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Best Tips for Bloggers to work with PR Professionals

BLOGGY BOOT CAMP

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Public Relations:

- Free opportunities for companies to work with influencers, usually through events, promotions, awards and conferences
- NOT marketing and advertising, which rely on budgeted expenses
- Enjoy pitches from influencers. Remember, you are an influencer providing an opportunity
- Key to working with those in Public Relations is relationships that are formed.

Media or Press Kit:

- Announces a marketable opportunity to be sent to members of the media, *not to request advertising*
- Excellent example is found at office.microsoft.com search [Create a simple media kit with Publisher](#)

Advertising Package (rate card or rate sheet):

- Lists prices and serves as promotional material.
- Include not just how much, but why it will benefit someone to advertise with you

Public Relations Proposals:

- Include statistics and reach
- Include the benefits to working with you: who do you influence? What do you bring to the table
- Bullet a plan in the most basic terms, include expectations for both sides
- Include compensation up front, or include "call to discuss compensation"

Responding to PR

- Does the promotion fit your blog? Does it fit you?
- Do you have time to fulfill expectations?
- Will it take a lot of your time? And what is the value of that?

Consider Applying to these sites today

Collective Bias: <http://ning.collectivebias.com/>
Help a Reporter: <http://helpareporter.com/>
SITS Girls: <http://thesitsgirls.com/>
Mom Bloggers Club: <http://mombloggersclub.com/>
Mom Central: <http://momcentral.com/>
Mom Select: <http://momselect.com/>
Philly Social Media Moms: <http://phillysocialmediamoms.com/>
Role Mommy Network: <http://rolemommy.ning.com/>
The Open Sky Project: <http://shopopensky.com/>

Things you should do right now to advance your blog

- Create a Facebook Follow page and post widget on your blog
- Open a twitter account. Follow and engage with 10 new influencers a week
- Register for Google Analytics
- Sign up for Technorati and embed on your blog
- Sign up for Alexa and embed on your blog
- Sign up for Stumble Upon and start stumbling

Support your blog with these money-making opportunities. Just remember: don't overdo it. PR looks for reader relationships more than ads.

Apply to these Ad Networks:

- BlogAds
- BlogHer
- Clever Girls Collective
- Google

Join these Affiliates:

- Amazon
- Commission Junction
- Endless
- Escalate
- Google
- Savvy Source
- Shop Style
- Share-a-Sale
- Product Specific

Post membership codes to:

- Gilt
- Groupon
- HauteLook
- Tanga

Engaging with PR Professionals

Working with PR from a hyper-local/regional perspective

- How can you engage national brand reps for local blogs/projects
- How local blogs can leverage national brand messages
- Networking with your region's bloggers (locally-focused or otherwise)

Working with Local/Regional companies

- Important for Local/Regional Bloggers as well as National Bloggers

Working with PR on brand/blog events

- Bloggers hosting brand events locally or nationally

Working with PR for sponsorship for your own events

- Demonstrate how your event is important for the brand

Places to Apply to Post

Build your resume, link juice (and influence) by posting elsewhere:

Baby Center Network: <http://babycenter.com/>

Blogher: <http://blogher.com/>

Clever Parents <http://cleverparents.com/>

Philly Burb Moms: <http://phillyburbmoms.com/>

Parentella <http://parentella.com/>

Role Mommy Network: <http://rolemommy.com/>

Conferences

Educataion is only a part of the excitement at conferences. Just like at Bloggy Boot Camp, conferences across the board offer an amazing opportunity to network with bloggers, sponsors and Public Relations professionals.

For a comprehensive and up-to-date listing as well as information on conferences, refer to <http://blogconferencenewbie.com>

PR and Monetization

Monetization Basics:

Set up an advertising page, and make a rate sheet or media kit which includes stats and advertising rates.

Approach companies you want to work with, small businesses, local businesses, or set up CPM ads (IE Google)

Know your value.

Your blog is work-whether it's paid or not. Know what you want to get out of your work. Keeping in mind what your blog is, and your audience will inform every decision you make about earning money.

PR approaches:

Always respond with an email to PR pitches.

If you agree to something, make sure you follow through. If you can not fulfill your obligation email the PR person.

Remember not every contact has funding-many can only offer information and product samples.

Maintain relationships through followup emails, on twitter, Facebook and LinkedIn.