



blastingnews

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

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Copenhagen, DME18*



**About  
Blasting News**

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

## How Blasting News works

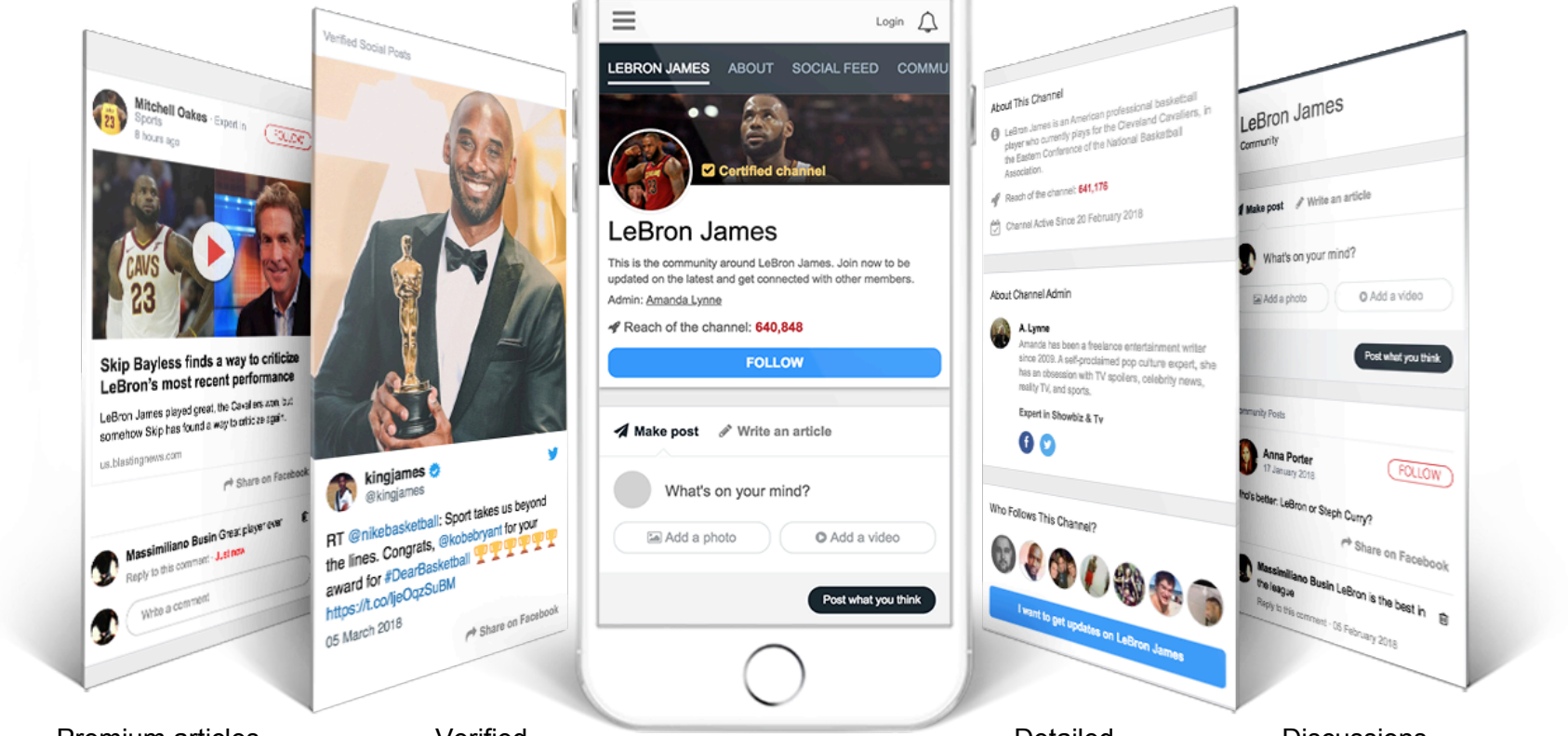
- 1 Blasting News is made by **freelancers** and **curated** by senior editors.
- 2 The content is organized in **Channels** (vertical social networks around niche content) where readers engage and subscribe.
- 3 The content is distributed by a **network of distributed micro-digital influencers** on 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.



