

Quick Portfolio:

Blogger Promotions

Client:

Chill and Relax Foot Spa, Fullerton

Goal:

Receive coverage on 10 blogs through providing a giveaway.

Results:

Almost met goal.

1. 15 bloggers interested originally. Because this was a combined giveaway (1 prize for all participating blogs), 9 bloggers participated and posted about the spa and giveaway, resulting in **23,098 impressions**.

TIP: For a higher impressions number, offer an individual prize for every blog.

2. Received 9 editorials for the giveaway resulting in **2,785 entries**.

3. Achieved 52 tweets resulting in **66,245 impressions**.

4. Participating bloggers received a free 40-minute massage to write a spa review. These reviews are currently still in the process of being written, but will have an expected outcome of another 9 editorials with 23,098 impressions.

Client:

Queen's Day, Los Angeles

Goal:

Receive promotional coverage of the event through providing a ticket giveaway.

Results:

Met goal.

1. 9 bloggers participated and posted about the event and giveaway, resulting in **53,940 impressions**. Each blog was given a separate prize of a family ticket.

2. Received 9 editorials for the giveaway resulting in **1,053 entries**.

3. Achieved 222 social media mentions:

- 19 Facebook posts
- 87 Tweets
- 16 Google+ posts
- 57 Stumble Upon Recommendations
- 43 ShareThis uses
- 30 blog comments

Giveaway promotions include the rules chosen by the client as suggested by Branding Personality. For the giveaways above, bloggers had to link to the client's website on first mention, use at least 2 visuals we provided, and tweet about the giveaway.

