MATRIX MONEY

MONETIZING THE MATRIX

PRESENTED BY
TAVIS PARKER

Thursday, September 2, 2010
OPPORTUNITIES

Thursday, September 2, 2010
AD REVENUE IS DOWN

- GLOBAL ECONOMIC DOWNTURN
- OVER SATURATION
- INCREASED COMPETITION AND PLATFORMS

- HOW DO YOU OVERCOME THESE OBSTACLES TO GENERATE A DECENT AMOUNT OF ADVERTISING REVENUE?
CMSMATRIX.ORG

- CURRENTLY HAS 1140+ PRODUCTS LISTED
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ONE OF THE TOP CMS RESOURCES IN THE WORLD
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PRODUCT DATA ADDED & MAINTAINED BY VENDORS
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35,000 UNIQUE VISITORS PER MONTH
CMSMATRIX.ORG

- CURRENTLY HAS 1140+ PRODUCTS LISTED
- ONE OF THE TOP CMS RESOURCES IN THE WORLD
- PRODUCT DATA ADDED & MAINTAINED BY VENDORS
- 35,000 UNIQUE VISITORS PER MONTH
- GREAT VISIBILITY AND RANK ON SEARCH ENGINES (SEO)
GREAT SITE **DOESN'T** AUTOMATICALLY = AD REVENUE $$$$ 

2008, THE SITE GENERATED $15,000 IN AD REVENUE  

(OK)

2009, AD REVENUE SLOWED DOWN TO A COUPLE THOUSAND

AD REVENUE CONTINUED TO DROP, HAD TO GET CREATIVE!

DECEMBER 1ST, 2009 - A NEW IDEA WAS PUT TO THE TEST
FEATURED PRODUCT PROGRAM

- NEW ADVERTISING OPPORTUNITIES FOR CMS VENDORS
- PROVIDE EXCELLENT VISIBILITY ON THE SITE
- COST EFFICIENT: GOLD TIER IS $1000/MONTH OR LESS
- PRESENTS PRODUCTS AS A HELPFUL RESOURCE
- CREATED TO COVER COSTS OF RUNNING THE SITE
- **GOAL:** MONETIZATION OF AN **EXISTING** PLAIN BLACK PROPERTY
INITIAL RESULTS

- GENERATED ALMOST $10,000 AT PROGRAM LAUNCH
- ALL 5 SPOTS IN THE GOLD TIER WERE SOLD
- 2 VENDORS PURCHASED 3-MONTH SUBSCRIPTIONS UPFRONT
- ALL VENDORS WERE HAPPY WITH THE RESULTS
- ALL VENDORS RENEWED IN JANUARY

Thursday, September 2, 2010
MORE RESULTS

- GENERATED **$5000** MORE IN JANUARY

- VENDORS PURCHASED ADDITIONAL MONTHS AND LONGER SUBSCRIPTIONS (3-MONTH, 6-MONTH, 12-MONTH) UPFRONT

- ONE VENDOR PURCHASED 20 MONTHS TO SECURE THE TOP SPOT IN THE PROGRAM (AFTER PARTICIPATING FOR 4 MONTHS)

- **REAL RESULTS:** GENERATED **$53,600** IN 8 MONTHS
WHY IT WORKS

- VERY SPECIALIZED WEBSITE
- NICHE AUDIENCE
- MAJORITY OF VISITORS ARE NEW EACH MONTH
- VISITORS ARE TYPICALLY IN THE MARKET FOR A CMS
- IDEAL AUDIENCE FOR CMS VENDORS TO REACH
HOW IT WORKS
HOW IT WORKS

- 3 TIERS
HOW IT WORKS

- 3 TIERS
- 5 SLOTS IN EACH TIER
HOW IT WORKS

☐ 3 TIERS

☐ 5 SLOTS IN EACH TIER

☐ GOLD TIER HAS FRONT PAGE VISIBILITY
HOW IT WORKS

- 3 TIERS
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- RANK BASED ON SENIORITY IN THE PROGRAM
HOW IT WORKS

- 3 TIERS
- 5 SLOTS IN EACH TIER
- GOLD TIER HAS FRONT PAGE VISIBILITY
- RANK BASED ON SENIORITY IN THE PROGRAM
- SILVER & COPPER VISIBLE ON FEATURED PRODUCTS PAGE
Featured Products

