

BLOGSVERTISE LAUNCHES IPHONE APP



Blogsvertise was founded in 2006 as a platform for relevant bloggers to be matched with advertisers who are looking to promote a product or service on the internet. The bloggers who are approved into the system must have a blog that has been operational for at least 30 days and has more than a handful of posts live on the blog. The platform will match advertisers with bloggers in the system in an effort to create a campaign. Once a blogger has been assigned a task, he or she will then have to write a 200-word blog post that must remain on their blog forever about the product or service. The blog post should include at least three links to the company's website. Last week, Blogsvertise released its new iPhone application for its advertisers and bloggers who are constantly on the go. If you are a blogger and you do not have your laptop with you and need to post a blog through the platform, this application will enable you to do so. You can log into the application to view available tasks, check on approval statuses, check on payment statuses and submit blog tasks for approval. For the most part, tasks are assigned to bloggers based on the views their blog gets each month but bloggers can earn extra money with grab bag tasks. One grab bag task can be claimed per day per blog. "The App was designed for advertisers and bloggers to access their accounts wherever they go. It will notify bloggers when new ad inventory matches their blogs so they can review and accept them from anywhere, increasing the fulfillment rate for our advertiser's campaigns," says Marie Orriss, a member of the application's development team. Jean Newton, a sales director, says, "Like most internet marketers, I'm obsessed with two things: my site and my iPhone. The new Blogsvertise app is a great tool not only for bloggers but for advertisers who, like me, use their phones to stay connected." The application will also ping bloggers on their phone when a new task is available for writing. This allows the blogger to worry about other things in their life instead of constantly logging into the site to find available jobs or checking their email repeatedly for new jobs. This new application will help freelance writers, unemployed writers, and others looking to make some extra money find an easy way to write and get paid frequently. If there is one downside to the platform it is that any blog submitted is not paid out until 30 days after it was submitted. A popular feature for advertisers is the fact that they can review their ads on their phone, approve or deny an ad submitted, and click to call if they need to speak with customer service.

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