How publishers can make money with social networks after the Facebook crash

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About Blasting News
Blasting News is the leading global social news platform. Connecting top writers with the most engaged audiences.

**How Blasting News works**

1. Blasting News is made by **freelancers** and **curated** by senior editors.

2. The content is organized in **Channels** (vertical social networks around niche content) where readers engage and subscribe.

3. The content is distributed by a **network of distributed micro-digital influencers** on several social networks.

4. Key processes are supported by **proprietary, patented technology**.

**What are the core pillars**

Blasting News business model is made by three pillars: advertising, technology provided as SaaS, and influencer marketing.

- **Adv**
  - Video & Display advertising.
  - Mobile Ads.
  - Native ads.

- **Tech**
  - Provide the technology to Brands and Publishers, SaaS solution.

- **Reach**
  - Turn readers and contributors into Brand ambassadors for publishers and advertisers.
Launched in mid-2013, Blasting News exceeded 100M monthly unique on-site visitors in 2017.

In the 230° most read websites

2,500 active contributors.

25,000 news / month.

20,000 videos / month.

300M video views / month.

250 Channels (communities).

Blasting News won the INSEAD start up competition (05/2015).

Blasting News was selected and funded by Google DNI (02/2016).

Source: Google Analytics, internal data, unless stated otherwise: (1) Global Alexa Ranking
A Global Presence for a Global Coverage.
6 offices, 12 national editions, 8 languages, 5 continents.
We have a problem
70% of our business is not really ours
Referral Traffic from Facebook

to Publishers and Brands

26%

Referral Traffic from Google

to Publishers and Brands

44%

70% OF YOUR BUSINESS IS NOT OURS
FACEBOOK HAS NOT BEEN OUR BEST FRIEND, LATELY
Facebook Organic Reach
SocialFlow shows that in 2017 publishers and brands saw a 52% decline in Facebook organic reach. The average reach of a FB page is <1% of followers.

Advertising CPC on Facebook
AdStage shows that the average CPCs of Facebook Ads went from $0.42 to $0.99 during the first six months of 2017.
AND NOW WE ARE SPENDING TOO MUCH TO GET THEM
### OUR PROBLEM

<table>
<thead>
<tr>
<th>Average Cost per Click (CPC)</th>
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</thead>
<tbody>
<tr>
<td><strong>of Facebook Ads</strong></td>
<td>$0.54</td>
</tr>
<tr>
<td><strong>of Facebook Ads for Publishing</strong></td>
<td>$0.22</td>
</tr>
<tr>
<td><strong>of Content Recommendation Networks</strong> <em>(Taboola and Outbrain)</em></td>
<td>$0.20</td>
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</table>
What to do to thrive and make money?
WE HAVE GREAT CONTENT FOR OUR GREAT READERS
WE CAN STILL FIND THESE READERS ON SOCIAL MEDIA
BUT WE NEED TO MAKE THEM OUR OWN REGISTERED USERS
Readers love the niche content and the engagement provided so that they get back supported by notifications and emails.

We provide exclusive content for the subscribers and turn them into paid readers.

Social Blasters (distributed micro-influencers) drive readers to the content published on Blasting News.

Readers engage with the Channels (vertical social networks around niche content) and subscribe.
<table>
<thead>
<tr>
<th>Channel</th>
<th>Link</th>
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RESULTS OF THE BLASTING NEWS CHANNELS SO FAR

International
Active Channels

250+

Monthly Global Reach (on-site)
Number of times people watch or engage with a post of the Blasting News communities.

1.2B+

New Subscribers per quarter (target).

1M+
How can you make it happen?
HOW CAN YOU MAKE IT HAPPEN?

1. DO IT YOURSELF

2. GET SOME HELP
DO IT YOURSELF

1. Set up a micro-influencer marketing platform. (Or leverage on your existing traffic).

2. Create communities of readers and make them subscribe. (Or leverage on your existing niches and subscribers tools).

3. Segment your readers and set up your communication management system (push notifications and emails) with Machine Learning capabilities.

4. Provide a different content journey to different segment of readers.
HOW CAN YOU MAKE IT HAPPEN?

1  DO IT YOURSELF
2  GET SOME HELP
STEP 1: GIVE AN EXTRA BOOST TO YOUR AUDIENCE

FEATURE YOUR CONTENT ON OUR CHANNELS

You can show your content (written articles or videos) in our favourite Channel through a simple RSS integration. Or you can get an integration with our micro-influencers through BlastingX.
Reach a targeted and engaged audience of millions of fans

✅ **Reach 1.2B+ monthly views. Guaranteed.**
Show your content among the best content of other selected publishers. Total reach is up to 1.2B views every month.

✅ **600+ targetization options.**
Choose the best target audience for your brands among over 600+ Channels worldwide about specific niche topics.

✅ **Get traffic that converts.**
Channels’ audience is highly engaged with the content exposed, creating posts, commenting and sharing.
STEP 2 AND STEP 3: GET CROWDSCAPE

BUILD YOUR OWN CHANNELS

crowdscape is a SaaS technology which lets you build **vertical social medias** made of engaged and **subscribed users** directly on your own website.
- Keep your domain
- Keep your logo and branding
- Register your users, building your database/CRM of engaged subscribers
- Generate new direct traffic and monetize it
- Just use our technology
No tech effort on your side
crowdscape runs on our servers using our own technology, you just need an RSS feed
Get your own direct traffic and your own subscribers

1. Engage your users
2. Get them to subscribe
3. Bring them back and get traffic
4. Get $$$