Featured Products are paid advertisements. Website pays CMSMatrix.org to participate in the Featured Products program and it provides greater visibility for their product on the site. The revenue generated from the program is used to cover the costs of running the CMSMatrix.org website. (Bandwidth, upgrades, monitoring, support, etc...) If you would like to participate in the Featured Products program, please contact us.

Kentico CMS is an affordable Web content management solution providing a complete set of features for building Web sites, community sites, intranets and extranets based on the Microsoft ASP.NET platform. It supports WYSIWYG editing, workflow, multiple languages, full text search, RSS, online forms, image galleries, forums, polls, links, portal, mobile libraries and is shipped with 2004 configurable Web parts.

It's currently used by more than 4,000 Web sites in 83 countries. The clients include McDonald's, Videofone, Q2, Brussels Airlines, Audi, Panasonic, Samsung, Gillette, Sony, BMW, LG, Airbus, KLM, Starwood, Westfield, Israel and others.

Download the 30-Day Trial at: http://www.kentico.com
FEATURED PRODUCT PROGRAM

- SMALL ADS FOR QUICK REFERENCE

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FEATURED PRODUCT PROGRAM

- SMALL ADS FOR QUICK REFERENCE
- PRODUCT DESCRIPTIONS AND LARGE BANNER ADS
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- SMALL ADS FOR QUICK REFERENCE
- PRODUCT DESCRIPTIONS AND LARGE BANNER ADS
- SILVER & COPPER BELOW GOLD TIER VENDORS
FEATURED PRODUCT PROGRAM

- SMALL ADS FOR QUICK REFERENCE
- PRODUCT DESCRIPTIONS AND LARGE BANNER ADS
- SILVER & COPPER BELOW GOLD TIER VENDORS
- BEST VISIBILITY FOR GOLD TIER VENDORS
FUTURE GOALS
FUTURE GOALS
FUTURE GOALS

- SECURE ADDITIONAL GOLD TIER VENDORS FOR LONG WAITING LIST
FUTURE GOALS

- Secure additional Gold Tier vendors for long waiting list
- Secure vendors for Silver & Copper tiers
FUTURE GOALS

- Secure additional Gold Tier vendors for long waiting list
- Secure vendors for Silver & Copper tiers
- Secure vendors for the months ahead – up to a year out... and then beyond!
REVENUE POTENTIAL

- **GOLD TIER MAX REVENUE IS $5000/MO**
- **SILVER TIER MAX REVENUE IS $2500/MO**
- **COPPER TIER MAX REVENUE IS $1500/MO**
- **MAX REVENUE POTENTIAL IS $9000/MO OR $108,000/YR**
- **POSSIBLE TO EXCEED $108,000 IF ADDITIONAL MONTHS ARE PURCHASED UPFRONT**
OBSTACLES

- FIND NEW WAYS OF DRIVING IN TRAFFIC TO THE SITE
- ONGOING SUPPORT WITH 1,140+ VENDORS
- WORK CLOSELY WITH VENDORS TO MAINTAIN EXCELLENT RELATIONSHIP
- CREATE A COMPELLING OFFER FOR SILVER & COPPER TIERS
- SECURE VENDORS FOR SILVER & COPPER TIERS
- INCORPORATE NEW TECHNOLOGY & FEATURES INTO MATRIX
MONETIZATION

- The featured products program is just one way we monetize CMSMatrix.org.

- **Our Advice:** Only use monetization elements that are useful to your audience.

- Don’t sell out your audience by placing monetization elements in the site that aren’t relevant to your audience. That’s as bad as sending spam emails!

