



# Bloggers Don't Like Making Money

**AN ADVERTISER'S GUIDE FOR CREATING  
A SUCCESSFUL MULTI-TIERED BLOG  
ADVERTISING STRATEGY.**

# What Is BlogKits?

**THE WORLD'S FIRST  
PERFORMANCE MARKETING NETWORK...**

**FOR BLOGGERS!**

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[www.blogkits.com](http://www.blogkits.com)

## BlogKits™

BlogKits is the world's first true performance marketing network built specifically for bloggers.

For more information, please contact



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## WHAT'S YOUR BLOG ADVERTISING STRATEGY?

Everyone likes to make money right? So how can we possibly make the claim that bloggers don't like making money?

Out of the millions of blogs that exist today is a very small minority of blogs that actually make money. One could argue this to be about .005% of millions of blogs in existence, maybe even smaller.

So does that mean that advertisers will never be able to find success working with blogs?

Of course not! As long as they learn a few things first.

Advertisers, up until today, have completely missed the boat when it comes to advertising on blogs. Sure, many have had some luck with systems like Henry Copeland's Blogads.com, and of course many have seen the power of their Google Adwords buys integrated into millions of blogs.

However, there's more to blog advertising that needs to be exposed, and to do that, advertisers need to understand one thing.

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## Bloggers don't like making money!

We'll get into the actual reasons for why bloggers don't like making money later in this document. For now, let's discuss the current state of advertisers and blogs.

### **BLOG ADVERTISING AS IT EXISTS TODAY**

There's no question that blogs offer a unique opportunity for advertisers. The problem is that most advertisers have no idea about how to effectively make blogs work for them.

Typically, an advertiser who wants to target bloggers on a mass scale does what? Up until today, there was really no solution to this problem besides Google Adwords. But as click fraud increases, advertisers need to rely on more effective and fraud-free methods of tracking that guarantee results, not just clicks.

There are few problems when you look at the typical advertiser's approach to blog advertising today. Let's talk about what those problems are.

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## TYPICAL BLOG ADVERTISING STRATEGY

### PROBLEM #1: IGNORING THE LOW-TRAFFIC BLOGS

As one major media buyer once said to me, "We don't even look at targeting blogs unless they're doing half a million impressions a month". Understandable, I suppose, if you want to eliminate 99% of your opportunity and reach. What that media buyer is failing to understand is that they are shorting their clients by not working with the vast majority of blogs out there.

It's not their fault really. Until now, there wasn't a way to mass reach blogs. Now, with BlogKits, advertisers can tap into massive amounts of high-traffic AND low-traffic blogs in a manner that makes sense for both them, and bloggers.

## TYPICAL BLOG ADVERTISING STRATEGY

### PROBLEM #2: ADWORDS AS THE ONLY OPTION

Adwords works, sure. It's definitely a must-have piece to any advertiser's strategy regarding blogs. Bloggers embrace Adwords because they can simply "place it and leave it", and be done with it. On top of that, the ads are served contextually so again, the blogger has to do nothing.

However, ONLY using Adwords as your entire blog media strategy leaves a lot on the table. Specifically, because of the way your ads are delivered. Currently, AdSense can deliver text (predominant method), images and now video. Google is also testing a CPA version.

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Here's what Google doesn't have!

Using Adwords, an online business cannot go beyond the Google constraints of lines of text, or characters per line, etc. . . . Successful advertising is all about making the offer what it needs to be, not just what you are limited to doing.

Using BlogKits, advertisers can hand-craft offers built specifically for bloggers, delivered however they best fit within a blog.

## **TYPICAL BLOG ADVERTISING STRATEGY PROBLEM #3: IGNORING HUGE BRANDING OPPORTUNITIES**

Which would you rather have? Your brand advertised on 1% of the highest trafficked blogs on the Internet, reaching the small minority of world-wide readers. Or, your brand exposed to a small, highly-targeted niche of interested customers that actually care about your product or service?

What good does your ad about shoes do on a blog that talks about fish tanks? None.

