



MARCH 22-23, 2007

Effective Blogger Relations, featuring:
Elise Bauer: <http://elisebauer.com>
Susan Getgood: <http://getgood.typepad.com/>
Michelle Madhok: <http://www.shefinds.com/about.html#3>

Bloggers vs. Journalists: The Similarities and the Difference

1. _____
2. _____
3. _____
4. _____

How to find your Blogging “A-List”

1. Blog-specific search tools include both search engines, like Technorati, Google, Ice Rocket and directories, like BlogHer, Treehugger.
2. Blog quantitative analysis tools include: Alexa, Technorati, BlogPulse.
3. Content analysis should include:
 - a. Do they write about/review products or services?
 - b. Are they anti-corporate influence or advertising?
 - c. Can they use your product? (e.g. don't send a Windows-only pitch to a Mac user.)
4. _____
5. _____

BlogHer Business Conference '07
Effective Blogger Relations session
Friday March 23, 2007
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The Do's and Don'ts of Marketing to Bloggers

Do:

1. Create a targeted list of bloggers. Read the blogs regularly.
2. Know the blogs you are approaching. Address the blogger by name.
3. Be relevant to the blogger's interests. Make sure your outreach includes a benefit for the blogger – a product she'd like to review, exclusive information, access to company principals, etc.
4. Treat the blogger with the same respect you would a professional journalist.
5. Be open to constructive feedback from bloggers. Ask for it.
6. Offer to send product with no strings attached.
7. _____
8. _____
9. _____

Don't:

1. Do not send obvious form letters.
2. Do not ask for links, unless you are willing to pay for them.
3. Do not leave blog comments plugging your products.
4. Do not come on too strong.
5. Do not put the blogger on your mailing list without permission.
6. _____
7. _____
8. _____

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