BLASTING NEWS: WHAT CHANNELS ARE



Premium articles to keep up with all the latests

Verified Social Media Feeds

Detailed About section

Discussions from the community and Comments

# Launched in mid-2013, Blasting News exceeded **100M** monthly unique on-site visitors in 2017.

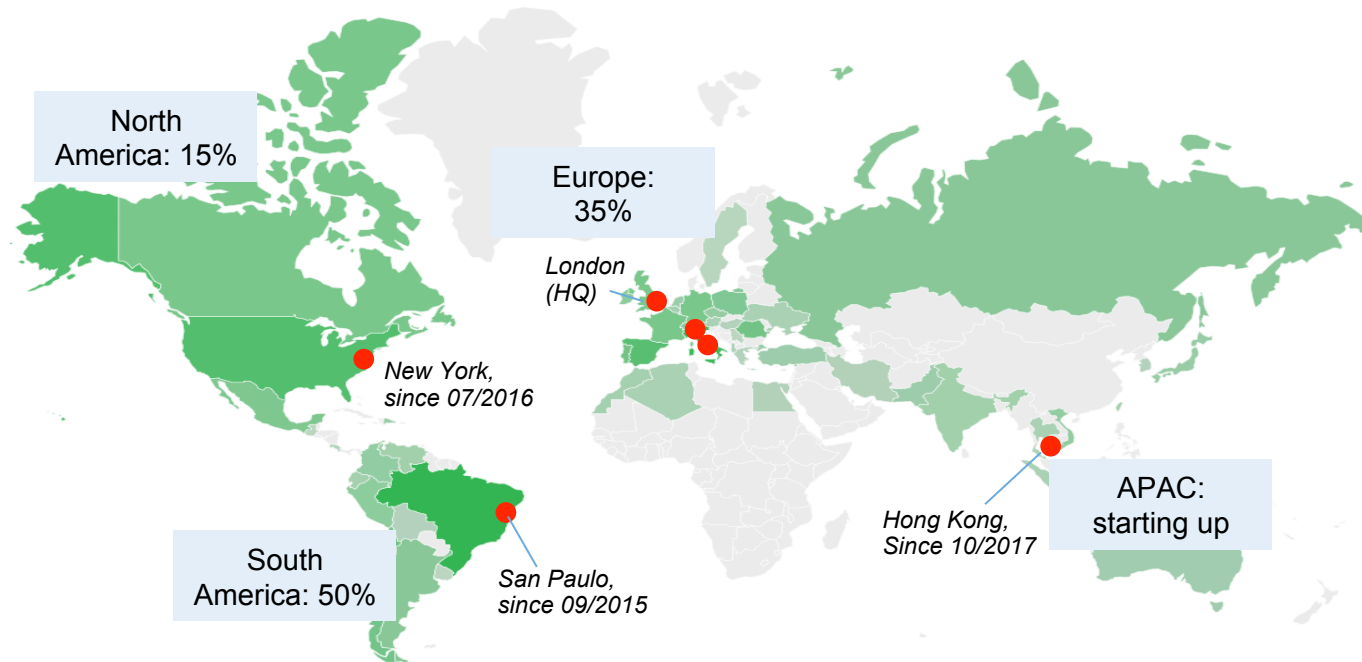


In the <b>230°</b> most read websites <sup>1</sup>	<b>2,500</b> active contributors.
<b>25,000</b> news / month.	<b>20,000</b> videos / month.
<b>300M</b> video views / month.	<b>250</b> Channels (communities).
<b>INSEAD</b> Blasting News won the INSEAD start up competition (05/2015).	<b>Google</b>   <b>DIGITAL NEWS INITIATIVE</b> 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**

OUR PROBLEM

**70%  
OF OUR  
BUSINESS  
IS NOT REALLY  
OURS**





70% OF YOUR BUSINESS IS NOT OURS

**Referral Traffic from Facebook**  
*to Publishers and Brands*

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**26%**

**Referral Traffic from Google**  
*to Publishers and Brands*

**44%**

OUR PROBLEM

FACEBOOK  
HAS NOT BEEN  
**OUR**  
BEST FRIEND,  
LATELY



OUR PROBLEM

**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.*

**-52%**

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**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,*

