Bloggers should not rely on on-site advertising for income generation, urges Cint

April 23, 2012



Stockholm, Sweden (RPRN) 04/23/12 — In the increasingly crowded world of online media, most bloggers cannot survive on ad revenue alone and must create new strategies to attract readers and develop additional ways to bolster earnings, says global provider of market research tools, Cint.

As social media platforms continue to gain

users, more companies are shifting their attention from using blogs as advertising platforms to the more agile and streamlined tools offered by sites like Facebook and Twitter. Furthermore, at the end of 2010, the Pew Research Center charted the listlessness in the blogosphere by noting that blogging had fallen in popularity amongst its key demographic, adults aged 18 to 33. Successful blogs, like one run by the dating site OkCupid, which was ranked in last year's top 25 list by *Time* magazine, have stopped or slowed down their activities. This decline reflects the waning interest in blogging among all consumers.

Therefore, bloggers may be faced with a drop in demand for hosting advertisements or a diminishing number in revenue generated by click-throughs from their site. In response to these trends, online self-publishers are impelled to work harder than ever before to maintain legitimacy, profitability, and remain viable within a continuously developing medium. This requires going beyond merely serving high quality content and demands innovative responses.

Utilizing online market research tools can be a valuable option, providing both a supplemental revenue stream and deeper knowledge of audience perceptions. Do-it-yourself (DIY) solutions give bloggers greater control over their income and reach. Products such as Cint Engage, which allow users to create and maintain their own research panels, can deliver opinions from their audience quickly while the research panel owner earns fees each time a member participates in another user's survey.

CEO of Cint, Bo Mattsson, explains: "Each time a person who has registered for a blog's research panel takes part in online surveys for others, a fee is generated for both the blog owner and the individual. Further to this revenue stream, the blogger then has vital access to the opinions of their readers, which is crucial in determining what content best engages the audience and ultimately making the platform successful. Increased unique visitors can be instrumental in attracting other methods in which to further monetize the blog."

"Owning a research panel can therefore generate regular income for a blogger, which can in turn be used to offset the cost of undertaking further research."

For more information on Cint Engage and market research panel management as well as Cint's other market research tools, please visit www.cint.com.

Resource - http://www.usatoday.com/tech/news/story/2012-04-19/corporate-blogging/54419982/1

Media Contact Name: Keredy Andrews

Media E-mail: keredy.andrews@punchcomms.com

Media Phone: 0044 1858411600

Media Web Address: http://www.punchcomms.com

Company Contact Name: Keredy Andrews

Company E-mail: keredy.andrews@punchcomms.com

Company Phone: 0044 1858411600

Company Web Address: http://www.cint.com

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.

Please leave your comments here