



NATIVE MARKETING – IT'S NOT JUST FOR THE BIG GUYS!

Susan Getgood

May 23, 2016



sheknows

BLOGGER

STYLECASTER



WE ARE A BRAND-SAFE, COMMUNITY-GENERATED
EDITORIALLY-CURATED LIFESTYLE MEDIA COMPANY.

WE INSPIRE WOMEN TO DISCOVER, CREATE, AND SHARE CONTENT
CELEBRATING THEIR PASSIONS. OUR AWARD-WINNING EDITORIAL TEAM,
AND OUR COMMUNITY INFLUENCERS PRODUCE RELEVANT, AUTHENTIC,
AND ON-TREND CONTENT EVERY DAY.

81M

**MONTHLY
UNIQUE VISITORS**

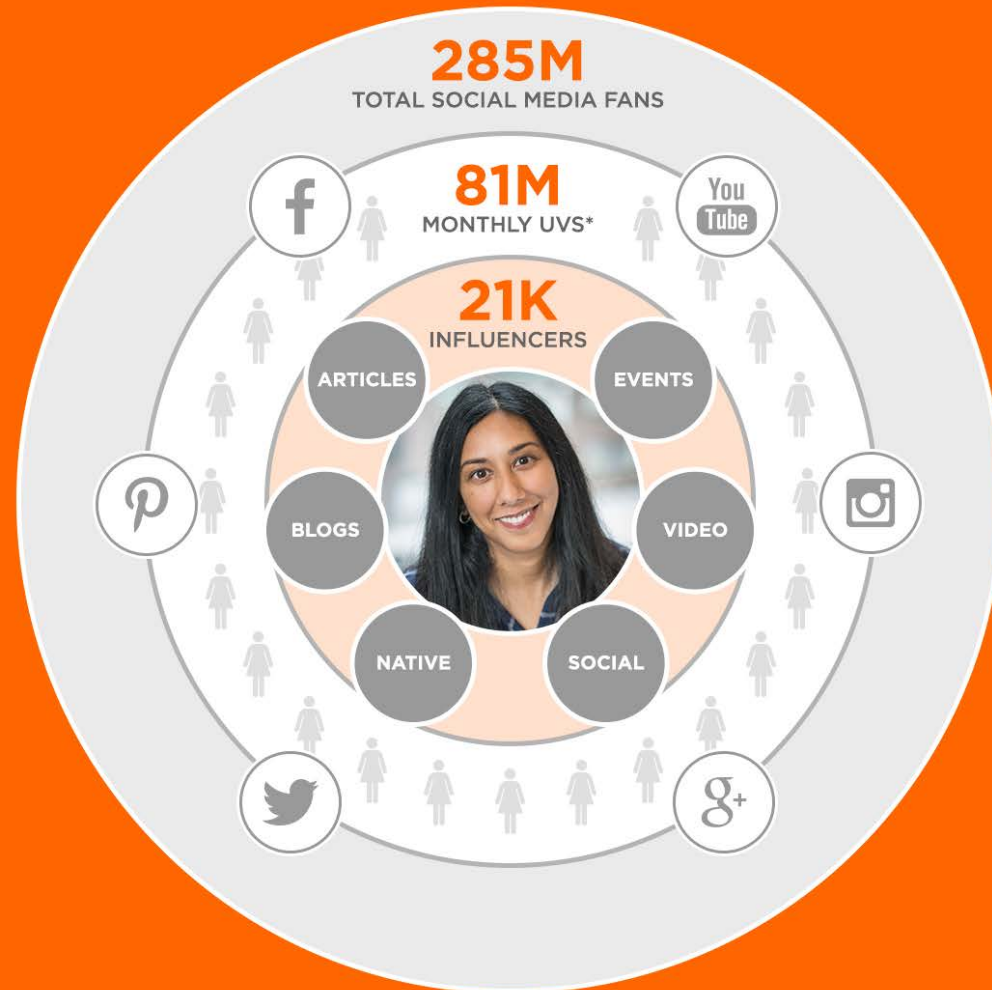
#1

**IN WOMENS
LIFESTYLE**

#1

**IN MILLENNIAL
MOMS**

MEDIA COMPANY OF ONE



YOUR RIDE ON THE NATIVE MARKETING TRAIN

USE YOUR BLOG AND SOCIAL INFLUENCE TO CREATE
SPONSORED CONTENT FOR BRANDS

DRIVE TRAFFIC TO YOUR OWN SITES BY GETTING YOUR FANS
TO PROMOTE YOUR CONTENT

OPEN UP YOUR EDITORIAL SPACE TO "NATIVE ADVERTISING"