**+136%**

OUR PROBLEM

AND NOW  
WE ARE  
**SPENDING**  
**TOO MUCH**  
TO GET THEM



OUR PROBLEM

**Average Cost per Click (CPC)  
of Facebook Ads**

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**\$0.54**

**Average Cost per Click (CPC)  
of Facebook Ads for Publishing**

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**\$0.22**

**Average Cost per Click (CPC)  
of Content Recommendation Networks  
(Taboola and Outbrain)**

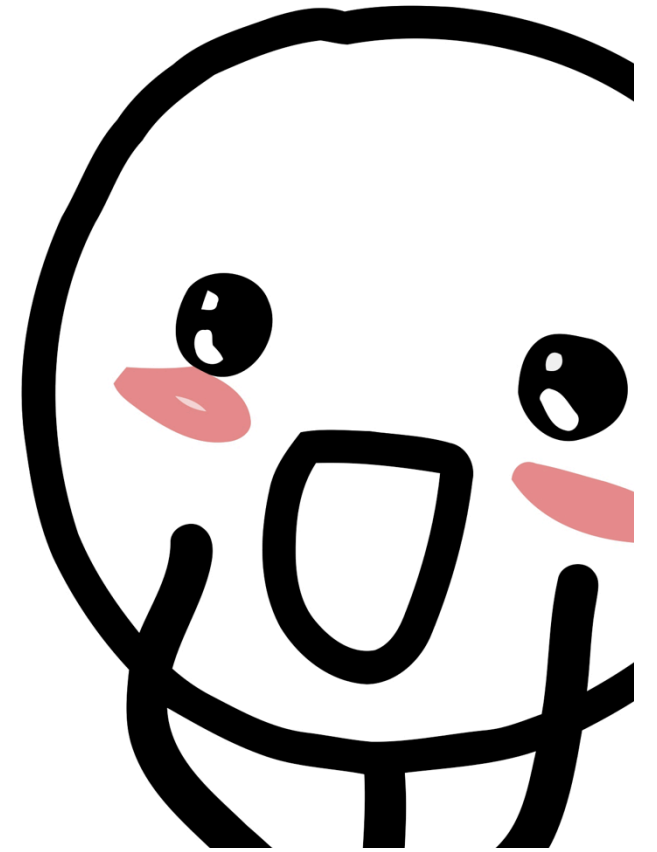
**\$0.20**



**What to do  
to thrive  
and  
make money?**

WHAT TO DO

**WE HAVE  
GREAT CONTENT  
FOR OUR  
GREAT READERS**



WHAT TO DO

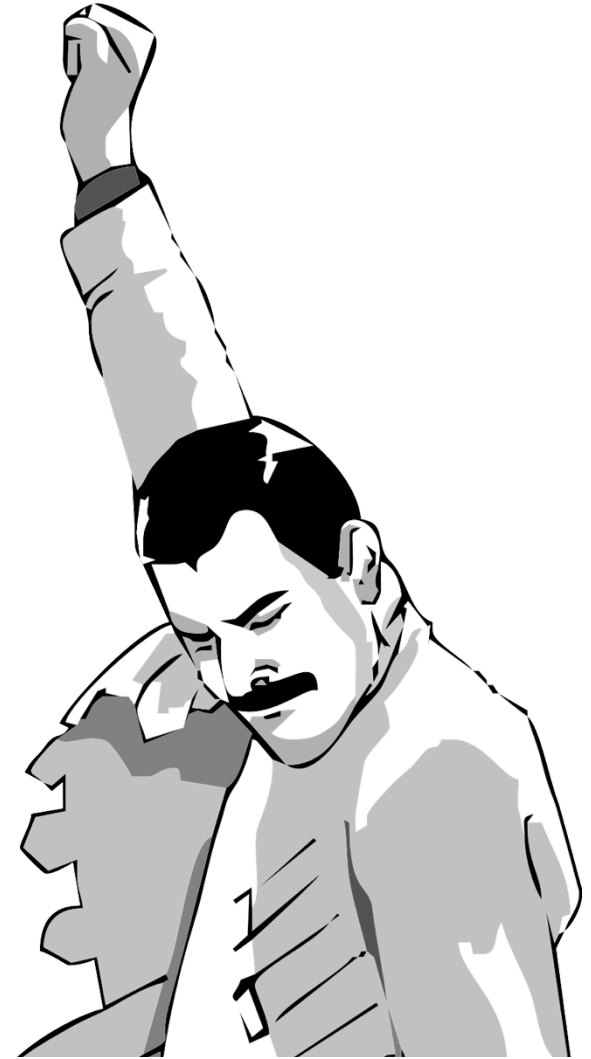
**WE CAN STILL  
FIND THESE  
READERS ON  
SOCIAL MEDIA**





WHAT TO DO

**BUT WE NEED TO  
MAKE THEM  
OUR OWN  
REGISTERED  
USERS**



THE BLASTING NEWS WAY



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

1



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Readers engage with the Channels  
**(vertical social networks around niche content)** and subscribe.

