



User-Submitted Content as a Revenue Stream



TAPinto
Your Neighborhood News Online

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What is User-Submitted Content?

User-submitted content, also known as user-created or user-generated content, is any form of content that is created and submitted by an end user.

At TAPinto, user-submitted content typically falls under these categories:

press releases, calendar event listings, classified ads, real estate listings and milestones.



Benefits of User-Submitted Content

- Provides readers access to new forms of communication that you would have had to invest your time/resources to create
- Active lead generation tool
- New Revenue Streams (fee-based submissions and sponsored/content opportunities)



User-Submitted Content as a Revenue Stream

User-submitted content can be a part of multiple revenue streams.

In a fee-based submission model, users are paying for their content to be published to your site.

In a "Sponsored Content" model, you are partnering with an organization to submit content for free. Then you are selling sponsorship rights to that content (usually in a dedicated section) to outside businesses.



Revenue Expectations



End the free publicity of high profile events that are marketed everywhere (think lawn signs, sponsored social media posts and ads in the local weekly/monthly print papers).

Using a revenue-based system puts a value on the readership you spent resources to grow.

TAPinto Success

Here at TAPinto: Up until a year ago, payment was optional.

In 2020, we put an emphasis on our paid do-it-yourself (DIY) content strategy and saw our DIY revenue double in 2021.

Now, in 2022, everyone will have to pay except for a select few local non-profits (selected by our franchise owners).

We expect revenue to double again.



Questions?





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