate program? Eastbay Sports? Those seem like natural fits for the PAUSATFs audience
 - **Cons** Could be in conflict with Direct Sales/Site Sponsorship. Would need a way to toggle on/off.



A FEW THINGS TO CONSIDER...

5. Keep on eye (and ear) out for alternative options
 - Within the next 12-24 months niche websites – which provide services/tools for athletes, coaches and business – may start appearing. These have the likelihood of being sites used on a daily basis by the Association’s core audience. Service options would likely include video, event calendars and event results; plus specific training tools for athletes and coaches. The traffic could be significant, and it might be easier for PAUSATF to partner with service providers instead of investing time & money to buildout and maintain it’s own assets.



THANK YOU