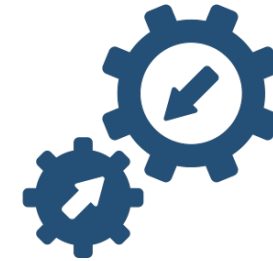
2



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Readers love the **niche content and the engagement** provided so that they **get back** supported by notifications and emails.

3



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

4

ENJOY CHANNELS LIVE!



Lebron James

<https://us.blastingnews.com/news/tag/lebron-james/>



Duggar Family

<https://us.blastingnews.com/news/tag/duggar-family/>



Dragon Ball  
Super

<https://us.blastingnews.com/news/tag/dragon-ball-super/>

RESULTS OF THE BLASTING NEWS CHANNELS SO FAR

**International  
Active Channels**

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**250+**

**Monthly Global Reach (on-site)**

*Number of times people watch or engage with a post of the  
Blasting News communities.*

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**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



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

1



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

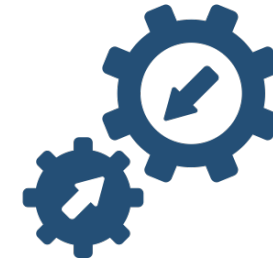
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Segment your readers and set up your **communication management system** (push notifications and emails) with **Machine Learning** capabilities.

3



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Provide a **different content journey** to different segment of readers.

4

HOW CAN YOU MAKE IT HAPPEN?