USE YOUR BLOG AND SOCIAL
INFLUENCE TO CREATE
SPONSORED CONTENT FOR
BRANDS

86%

**OF OUR USERS
FOLLOW
INFLUENCERS**

68%

**PURCHASE
BASED ON
INFLUENCER
RECOMMENDATIONS**

TRUST

#1 MOTIVATOR

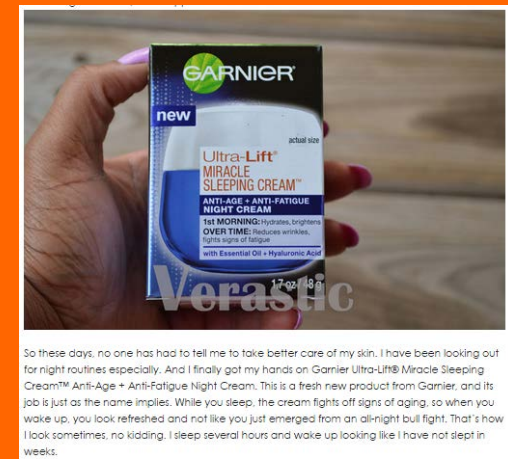
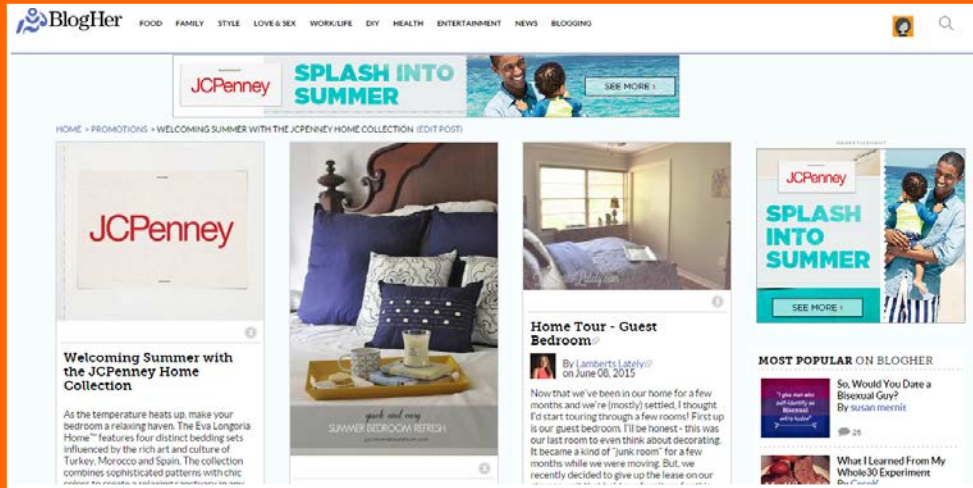
SPONSORED CONTENT

- ON YOUR BLOG
- ON PARTNER SITES (SHEKNOWS, MEDIUM)
- USING YOUR SOCIAL GRAPH (TWITTER, FACEBOOK, PINTEREST, INSTAGRAM, SNAPCHAT)

SECURING OPPORTUNITIES

- THROUGH YOUR AD NETWORK AND CONTENT PARTNERS
- ON YOUR OWN, PROACTIVELY
- PITCHES FROM PR

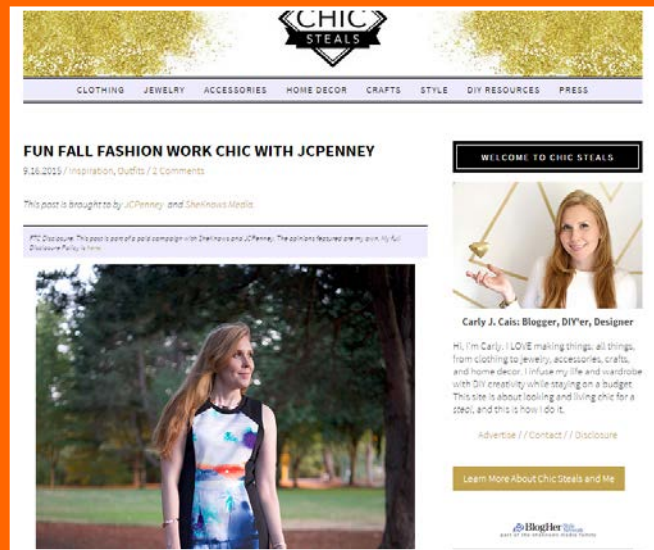
The screenshot shows a blog post on the website 'ONE GOOD THING By Jillee'. The page features a navigation bar with categories like 'BRIGHT IDEA', 'RECIPE', 'HOME MADE SOLUTION', 'DIY', and 'CRAFT'. A 'SUBSCRIBE AND CONNECT' box is in the top right. The main content area includes a sponsored advertisement for Medifast with the text 'Your shoes will still fit.' and 'Proven, Healthy Weight Loss'. Below this is a sponsored post from Sherwin-Williams titled 'HOW TO GIVE A ROOM A COLOR MAKEOVER + A SHERWIN-WILLIAMS GIFT CARD GIVEAWAY!'. The post includes a photo of a kitchen with the text 'Give Your Room a Color Makeover!' overlaid. The text of the post discusses a basement flood and a room renovation. On the right side, there is a 'BlogHer Publishing Network' sidebar with a 'More from BlogHer' section listing various articles, an 'ABOUT ME' section with a photo of the author, and a 'POST ARCHIVES' section. At the bottom right, there is a '101 Parents Blog Awards' badge for 'MOST LIKELY TO MAKE LIFE AS CHOCOLATE EASIER WINNER!'.



