

Below are eight different ways to monetize your sports blog. You can opt for one method or use a combination of several monetization methods.

1. Selling Merch

If you have a sports blog and a sports team, the easiest way to monetize your blog is to start selling your team's merch as well as other sports related goodies.

2. Ad Space

Selling ad space is an effective way to monetize your sports blog. You could approach local sports businesses and offer them an ad space on your website. Or you could approach other sports blogs and get them to advertise their blog on your site.

3. Selling Sponsorship Packages

Another way to monetize a sports blog is to sell sponsorship packages. Make sure you are absolutely clear on what you bring to the table and how a potential sponsor will benefit from sponsoring you. Secondly, brainstorm different levels of sponsorship packages to make yourself more attractive to sponsors. Finally, don't forget to draft a sponsorship agreement to ensure both you and your sponsor are protected legally.

4. Advertising Programs

Similarly to selling ad space on your website, you can join an advertising program like Google AdSense. With this method, you will get a code that will display random ads to your visitors, based on the content on your site. You will get paid by the number of impressions or clicks an ad receives.

5. Affiliate programs

Consider joining affiliate programs. Affiliate marketing is often considered one of the easiest ways to monetize any type of website as you don't need to create any products. All you have to do is find a product you love using and promote it to your audience.

6. Membership Program

Start a membership program and save some of your content for your subscribers. This can be match replays or exclusive access to statistics or player interviews. You can even offer exclusive swag to members as part of their membership level.

7. Accepting Donations

Consider accepting donations on your website. You can easily install a donation plugin and include the link to your donation page in the main navigation as well as in your blog's sidebar. You can also add it to the bottom of every blog post and ask your readers to consider donating if they like your content.

8. Sponsored Posts or Product Reviews

Lastly, you can monetize your sports blog with sponsored posts or product reviews. The way it works is simple: another blog or business approaches you to write about their product or website. They pay you a certain amount and you provide an honest review or article on your blog in exchange.