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- Make money, work greatly.
- Save time, hire great micro job and task workers.
- Or, ignite your passion, start a microbusiness.

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WorkWizards

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WorkWizards

Posted by Genia K Stevens (??)

May 5 · Edited ·

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John Popp

1 mutual friend

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How to Monetize Your Facebook Marketing Efforts

Sponsor a Post For Your Advertiser



Offer your advertiser your sponsored post space. Example: Sell the sponsored post on your Facebook page for \$50, but you pay only \$25 to promote it.



 **Cheerios** · Suggested Post Like Page

Books shine light on the possibilities of tomorrow. Learn how we get books into kids' hands: bit.ly/spoonfulstories



Like · Comment · Share ·  102,501  3,888  4,923 ·  Sponsored

How to Use LinkedIn to Make Money

Grow Your Mailing List

Create a LinkedIn group around the important economic issues related to the community.

1. **Post regular content related to this topic.** How does this affect small businesses in the area? What this does is create a group full of small business owners who are affected by the current economic state.
2. **Maintain contact with group members.** Create a template that sends them a weekly email containing group updates.
3. **Move group members to your company mailing list.** Offer incentives to join your mailing list.





How to Turn Your Twitter Tweets Into Cash




Sell Sponsored Tweets

Here's an example of a simple sponsored tweet:




HBR Harvard Biz Review 
@HarvardBiz   Follow

[Sponsored tweet] 5 questions to help
bridge the **#analytics** gap
2.sas.us/6014oIFe **#SAS**

 Reply  Retweet  Favorite  More

RETWEETS	FAVORITES
18	19



9:05 AM - 29 Sep 2014

How to Make Money Using YouTube

If your publication has a YouTube channel, monetizing that channel can be fairly easy.

1. **Create a video series:** Develop a video series about an issue in the community. Sell a sponsorship for this series.
2. **Sell sponsored links in your video description:** Your video description will start with Sponsored by: ABC Company and will include a link to their website
3. **Always optimize your metadata.** Your video's title, description and tags determine how well your video ranks in both Google search and YouTube search. Don't be lazy when completing these sections.



How to Pin Your Way to Increased Revenue

Pinterest is a great network to utilize to sell to people who prefer the more visual side of things. Pinterest can be very useful for **building your mailing list, selling products** and **offering services**.

Building Your Mailing List

- 1. Pin an image of where people can go to subscribe.**
Take screen shot of your opt-in page, upload to Pinterest, add a link to the page and use the description to tell people to subscribe.
- 2. Promote any giveaways.** If you have incentives for people who subscribe to your mailing list, use great images to promote those incentives.
- 3. Use eye-catching stock photos.** If you don't have a great opt-in page or a giveaway, use eye-catching stock photos to drive people to where they can sign up for your mailing list.



How to Use Instagram to Earn Money

Instagram started as an images-only social network, but has now expanded its functionality to include 15-second videos. Your publication can benefit from Instagram's popularity by appealing to social media users who respond best to visual content.

Create Commercials

1. **Simple commercials will work.** You don't need high tech video equipment to make a good 15 second commercial for your publication. All you need is great ad copy and someone with a great personality to read it on screen. Remember: fun!
2. **Sell commercials.** Sell Instagram commercials to your advertisers. If they can't make their own, tell them you can make the commercial for them.
3. **Run/Host a commercial contest.** Ask your Instagram followers to make commercials for your publication (or your advertisers) and post them using a certain #hashtag. Best commercial wins a prize.



Questions?



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