So these days, no one has had to tell me to take better care of my skin. I have been looking out for night routines especially. And I finally got my hands on Garnier Ultra-Lift® Miracle Sleeping Cream™ Anti-Age + Anti-Fatigue Night Cream. This is a fresh new product from Garnier, and its job is just as the name implies. While you sleep, the cream fights off signs of aging, so when you wake up, you look refreshed and not like you just emerged from an all-night bull fight. That's how I look sometimes, no kidding. I sleep several hours and wake up looking like I have not slept in weeks.

75%

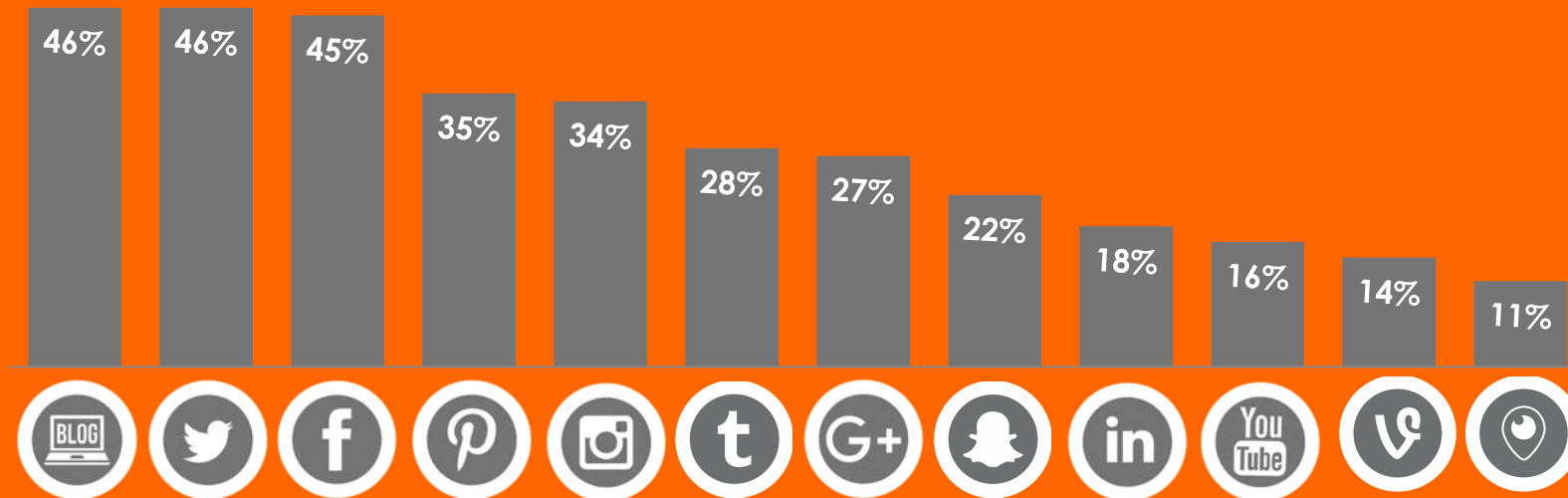
of SheKnows Influencers participate in some type of sponsored program



SHARING PRODUCT EXPERIENCES HAS IMPACT

influencers endorse on blogs, twitter & facebook

INFLUENCERS REGULARLY ENDORSE/RECOMMEND PRODUCTS ON THESE PLATFORM



SheKnows & Research Narrative Influencer Study, October 2015

Q13. How often do you endorse/recommend different products and services in the following places?

