Attaining and Retaining Sponsors

BY: SETH PRICE
Look at people who spend money with constituents

Sponsors: current and future

Think about good sponsors going forward

• Sponsors that last
• Sponsors that lead to more opportunities
Always Available

- Phone number for sponsorships should go to a phone that is always answered

Answering calls quickly makes you compelling
Retargeting

• Can use Google or Facebook as medium for retargeting
• Redirects clients back to your site through ads
• Make calls to action prominent on landing page
Incentives

• Referral Incentives

• Existing Sponsor Incentives
Above Meaningful Market Discounts

- Discounts for sponsors should stand out above the industry standard
- Aggressive first time discounts for new clients
Monthly Payments over Annual

- Sponsors are more willing to make small monthly payment than a large annual payment
Using SEO to Generate Revenue
Fundamentals of Title Tags

What you want to be found for

Location and surrounding area you want to be found for
Fundamental on Page SEO

```html
<!DOCTYPE html>
<html lang="en-US">
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8"/>
  <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
  <link rel="shortcut icon" href="https://pricebenowitz.com/wp-content/themes/pricebenowitz/images/favicon.png" type="image/x-icon"/>
  <link rel="apple-touch-icon" href="https://pricebenowitz.com/wp-content/themes/pricebenowitz/images/favicon.png"/>
  <link rel="alternate" type="application/rss+xml" title="Price Benowitz RSS Feed" href="https://pricebenowitz.com/feed/"/>
  <link rel="pingback" href="https://pricebenowitz.com/xmlrpc.php"/>

  <title>Maryland Injury Lawyer | Personal Injury Attorney | Price Benowitz</title>

  <!-- This site is optimized with the Yoast SEO plugin v4.9 - https://yoast.com/wordpress/plugins/seo/ -->
  <meta name="description" content="Maryland personal injury lawyers with our law firm are well-versed in claims involving car accidents, medical malpractice, workers' compensation, and more."/>
</head>
```
Build Domain/Page Authority

• Done through **content** and **links**

• High authority makes sponsors:
  - Want an association with your organization
  - Want a place on your site
Sponsor Content Page

• Include a content page about industries you want as sponsors

• Industries are the keywords in a sponsor’s search

• Have **them** find **you**
Linking from Web to Sponsor

- Holds value if site has high authority
- Follow vs. nofollow links
Give Sponsors Multiple Platforms of Visibility
Turning Organization’s Site into a Revenue Generator
Inbound Links

• Offer members a badge:
  - Gives value to sponsor relationship
  - Builds authority to organization
Content

• Articles written by members
• User generated: blogs and comments sections
Higher Authority

- Makes link juice more valuable
- People charge as much as $500 a month for a link on high authority sites
Questions?

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