



FASHION BRAIN ACADEMY

# BLOGGER OUTREACH

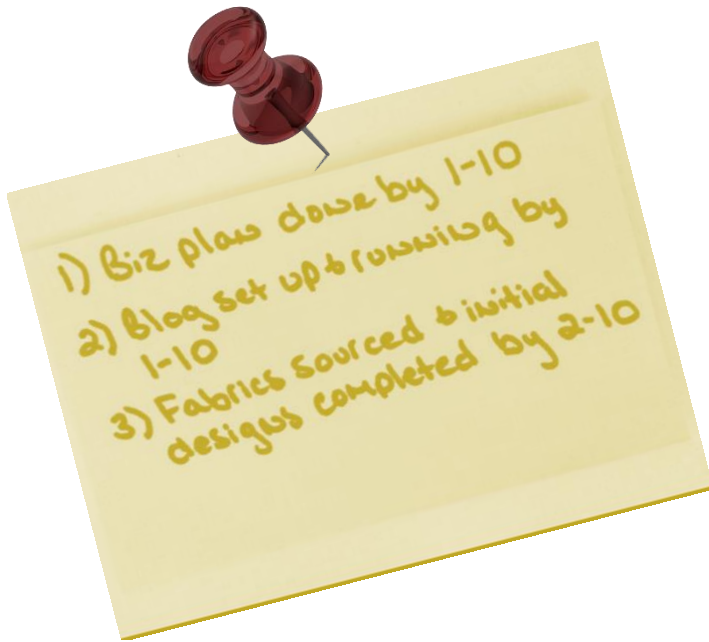
[www.fashionbrainacademy.com](http://www.fashionbrainacademy.com)



# MOMENTUM



# How Are You Doing With Your Goals?



# Blogger Outreach

How Bloggers Work:

- Product Review
- Product Giveaway
- Coupon / discount for readers

Can use 2 or 3 of these at the same time

For example, product review plus giveaway of a product

Coupon / discount is usually 25%, up to 40%

Many are free – your expense is the cost of the product + shipping

99% of the time you will NOT get the product back



# Finding Blogs

## Google

- Top my niche blogs
- Most popular my niche blogs in Houston
- PR friendly my niche blogs
- Product giveaway my niche blogs

Blog Directories: <http://www.searchenginejournal.com/20-essential-blog-directories-to-submit-your-blog-to/>

Independent Fashion Bloggers: <http://heartifb.com/>

Blog Lovin': <http://www.bloglovin.com/>



# Example

My product would be great for travel blogs and articles about travel. My Google search

- Top travel blogs
- Top travel on a budget blogs
- Travel writers
- Check the “related searches”

## Searches related to best travel blogs

best **luxury** travel blogs    best travel blogs **to use**  
**top 10** travel blogs    best travel **journals**  
best travel **sites**    **y** travel **blog**  
travel **blog awards**    **and north**





# Finding Blogs

## Twitter search, Instagram search

Messages

fashion bloggers

What's happening?

View 1 new Tweet

**SHOWstudio.com** @SHOWstudio · 5s  
Stay tuned for footage of last week's Aalto Arts Fashion Seminar, co-  
@Pin.it oppard! showstudio.com/blog/post/2015...

**Fashion bloggers** @FbloggersUK

**Fashion Bloggers** @FashionFunBlog

**A Fashion Blogger** @fashionxblogger

**Fashion Blogger** @cardiffashion

**Fashion Bloggers\_PH** @BloggersPh

**4 Fashion Bloggers** @4FashionBlogger

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think with Google @ThinkwithGoogle - Apr 23  
Sign up to receive marketing insights, consumer trends and more from





# Finding Blogs

- Buy a list and curate it to make your own list  
[www.weconnectfashion.com](http://www.weconnectfashion.com)
- Consider something like Get Media Happy – a membership gets you exposure and access to media  
<http://bit.ly/getmediahappyFBA>

Get Media Happy takes the guesswork out of your PR efforts.



No more feeling intimidated by big-name editors.



No more feeling overwhelmed because you don't know who to contact or what to say.



No more shelling out thousands of dollars for a PR specialist before you're ready.