Base: Everyday Enthusiast/Experts Influencers n=266

INFLUENCERS SUPPORT BRANDS THEY BELIEVE IN

matching passion to authentic endorsement

MAJOR REASON TO PARTICIPATE IN SPONSORED PROGRAM	TOP BOX
I like the brand/product, so I'd recommend it anyway	80%
The brand's values align with my own	80%
I can authentically integrate the brand/product/service without it seeming too "sales-like"	80%
My expertise is a credible fit for their brand category	70%
My readers/followers like these recommendations	64%
I get to build my own reputation by working with brands	59%
The brand makes me feel important and that my opinion matters	44%
I need the additional income	42%
I want to be the first to try new brands/products	40%
I get invited to cool, fun events that different brands sponsor	35%
They are offering me something to give away to my readers/followers	35%

TRANSPARENCY IS PARAMOUNT

to maintaining trust

WAYS INFLUENCERS REMAIN AUTHENTIC WITH PAID ENDORSEMENTS	ALL INFLUENCERS
I acknowledge when a recommendation/post is a paid endorsement	86%
I only endorse brands/products that I actually like and believe in	78%
I focus on endorsing products that I believe will interest my followers/readers	74%
I work the recommendations into topics I already write about, so that they feel natural in context	72%
I don't accept paid endorsement opportunities when I don't feel good about the product or brand	69%
I only endorse brands that stand for something I feel good about	53%
I only endorse products that in a category that aligns with my expertise	52%
I only endorse brands that align with my persona on social media	50%
I give the product/service away to my readers/followers	31%

HOW MUCH IS YOUR WORK WORTH?

BASELINE: COMPENSATION FOR WORK PERFORMED

- WHAT IS THE **TASK**?
 - SIMPLE POST? COVER AN EVENT? DEVELOP A RECIPE? CREATE A CRAFT OR DIY HOW-TO? PRODUCE A UGC VIDEO? PARTICIPATE IN A CUSTOM VIDEO PROGRAM? IS TRAVEL INVOLVED?
- DO YOU HAVE SPECIAL OR UNIQUE **EXPERTISE**?
- HOW MANY HOURS WILL THIS TAKE? AT A REASONABLE HOURLY RATE?

NEXT: FACTOR IN YOUR REACH

- YOUR MONTHLY PAGEVIEWS.
- YOUR SOCIAL GRAPH, ESPECIALLY FACEBOOK, TWITTER AND PINTEREST

FINALLY: ADD RESULTS/PROJECTIONS

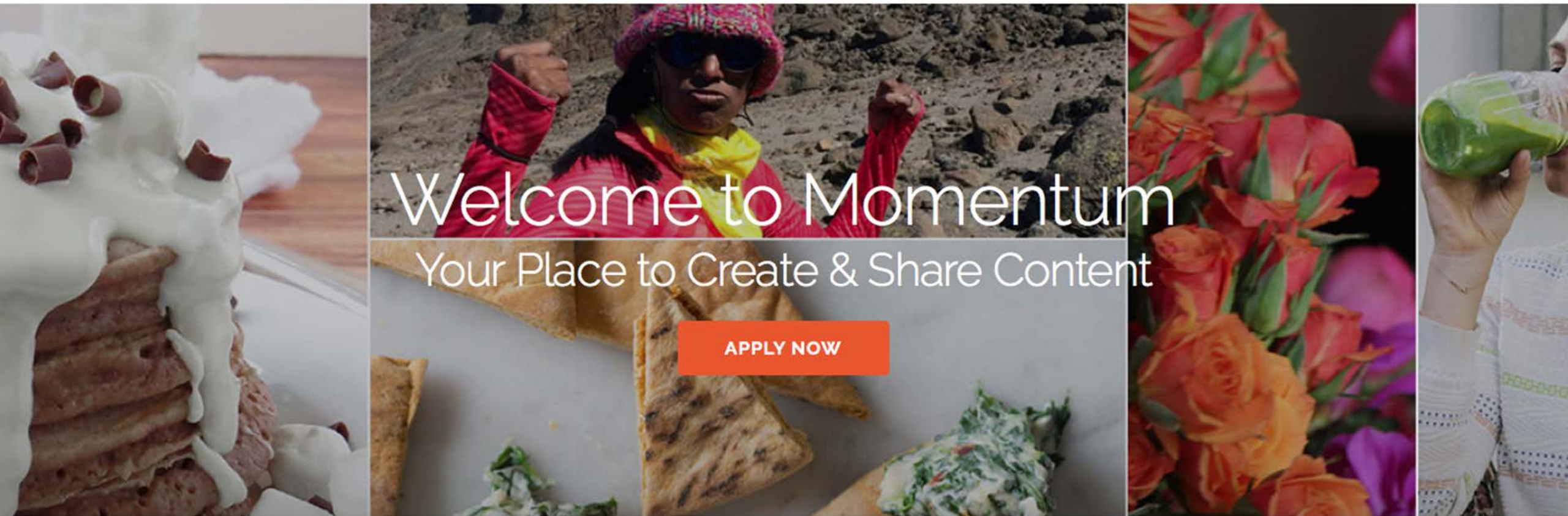
- QUALITY AND TIMELINESS OF YOUR WORK FOR THE SPONSOR IN THE PAST
- PREVIOUS RESULTS, INCLUDING NUMBER OF **POST** VIEWS, COMMENTS, EARNED SOCIAL SHARES/PINS, CLICKS TO SPONSOR SITE
- WHAT ARE YOU WILLING TO GUARANTEE?