1

DO IT  
YOURSELF

2

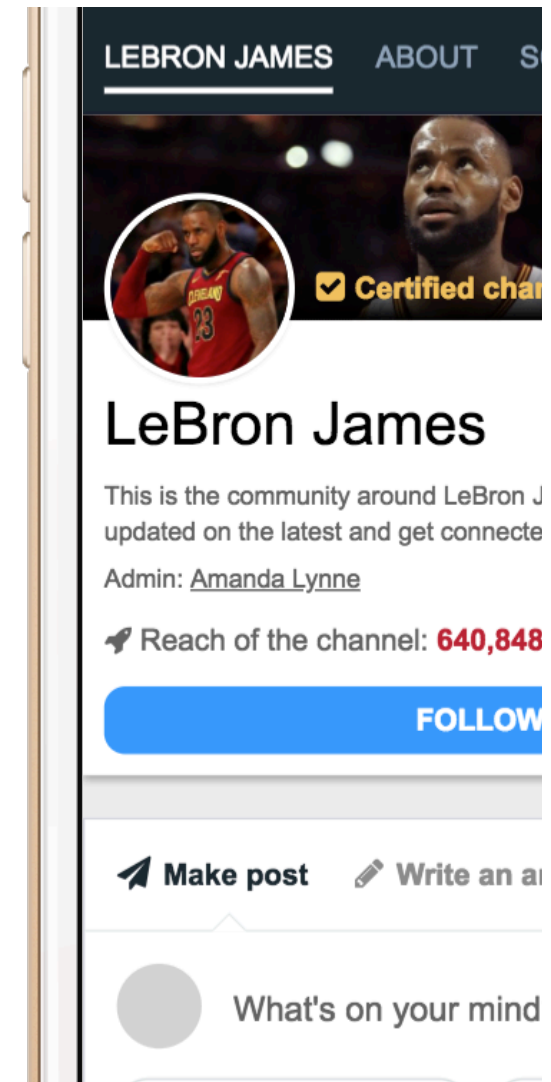
GET  
SOME HELP



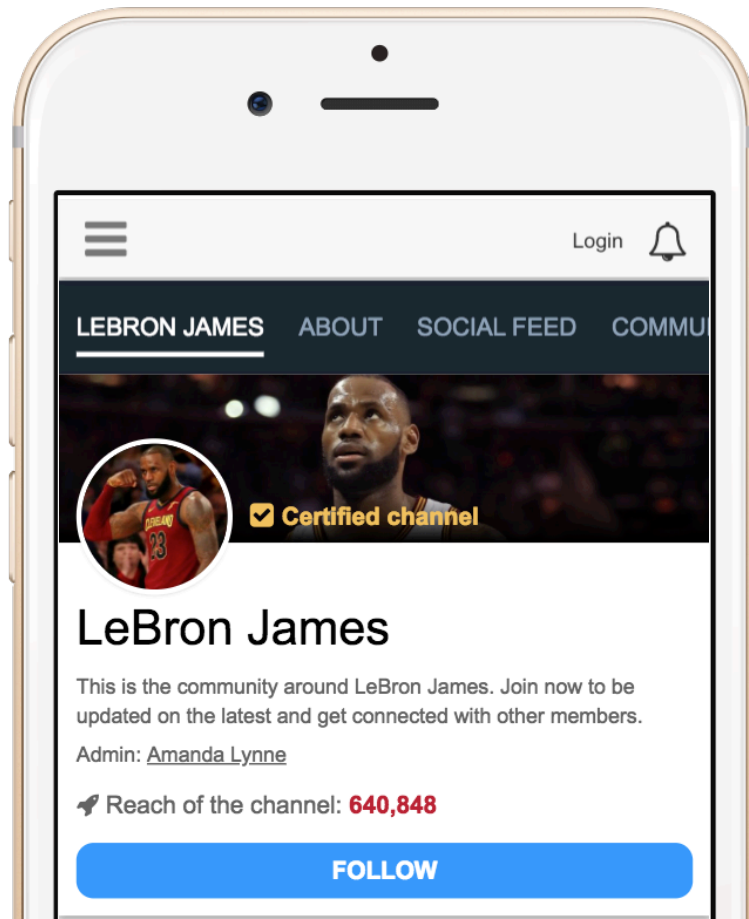
STEP 1: GIVE AN EXTRA BOOST TO YOUR AUDIENCE

# 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.



STEP 1: GIVE AN EXTRA BOOST TO YOUR AUDIENCE



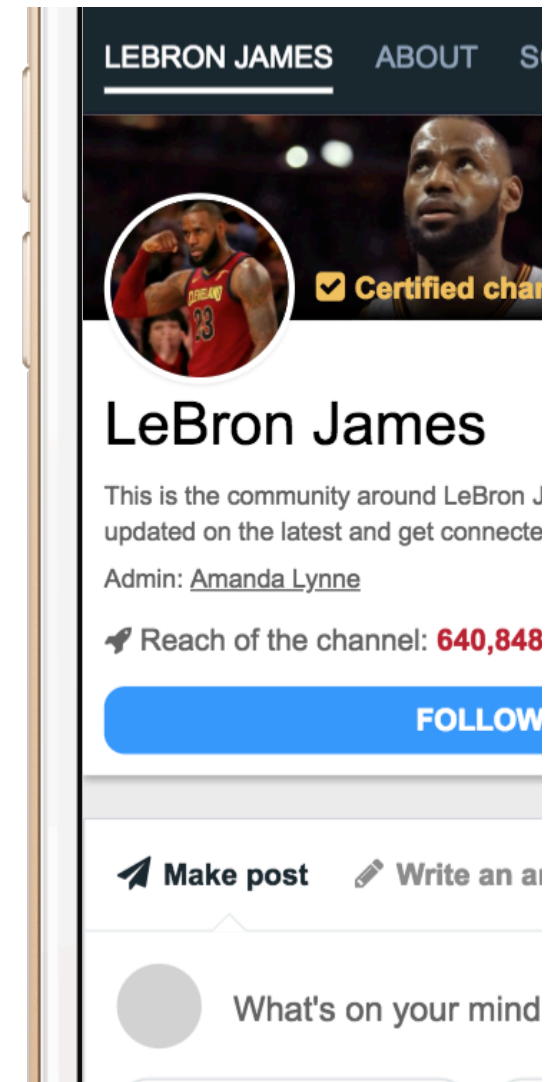
## Reach a targeted and engaged audience of millions of fans

- ✓ **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.