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## **TYPICAL BLOG ADVERTISING STRATEGY PROBLEM #4: IGNORING HUGE SEARCH OPPORTUNITIES**

The search engines love blogs. They love the natural dichotomy of how blogs are built, and they really love the niche content. So when you use blogs to drive your branding, you're getting in good with the search engines.

Imagine being able to have thousands of bloggers in your niche hard linking a word or a phrase of your choice back to your website. By controlling the offer and the text link, you can make this happen through BlogKits.

## **TYPICAL BLOG ADVERTISING STRATEGY PROBLEM #5: MISSING OUT ON CPA OPPORTUNITIES**

CPA is a powerful choice for most advertisers because they only have to pay when an action is made. The problem for advertisers and bloggers has been that bloggers are used to getting paid per click, not per action. So when an advertiser approaches a blogger about setting up a cpa campaign, the blogger snubs their nose at it.

We can blame this on Google of course, for spoiling bloggers into the per click mindset. Of course, as an advertiser with the right approach and right offer, it's possible to educate bloggers into adhering to a cpa model. The key is education, and most importantly, results.

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**WITH BLOGKITS, ADVERTISERS CAN EXPOSE THEIR CPA OFFER TO THOUSANDS OF BLOGGERS IN A WAY THAT MAKES SENSE FOR THE BLOGGER, ALL BUILT ON TOP OF A ROBUST AND RELIABLE, NO FRAUD, TRACKING SOLUTION.**

As you can see, advertisers in today's marketplace are not using blogs to their full advantage. BlogKits brings an exciting piece to the mix for advertisers, allowing them to gain more exposure, increase search engine rankings, increase brand awareness, target niche customers and most importantly, increase sales without having to worry about inflated budgets and click fraud.

## So why don't bloggers like making money?

Let's examine the reasons why bloggers don't like making money in hopes of getting a better understanding of how BlogKits can help you create a successful blog media campaign.

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## **#1 REASON BLOGGERS DON'T LIKE MAKING MONEY - BLOGGERS AREN'T MARKETERS**

Bloggers are regular people who don't think like marketing people. Marketing people see opportunities to grow their product or service or brand. Bloggers just blog without all of that in mind.

## **#2 REASON BLOGGERS DON'T LIKE MAKING MONEY - BLOGGERS JUST LIKE TO WRITE**

In a poll taken by BlogKits in 2005, 36% of bloggers said the reason they blog was "I just like to write" with 28% claiming that "it's fun". That shows that bloggers get into the blogging game not because they want to be rich, but because they are passionate about writing their blogs.

## **#3 REASON BLOGGERS DON'T LIKE MAKING MONEY - BLOGGERS AREN'T MONEY MOTIVATED**

As we mentioned above, bloggers just like to write, and that means they aren't money motivated. For advertisers this is bad news because bloggers don't understand the opportunities they have to make money with their blogs.

BlogKits helps a blogger understand the power of advertising, while making it easy for them to earn money through exclusive offers from our merchant partners.



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## #4 REASON BLOGGERS DON'T LIKE MAKING MONEY - BLOGGERS AREN'T TECH SAVVY

Again, the biggest reason that bloggers use AdSense so prevalently is because they can "place it and leave it". In other words, it's easy. This is the same reason that BlogKits is going to make finding and placing a merchant offer just as easy. Bloggers will not feel intimidated when they login to BlogKits and search for offers. Instead, they'll be able to easily and quickly find an offer that makes sense for them, place it in their blog, and leave it.

Bloggers will also be able to rotate merchant offers automatically, while the system learns which offers earn the most money for the blogger, and then displays that offer more often.

## #5 REASON BLOGGERS DON'T LIKE MAKING MONEY - BLOGGERS LIKE TO "KEEP IT REAL".

A blog is like a home for a person. They don't feel like putting a ton of ads inside their home on their walls unless they feel that they can benefit them, and blend in. Bloggers get that there is money to be made, however, they also get that most of them aren't going to be able to make a living off of it.

At BlogKits, powered by the OfferForge network, we understand that having a successful blog advertising campaign requires a multi-tiered strategy. One that integrates the best of all types of media into the mix.