# Blogger Outreach

- No mass emails!
- No emails that look like you just cut and pasted the bloggers name in it
- If you want a blogger to take notice, be personal and authentic
- A REAL, thoughtful email to the blogger that's actually friendly
- Keep it BRIEF! We're all busy

# Blogger Outreach

- Connect on Twitter / Instagram before you email a blogger
- Comment on their Tweets, connect
- Comment on their blog posts – when you have something of value to add
- OK to put your link in the “from”, not in the body of a blog comment (too spammy)
- It’s the same as connecting with retailers – get in their world, get to be “buddies” before the pitch

# Blogger Outreach

“Build a relationship with the blogger. You might consider emailing the blogger and simply offering something of help. Don’t pitch your product at first. If your very first email is simply a pitch, it is like a blogger’s version of speed-dating. Take the time to just introduce yourself and offer something of assistance.”



# Blogger Outreach

- It's OK to pitch a story idea (they won't be offended)
- You **MUST** read their blog to see what they usually cover
- Offer help, information, **VALUE** to the blog
- Give more than you ask for
- Check who their audience is
- Are they engaged? Shares, likes, and comments?
- Can check their Alexa.com ranking
- Do not just send a product without emailing first



# Pitch Examples

Hey Jennifer,

Great to see you the other day. And what a great trip you must have had, the pictures you posted were just stunning. **Honesty**

I'm writing to you since I've just started working with a brand I think you'd be interested in collaborating with. They're an unknown design collective for high-end furniture. **Purpose**

We're discussing a launch campaign and if we find a way to work together, I'm sure we could drive some serious attention and a whole lot of new readers to your blog in the process. **Incentive**

I've presented your blog to the designers and they loved your tonality and your sense of style and gave me the go-ahead to discuss a potential collaboration with you. **Recognition**

Interested? If so, I could send you some new designs to see if you like their work. **Call-To-Action**

