outreach network

Blogdash.com is a process-driven blogger relations outreach service that provides PR and communications professionals with instant access to one of the world's largest OPT-IN blogger networks.

Blogdash.com enables communication with bloggers on a one-to-one basis through a designated website rather than email and social channels.

Bloggers visit Blogdash.com as they receive notifications that opportunities are available for them based on the preferences they have established.

Bloggers then participate in direct communication with PR and communications professionals about the placement of stories, promotions, and/or advertising campaigns on their blogs.
the new PR

Far less expensive than pricey PPC, far more fun than a boring press release, blogger outreach is among the least expensive, most effective ways to reach out to your customers.

- Blogger Outreach grows your brand organically, which does wonders for your search engine ranking.
- Blogger Outreach will generate business from the posts themselves, not just from people who click on your site.
- Blogger outreach costs pale in comparison to those of PPC.
- PPC may bring instant traffic; but Blogger Outreach brings sustained growth.
Blogdash.com outreach networks is based on the trademarked FREPT™, a proprietary process for how to conducted successful blogger outreach campaigns.

1. Find
Create great content that increases engagement and SEO. This is social media on Steroids!

2. Research
Search and find specific bloggers using keywords, categories, Klout score, gender, location and much more!

3. Engage
Blogdash is the easiest way to contact bloggers and build relations. You can respond to bloggers tweets and blog posts right here.

4. Pitch
Personalize your pitch, get bloggers on board and promote your products and services across the blogosphere.
clients
case study #1

assignment

Campaign Complete; promote Red Carpet Manicure Facebook Sweepstakes through 10-30 bloggers in a 16 day period. Blogger(s) were incentivized based on the amount of 'click-thrus' from their blog to the RCM Fb page.

tactics + services

The blogger(s) were incentivized based on the amount of 'click-thrus' from their blog to the RCM Facebook page Sweepstakes

steps used:
• Find appropriate bloggers using filters and analysis
• Assign bloggers to target list, create pitches according to RCM objectives
• Pitch, negotiate terms of relationship with bloggers
• Verify that blog posts contain all requirements of the RCM contest stated in pitch
• Create reports for RCN on a weekly basis, including link to blog post, page reach, klout score, and more
• Keep in consistent contact with RCM to tweak tactics and strategies
case study #1

results

- 29 Bloggers Participating in the program
- 1,147 Total Click-thrus from Blogger Pages to the RCM Facebook Page (tabulated using a designated embed code on each blogger post)
- 458,100 Total Viewer Reach of All Participating Bloggers
- 163,553 Total Facebook Likes of All Participating Bloggers
- 109,741 Total Twitter Followers of All Participating Bloggers
- 457 Total Unique Visitors to the Facebook Tab
- 241 Total Number of Consumers Entering the Promotion (an average of 13 per day)
- 27,926 Total RCM Facebook Page Likes at Beginning of Promotion
- Total 31,635 Total RCM Facebook Page Likes at end of Promotion
- 3,709 Net Gain in RCM Facebook Page Likes