WORK

+ REACH

+ RESULTS

YOUR FEE

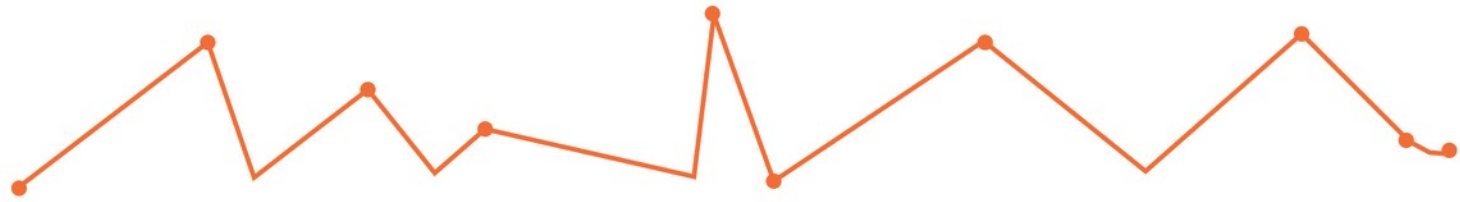


Welcome to Momentum

Your Place to Create & Share Content

[APPLY NOW](#)

A leading-edge community, content, and analytics platform. Here you can pursue your passions, be mentored, work with top brands, and tap into a huge audience that wants to discover your expertise.



OUR
LEADING-EDGE
COMMUNITY,
CONTENT &
ANALYTICS
PLATFORM



PROPRIETARY PLATFORM

Connect with influencers, develop authentic branded content and conversation at scale, then access real-time performance data as your campaign propagates across the web.

1. *Monitor and measure digital and social engagement*
2. *Match influencer, platform and objective*
3. *Proven Influencer Process delivers quality influencer content and guaranteed results*

My SheKnows Expert Articles

May 10, 2015
Mad Manicures

March 30, 2015
7 Marshmallow peeps-inspired Easter manicures



Kela Walker

[EDIT PROFILE >](#)

Hi, **Susan Getgood!**

You're just a few questions away from an influencer campaign targeted to your needs and audience. Please complete the short survey below to see your recommendations for your SheKnows Campaign

[View Your Campaign!](#)

Hi, **Susan Getgood!**

You're just a few questions away from an influencer campaign targeted to your needs and audience. Please complete the short survey below to see your recommendations for your SheKnows Campaign

Company Name*

Brand

Product

Industry*

- ✓ What is the budget range for your program?*
- Less than \$50K
 - \$50-100K
 - \$100-150K
 - More than \$150K
 - No budget determined at this time

What type of influencers do you want to work with?*

Interested in using a specific social media platform?*

What is your main objective?*

[View Your Campaign!](#)

Momentum's Impact Dashboard is powered by nearly 3MM data points about our influencers and past campaigns

- ✓ What type of influencers do you want to work with?*
- Parenting
 - Food
 - Entertainment
 - Beauty
 - Fashion
 - Health & Fitness
 - Pets
 - Home
 - Career and Business
 - Technology/Social Media
 - Sports

- ✓ What is your main objective?*
- Brand Awareness - Product Launch
 - Brand Awareness - General
 - Product Trial / Evaluation
 - Purchase

Hi, **Susan Getgood!**

You're just a few questions away from an influencer campaign targeted to your needs and audience. Please complete the short survey below to see your recommendations for your SheKnows Campaign

[Change Your Campaign!](#)

Thanks, **Susan Getgood**

Here's what we recommend to meet your main objective: Brand Awareness - General. To give you an idea of who we might engage to work on an influencer campaign for you, we've also shared some influencers.

These results were just sent to your email. Want to learn more? Email influencermarketing@sheknows.com, and we'll get back to you.

Brand Builder Program



10

Bloggers integrate your product into a post on their own blog.



They'll also promote their post across their own Facebook, Twitter, and Pinterest.




2MM

Impressions of native and display ads further amplify the custom content.


Total Influencer Reach


The combined reach on each platform of the SheKnows Media Influencers that meet your criteria.