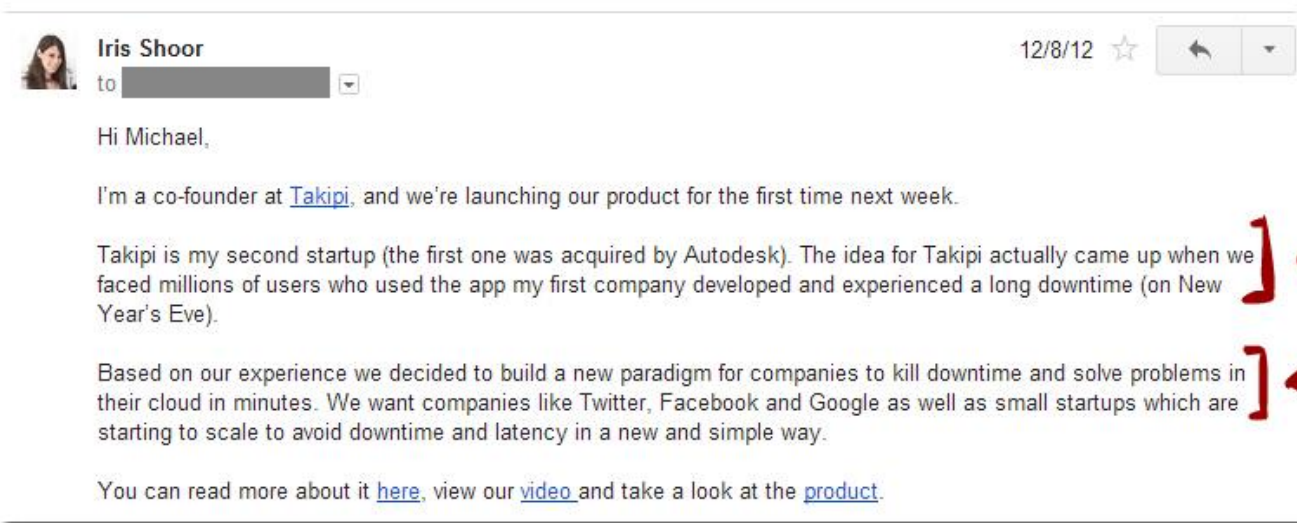
Take care, Jerry

Example from <http://doktorspinn.com>





# Pitch Examples



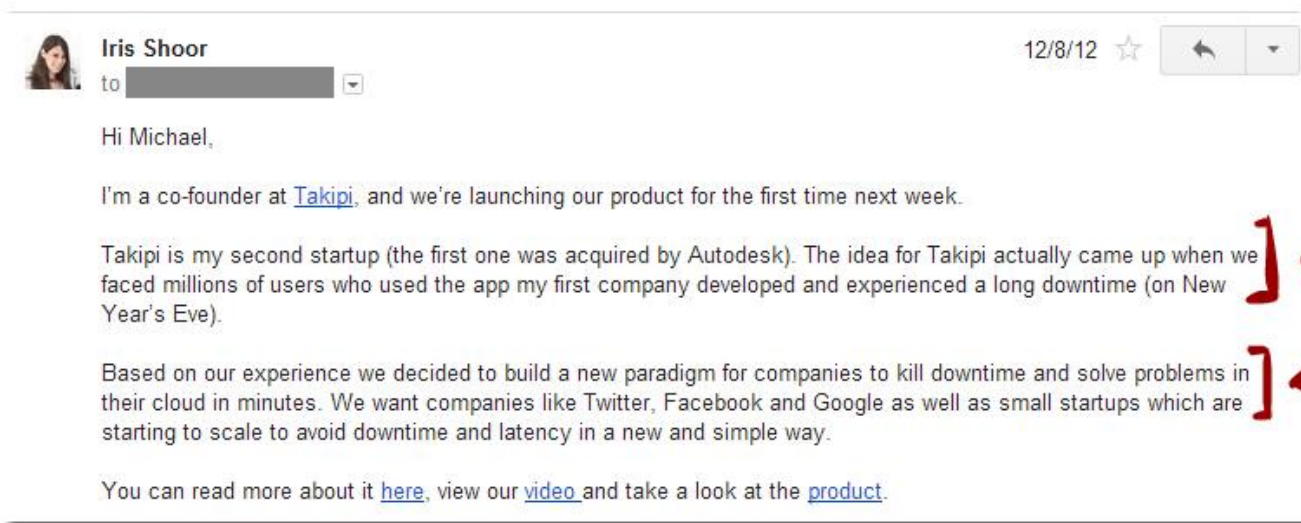
*The story behind the startup*



*Other companies in the scene  
and their readers (other startups)*



# Pitch Examples



*The story behind the startup*



*Other companies in the scene  
and their readers (other startups)*



# Pitch Examples

HI BONNIE!

I THOUGHT I WOULD LET YOU KNOW ABOUT MY NEW JEWELRY COLLECTION LAUNCHING NEXT FRIDAY, MAY 4TH. I'M SO EXCITED ABOUT IT! IT'S CALLED THE COASTAL COLLECTION AND IS INSPIRED BY, WELL, COASTLINES. SPECIFICALLY, THE COASTS OF THE NORTHERN OCEANS AND OF THE GREAT LAKES HERE IN MICHIGAN. I TOOK THE SOFT TONES AND TEXTURES, AS WELL AS THE MORE GEOMETRIC ASPECTS, AND PUT THEM IN THIS JEWELRY. THE COLLECTION IS SOFT AND AIRY, LIKE A PERFECT MORNING ON THE BEACH. OF COURSE, ALL OF THE STONES ARE COMPLETELY NATURAL AND UNIQUE, AND I'VE MADE EACH PIECE BY HAND. THE PRICES RANGE FROM \$30-\$95. I KNOW YOUR READERS HAVE REALLY LIKED MY JEWELRY IN THE PAST, SO I THOUGHT THEY MIGHT LIKE TO SEE THE NEW COLLECTION, TOO. :)

THANKS SO MUCH FOR YOUR TIME, BONNIE! I HOPE YOU GUYS HAVE A RELAXED WEEK :)

XOXO

BRITTANY CAMPBELL

Suggested changes: Do NOT use all caps, where is CTA? (what do you want the blogger to do next?) One big block of text, link to product, what's the hook?



