



Quick Portfolio: Blogger Events

Client:
The Phoenix Club of Anaheim

Goal:
Promote the Phoenix Club's offerings to young families through low-key blogger event.

Results:
Exceeded goals!

- 1. 5 bloggers RSVP'd, 4 in attendance
- 2. Received 18 editorials (before and after coverage) resulting in **82,594 impressions** (article views)
 - Achieved 180% of desired goal
- 3. Achieved 40 tweets resulting in **260,284 impressions** (tweet views)
 - Achieved 200% coverage of desired tweets goal
 - Achieved 430% success rate for desired impressions goal

Media References:
Pattie Cordova
Living Mi Vida Loca (Blog)
pattie@pattiecordova.com

Valerie Mitchel
Sweeps 4 Bloggers (Blog)
sweeps4bloggers@gmail.com

Client:
Goodwill of Orange County

Goal:
Find 8-10 brand ambassadors for future continuous coverage.

Results:
Exceeded goals!

- 1. 18 bloggers RSVP'd, 12 in attendance, 9 autonomous bloggers
- 2. Received 3 editorials (after coverage) resulting in **45,500 impressions**
 - Voluntary coverage that was not requested from bloggers
- 3. Achieved 150 tweets resulting in **237,493 impressions**