16,048,336
Facebook Fans


754,801
Facebook Friends


7,172,358
Twitter Followers
























2,928,912
Instagram Followers


13,887,397
Pinterest Followers


788,149
YouTube Subscribers

Your Recommended Influencers

Here are some influencers that best meet your criteria and their active social platforms.

Name	Main Topic	Monthly Blog Page Views	Facebook Fans	Facebook Friends	Twitter Followers	Instagram Followers	Pinterest Followers	YouTube Subscribers
 Stella	Food	 93.4K	 5.6K		 456	 647K	 4.6K	
	Food	 74K	 661	 4.1K	 6K	 216K	 1.5K	 1.4K
 Angela	Food	 176	 13.4K	 416	 11.6K	 150.9K	 7.2K	 115.5K

DRIVE TRAFFIC TO YOUR OWN
SITES BY GETTING YOUR FANS
TO PROMOTE YOUR CONTENT

Home » crafts » DIY Tabletop S'mores Maker

DIY TABLETOP S'MORES MAKER

September 9, 2015 by Melissa Mortenson — 8 Comments

26.2k Shares This post is brought to you by [Coca-Cola®](#) and [SheKnows Media](#).

The crisp cool air of Autumn makes the perfect setting for some outdoor #MiniFamilyTime. Create this **DIY tabletop s'mores maker using upcycled Coca-Cola® Mini glass bottles** and use it to enjoy the great outdoors with your family this Fall. If you like this post you may also like this [Coke® Can Succulent Planter project](#).



polkadotchair.com

In Kentucky the summers are hot and humid. If you're outside it's usually in a pool, on a boat, or running through a sprinkler because it's honestly too hot to do anything else outdoors. Okay, maybe I'm a bit of a wimp... you can go outside it's not THAT bad, but it's definitely not the best.



HELLO, IT'S SO NICE TO MEET YOU!



[More about me...](#)

I'm Melissa. Thanks for spending part of your day with me. If you're new here, click on the "PROJECT INDEX" link above to find projects and ideas that you will love.

Search this website ...

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SheKnows Media Group

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Prime

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Mira Insulated
\$69.00 **\$21.97**
Prime

BE IN THE KNOW, GET OUR NEWSLETTER

USEFUL INFORMATIVE INSPIRATIONAL

CREATE HIGHLY PINNABLE, VISUALLY APPEALING CONTENT, IMAGES OPTIMIZED FOR SHARING (VERTICAL FORMAT)

INVEST YOUR TIME IN BUILDING A FACEBOOK PAGE (VERSUS A PERSONAL PROFILE), FOR ENHANCED TARGETING AND PERFORMANCE REPORTING

KICK-START SOCIAL SHARING BY ACTIVELY PROMOTING YOUR POSTS ON SOCIAL, AND USE KEYWORDS AND HASHTAGS IN YOUR POSTS TO OPTIMIZE FOR DISCOVERY

PAY ATTENTION TO YOUR SITE ANALYTICS AND COMMENT/SHARES TO UNDERSTAND WHAT READERS FIND MOST ENGAGING

DON'T FORGET THE SOCIAL MEDIA BUTTONS AND LINKS, ALONG WITH A CALL TO ACTION – "SHARE THIS POST"

NORTHERN BELLE DIARIES

HOW TO REMOVE SET IN OIL STAINS OR GREASE STAINS

SHARED ON:

PINTEREST MORE THAN 640,000 TIMES,
FACEBOOK MORE THAN 7000 TIMES

- ✓ USEFUL
- ✓ HIGHLY VISUAL
- ✓ PINTEREST FRIENDLY

The screenshot shows the homepage of the Northern Belle Diaries website. At the top left is the logo "NB" with "NORTHERN BELLE DIARIES" and "a lifestyle blog" below it. A navigation menu at the top right includes links for HOME, ABOUT, BLOG, ADVERTISE / PR, and CONTACT. Below the navigation is a banner featuring a "hatch" logo, a photo of a young girl with glasses, and a graphic that says "TO THE TEACHER WHO PUT UP WITH THIS FOR 4 YEARS... #THANKSTEACH" with a Dunkin' Donuts logo. The main content area has a sub-header "FEATURED LAUNDRY TUTORIALS" and a title "HOW TO REMOVE SET IN OIL STAINS OR GREASE STAINS". Below the title is a "Pin it 640K+" button and a text snippet: "Have you ever sat down to fold laundry fresh out of the dryer only to find set in oil stains or grease stains?". A large image of a blue fabric with a dark stain is visible below the text. On the right side, there is a profile picture of Lisette and a bio: "Welcome! I'm Lisette, a classical singer and former public school teacher turned blogger and web designer. This place is where I share my musings, life lessons, home décor ideas, and my ever-expanding list of interests. I'd love to get to know you! Learn More »". Below the bio are social media icons for heart, email, Facebook, Instagram, Pinterest, RSS, and Twitter. At the bottom right, there is a search bar labeled "SEARCH THIS WEBSITE" and a footer with "BLOGGER STYLE NETWORK", "AdChoices | Advertise | Privacy", and another "AdChoices" link.