# 80% of sunscreens are ineffective or harmful, according to new guide



Derek Markham (@derekmarkham)  
Living / Health  
May 21, 2015

Share on Facebook



CC BY 2.0 Joshua Ganderson

Google™ Custom Search

**vimeo** PRO  
 TRUSTED BY FILMMAKERS  
 AROUND THE WORLD.  
 Showcase videos in our custom  
 HD player, with zero ads.  
 JOIN NOW ▶

### treehugger MOST POPULAR RIGHT NOW

1. Black silicon solar cell hits record efficiency, could bring solar to more parts of the world
2. This invasive plant is swallowing the U.S. at the rate of 50,000 baseball fields per year
3. Density creeps are coming to a city near you, and that's a good thing.
4. Transformer coffee table turns into dining room table
5. Ecocapsule is the egg-shaped tiny home that can go off-grid and off-pipe

# Jane's Perfect Pitch Email # 1

Subject Line: Saw your sunscreen article and had a thought...

Dear Margaret,

I saw your article about 80% of sunscreens are ineffective. I especially liked the part about the "Hall of Shame".

Sun protection is a huge issue these days and it's the reason I started my company making \_\_\_\_\_ products for kids. My vision is for parents and kids to be able to play outside worry-free..... *WHY MY PRODUCT IS DIFFERENT....*

You can check out the my sun protective clothing [here](#), read our story [here](#).

Do you think this is something our readers would be interested in? Let me know what you think!

Sincerely,

Name

Contact Info

Twitter Handle

# Jane's Perfect Pitch Email #2

Subject Line: Are you looking for products for back-to-school?

Dear Margaret,

Back-to-school will be here before you know it and I noticed that last year saw last year you had some great tips and ideas for back-to-school. Perhaps my \_\_\_\_\_ product would make a good story about \_\_\_\_\_ (something you think makes sense for that blog). *It's OK to give story ideas and I know some designers are worried about offending the blogger with this but I think it makes their job easier.*

Photos of the product are [here](#) and background on us is [here](#).

What do you think?

Sincerely,

Name

Contact Info

Twitter Handle



# Get an Influencer's Attention

Great Article:

<http://www.techipedia.com/2010/influencer-attention/>

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Jesus Diaz

Jesus is the Senior Contributing Editor of highly popular gadget blog [Gizmodo](#).



“ Read what I write about and imagine what can interest me. No amount of pitching will make me write something unless it excites my gonads. ”



Chris Brogan

Chris Brogan is a [blogger](#) and president of [New Marketing Labs](#). He is also the author of [Trust Agents](#) and [Social Media 101](#).

“ The way people get my attention is simple, and yet so few do it well. They start by telling me all about what they need from me. They start by telling me all about their wants, their angles, their client, etc. By contrast, the people who get my time, and who keep my time, actually have read my blog enough to know what I cover and what I don't. (For instance, I rarely talk about software.) They know that I look for the “human business” angle for most of my stories. They know that I actually care about my community and that they're not an audience. They understand brevity. And they understand that promoting others is every bit as important as promoting themselves. ”

# Handout



## FASHION BRAIN ACADEMY

The rise and credibility of bloggers in the past few years has really changed the way consumers get information. While getting traditional press in magazines is still great, a nicely placed mention on the right blog can be a tremendous boost for your business. Some of these bloggers have a serious following and readers who listen to them and take action on their recommendations.

Here are some tips to help you get in front of bloggers.

### **1. Do your research**

Find out what blogs your current customers are reading. Do a quick survey with Survey Monkey and ask them if you have to. This will save you a lot of time with your research on which blogs to pitch.

### **2. Decide who to pitch**

Based on your research, pick 5 – 10 blogs you want to pitch. Make a good list of them and a note about why you want to pitch them. I suggest doing it in batches like this because you need to be able to follow up so small chunks at a time works best.

### **3. Know the audience of the blog**

Once you pick 5 – 10 blogs, go read the blogs! Check out the posts and be sure you feel your



# Your Assignment

1. Make a list of 5 – 10 bloggers you want to reach
2. Connect on the Gram / Twitter 3 times this week
3. 2 - 3 more times next week
4. Meanwhile craft your emails – what's your angle?
5. Draft the email pitches but don't send them yet
6. After a few weeks of connecting, BAM!
7. Follow-up 1 week later. Don't "scold" them for not responding
8. None of this stuff!! "I sent you and email about \_\_\_\_\_. Did you get it? Please advise."





Perfect is  
good but  
**DONE**  
is better

- Jane Hamill