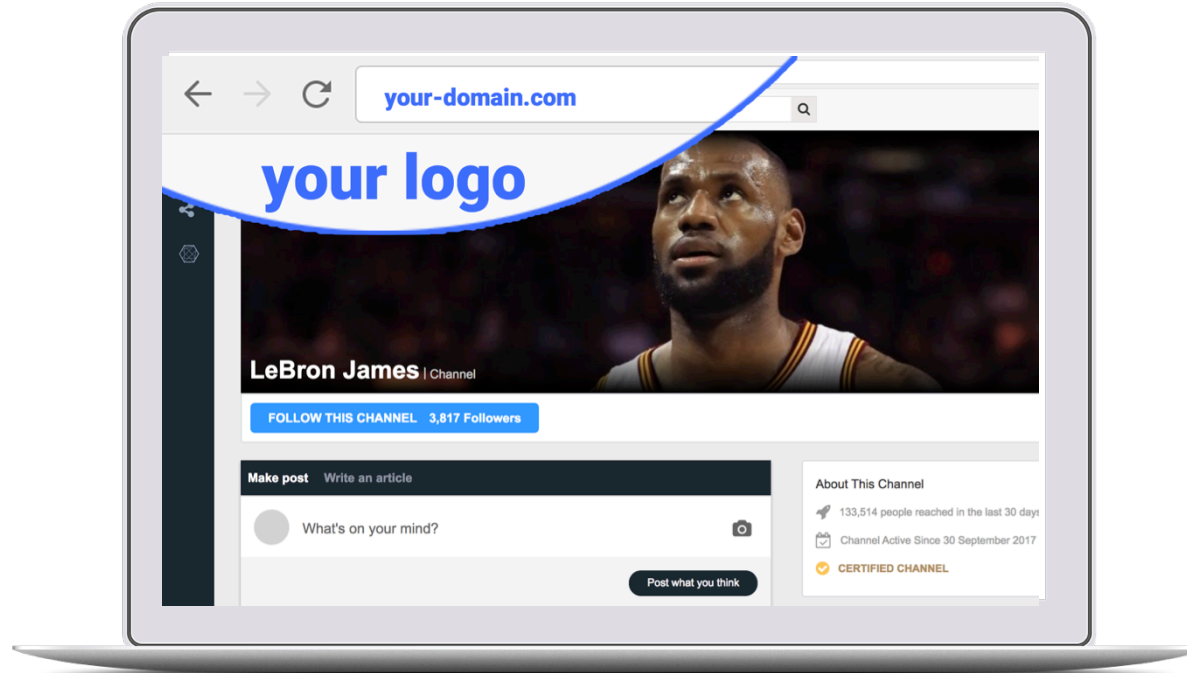
STEP 2 AND STEP 3: GET CROWDSCAPE

# 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**

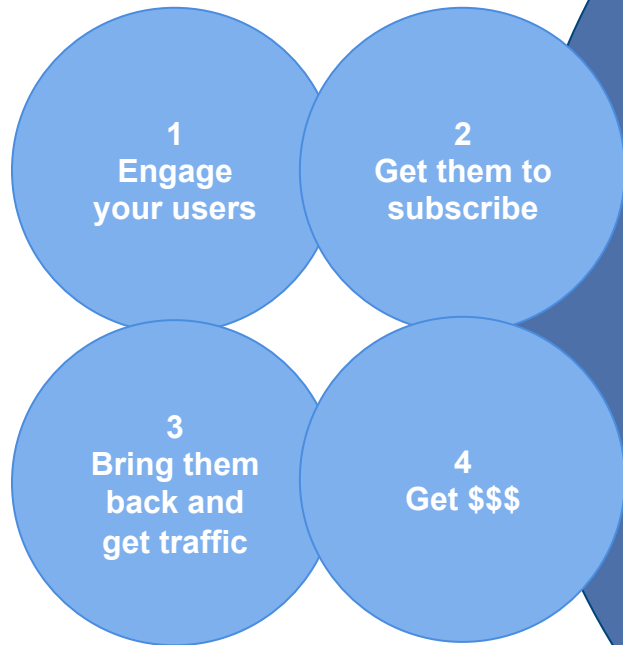


## GET CROWDSCAPE



- **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*

SO WHAT



**Get your own  
direct traffic  
and your own  
subscribers**



*TO GET IN TOUCH:*

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