CREATING SUPER-SHAREABLE CONTENT

- 80% ALWAYS CREATE OPTIMIZED IMAGES THAT WILL WORK WELL ON SOCIAL SITES.
- 77% FOCUS ON CONTENT THAT IS FUN FOR THEM TO CREATE.
- 70% SET OUT TO CREATE CONTENT THAT RECEIVES A LOT OF SOCIAL SHARES.
- 54% INCLUDE USEFUL TAKEAWAYS IN THE POST TO ENCOURAGE PEOPLE TO SHARE OR SAVE THE POST FOR FUTURE REFERENCE OR INSPIRATION.
- 50% PAY ATTENTION TO WHAT WORKED WELL IN THEIR PREVIOUSLY SUCCESSFUL POSTS TO GUIDE THEIR NEW CONTENT CREATION.
- 44% ALSO CONSIDER WHAT IS CURRENTLY TRENDING IN THEIR TOPICAL SPACE WHEN THEY CREATE NEW CONTENT.

OPEN UP YOUR EDITORIAL
SPACE TO "NATIVE
ADVERTISING"

NATIVE IS EFFECTIVE

NATIVE ADS ARE VIEWED 53% MORE THAN BANNER ADS. SOURCE: DEDICATED MEDIA

32% OF CONSUMERS SAID THEY WOULD SHARE A NATIVE AD WITH FRIENDS AND FAMILY, VERSUS 19% FOR BANNER ADS SOURCE: SHARETHROUGH

NATIVE ADS THAT INCLUDE RICH MEDIA BOOST CONVERSION RATES BY UP TO 60%. SOURCE: SOCIAL TIMES

MOBILE NATIVE ADS IN A STREAM LIFT UNAIDED BRAND AWARENESS 114%. SOURCE: YAHOO

A SIMPLE DEFINITION:

NATIVE ADVERTISING IS AN ADVERTISING MESSAGE DELIVERED IN THE "NATIVE" (NATURAL) FORMAT OF A DIGITAL PLATFORM.

“NATIVE” ADS FOR BLOGS

- IN-LINE AD UNITS (CONTENT WELL OR SIDEBAR)
- IN-TEXT LINKS
- CONTENT RECOMMENDATIONS

the small things blog

vinylux + essie hack

JUN 17 2014



So I'll admit that the CND Vinylux color options are pretty sad. I know it's still a semi-new product line, but I'm anxiously awaiting the day they release more colors.

I've only found Vinylux at the professional beauty stores I go to that require a license, but I've heard of people finding it on Amazon or [here!](#)

Sonia Kashuk Answers Your Beauty Questions!



By Suburban Turmoil on May 20, 2014

SPONSORED BY



I just wanted to check in and let you know that in a few days, I'll be participating in a Google Hangout with Sonia Kashuk...

ROLL OVER

I wanted to polish my fingernails a light purple shade and found that there wasn't a color I liked in Vinylux. So I thought to myself, "I wonder if I can just use an Essie color in between two Vinylux products?"

