

Early Notes from April 2008 Monetization Meetup event

Some of groups interests/areas:

- Podcasts, podiobooks.com
- Facebook applications
- Youth Client Movement
- Integrate existing web applications for business people
- Social Marketing (social news sites)
- Green energy
- Web mapping & geospatial tools
- Web-based brand design
- "Advertising is dead" - VC quote related to monetization. (subscriptions are not dead)
- Value besides just money
- Tip Jar - revenue on a percentage of the amount.
- Showing who tipped what amounts allows for people to know who to help (based on potential to get paid/tipped).
- Content on other sites
- Photo sales

Don't compromise on principles

Website discussed/mentioned - www.hypermiling.com

Revolution Money Exchange

PPC - Adwords, AdCenter, Y!SM, FB, Adbrite

Facebook app - "causes" - allows people to start their own cause, and shows the donation amounts & recruitment (amounts).

Network related to donations - matched donations (up to 10k) - interface reported as "clunky". Hand-walked people through the process to make it work.

Reputation Management

Redundancy - mention of having up to 5 data centers. Don't allow your app to go down.

Use an established affiliate program vs. roll your own

Affiliate Networks -

- www.copeac.com
- www.cj.com CommissionJunction

Other

www.TheBoaters.com - social network for boaters that uses facebook for membership base

www.theBoaters.tv - tv show related to the site

Recommended (during the discussion) SEO site - www.seodigger.com - type in your domain name and get cool results (assuming you have some search rankings).

Twittearth - the site that shows twitter tweets using a 3-d spinnable globe interface, mentioned in [this Mashable story](#) -

<http://twittearth.com/>