







## How to Get Paid Sponsorships with a Smaller Following

If you're a blogger or influencer, know that brands are always looking for marketing opportunities even if you have a smaller following. Advertising can be expensive, so partnering with bloggers who have a loyal audience can help get a brand's message and product out therein an effective way.

You may be wondering if you can get sponsored content opportunities with a smaller social media following or anywhere from 10,000 to 40,000 monthly pageviews on your blog. The answer is yes. However, tons of brands will probably not be beating down your virtual door to work with you.

Still, you can [secure quality sponsorships](#) by implementing a few of these key tips and strategies.

### 1. Find Your Niche



**HOW TO GET PAID  
SPONSORSHIPS  
WITH A SMALLER  
FOLLOWING**

the  
**Work at HOME  
woman**

The key to growing your platform and marketing yourself for sponsored content is to [find your niche](#). Determine who you'd like to serve and why. Realize that brands have a clear audience demographic and will expect you to know yours as well.

Even with a smaller following, you can be matched with a great brand if you both share the