NATIVE EXAMPLES

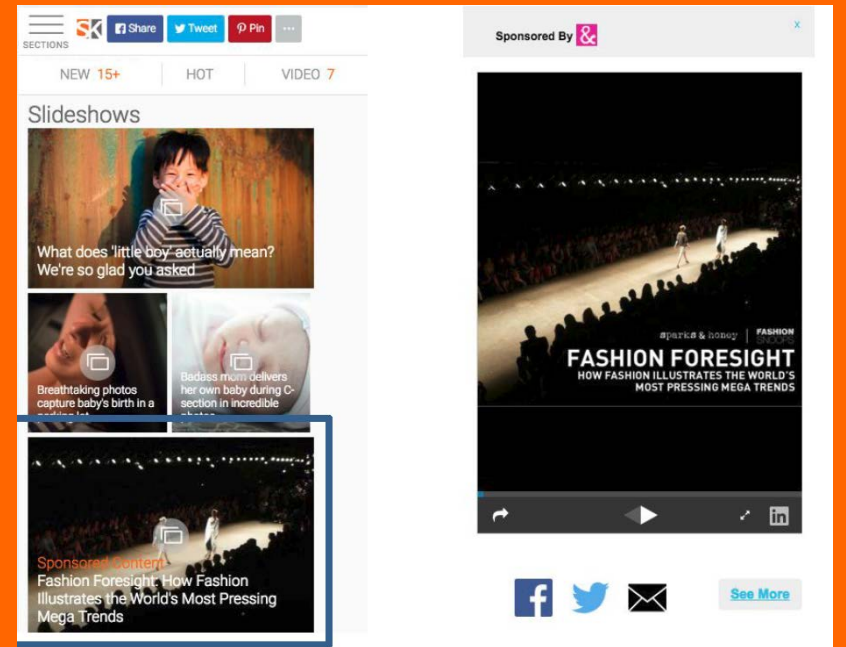
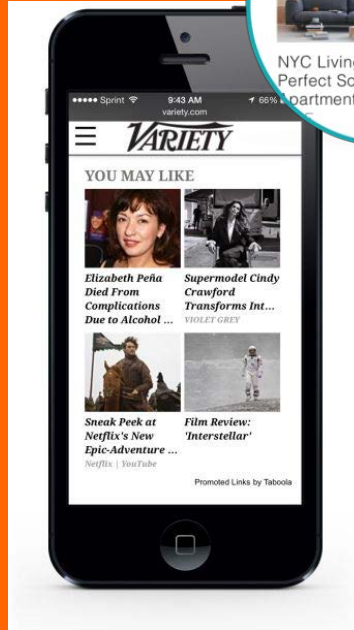




Image: Susie McDonald

"Through coordination with SOLV each year, she and her gaggle of friends pull weeds and ivy, pick up trash, plant trees, etc. They LOVE it — not only do her friends say it's the best party ever, but I do too," she tells *SheKnows*. "It's fun, free, teaches them about nature and, more importantly, how it's not about the gifts and bounce house, but about giving back. Instead of gifts, she asks for donations to SOLV. Definite win-win for all involved."

Your child doesn't have to be born on April 22 to have an Earth Day-themed party, as this would make a great birthday party theme all year long.

More: [Paying a teenage babysitter is a lot more trouble than it's worth](#)

Repurpose crafts

Before you throw away that plastic salad container or K-Cup, round up your kids and repurpose that waste into something useful. For example, you can repurpose your salad container into a windowsill garden.



Related Articles

School has perfectly predictable response to 9-year-olds reading about sex
by Jeanne Sager
Just now

School's bizarre 'safety' system is embarrassing the heck out of the kids
by Claire Gillespie
4 hours ago

I would have a baby with my ex-husband, just like Megan Fox
by Claire Gillespie

Five easy DIY Easter decor projects using chocolate
by Maryal Miller
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Today's Big Stories



1. Baby's dramatic birth is so rare you may not have heard of it
2. I was 100 percent certain I could never circumcise my baby boy
3. People are baffled by Johnny Depp and Amber Heard's dog apology video



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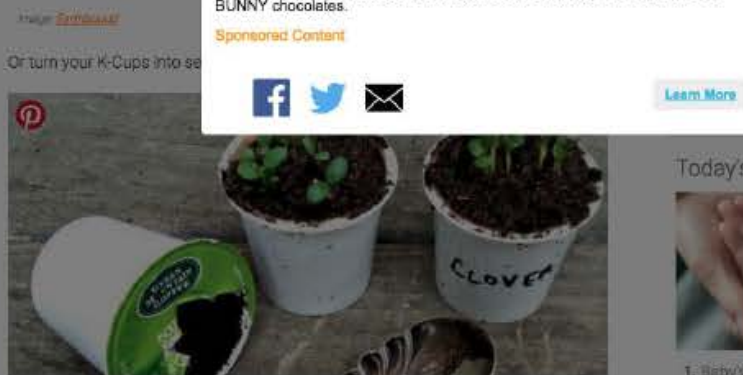
Make your Easter look instantly fab with these five easy DIY projects (WATCH)

It's not Easter without chocolate, right? Not only should it be used to fill your baskets and sweeten your buffet, but it can also be an integral part of your decor — especially when you're using chocolate as gorgeous as Lindt GOLD BUNNY chocolates.

Sponsored Content



Learn More



Today's Big Stories



1. Baby's dramatic birth is so rare you

MY ADVICE:

ASK YOUR ADVERTISING PARTNERS/NETWORKS ABOUT
NATIVE OPPORTUNITIES AND LEVEL OF SUPPORT THEY CAN
GIVE YOU TO TAKE ADVANTAGE

DO IT
BECAUSE
YOU LOVE IT!

Susan Getgood
susan.getgood@sheknows.com
@sgetgood



Photo source:
Meg Duerksen, whatever

thank you