- Your audience will appreciate your site more and will be less likely to go somewhere else.
**Web Hosting Plans**

- **BlueHost.com** - Unlimited Space, Unlimited Domains, Unlimited Transfer, on 1 Account - $6.95 per month

### Filters

- **Columns to Show:**
  - Summary
  - Domains & IPs
  - OS, Email, & DBs
  - Scripting
- **Monthly Cost:**
  - Any
- **Term:**
  - 1 Month
  - 3 Month
  - 12 Month
  - 24 Month
- **Setup Fee:**
  - Any

### Results

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<th>Plan</th>
<th>Disk</th>
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<td>Base-Host</td>
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</tr>
</tbody>
</table>
A company contacted us and wanted to place their “Compare Web Host” comparison matrix on our site.

This is very relevant to our audience and a helpful tool that mimics our own matrix.

It’s designed as a widget that runs inside our site and our design.

CMSMatrix makes roughly $100/month from this - with NO work involved.
GOOGLE ADS

- CMSMATRIX.ORG ONLY HAS 1 ADVERTISEMENT BANNER SPACE ON THE TOP OF THE WEBSITE
- VISITORS APPRECIATE MINIMAL ADS
- VISITORS SEE LOTS OF RELEVANT CMS VENDOR ADS DUE TO GOOGLE’S CONTEXT-BASED AD SYSTEM
- CMSMATRIX MAKES ROUGHLY $100/MONTH FROM THIS - WITH NO WORK INVOLVED
IMPROVING GOOGLE ADS

- It's possible to make a little money by including Google AdSense code into your website.
- However, there are several things you can do to improve the results and the revenue.
- Let's look at some ways to do this.

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IMPROVING GOOGLE ADS

- GOOGLE ANALYTICS
- GOOGLE WEBMASTER TOOLS
- GOOGLE AD PLANNER
- IMPROVING CONTEXT
GOOGLE ANALYTICS

- GOOGLE ANALYTICS COLLECTS ALL OF THE DATA RELATED TO PEOPLE SEARCHING FOR AND VISITING YOUR WEBSITE
- INDICATES WHO YOUR AUDIENCE IS, HOW THEY GET TO YOU, AND WHAT THEY ARE LOOKING FOR
- STATISTICS COLLECTED BY GOOGLE ANALYTICS CAN BE DISPLAYED TO POTENTIAL ADVERTISERS IN AD PLANNER
GOOGLE WEBMASTER TOOLS

- PROVIDES A WIDE RANGE OF DATA
- SEARCH QUERIES, INBOUND LINKS, KEYWORDS
- SITE CONFIGURATION (SITEMAPS, CRAWLER ACCESS)
- DIAGNOSTICS (MALWARE, CRAWL ERRORS, SUGGESTIONS)
- HELPS ENSURE THAT GOOGLE IS PROPERLY INDEXING YOUR SITE AND THAT YOU ARE GETTING MAXIMUM EXPOSURE
GOOGLE AD PLANNER

Advertisers can use Google Ad Planner to browse relevant sites and choose who to advertise with.

It’s important to have your site listed in Ad Planner as it drives relevant advertisers to your open ad placement and they can pay to run ads there.
GOOGLE AD PLANNER

☐ ADD A 250-WORD DESCRIPTION ABOUT YOUR WEBSITE

☐ CHOOSE THE CATEGORIES THAT YOUR WEBSITE BELONGS IN

☐ DEFINE WHAT TYPES OF ADVERTISEMENTS ARE ACCEPTED

☐ SHARE GOOGLE ANALYTICS DATA WITH ADVERTISERS
Google Ad Planner

- **Benefits:**
  - Google advertisers can easily find your website
  - Google advertisers can easily advertise on the site
  - When advertisers pay to run specific ads on your site, that increases the value of contextual ads and then you get paid more for contextual advertisements!
QUESTIONS?

☐ THANK YOU FOR ATTENDING THIS SESSION

☐ HOPEFULLY THIS HAS INSPIRED YOU!

☐ ANY QUESTIONS?

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