

Dietitians Investing In the Blogosphere

Robin Plotkin, RD, LD

Disclosures: Robin has served as a consultant to Cabot Creamery and is a member of the Welch's Health and Wellness advisory council. She has certified that no conflict of interest exists for this program.



Learning Objectives

1. Discuss the role of blogs in influencing the decision-making of consumers.
2. List 5 potential benefits of partnering with bloggers.
3. Design a plan of action for partnering with a blogger, including identifying the potential partner; defining goals of the partnership; and developing an implementation strategy.

Suggested learning codes:
1000, 1020, 1090, 1140, 7000,
7070, 7120; Level 2



Blogs by the Numbers



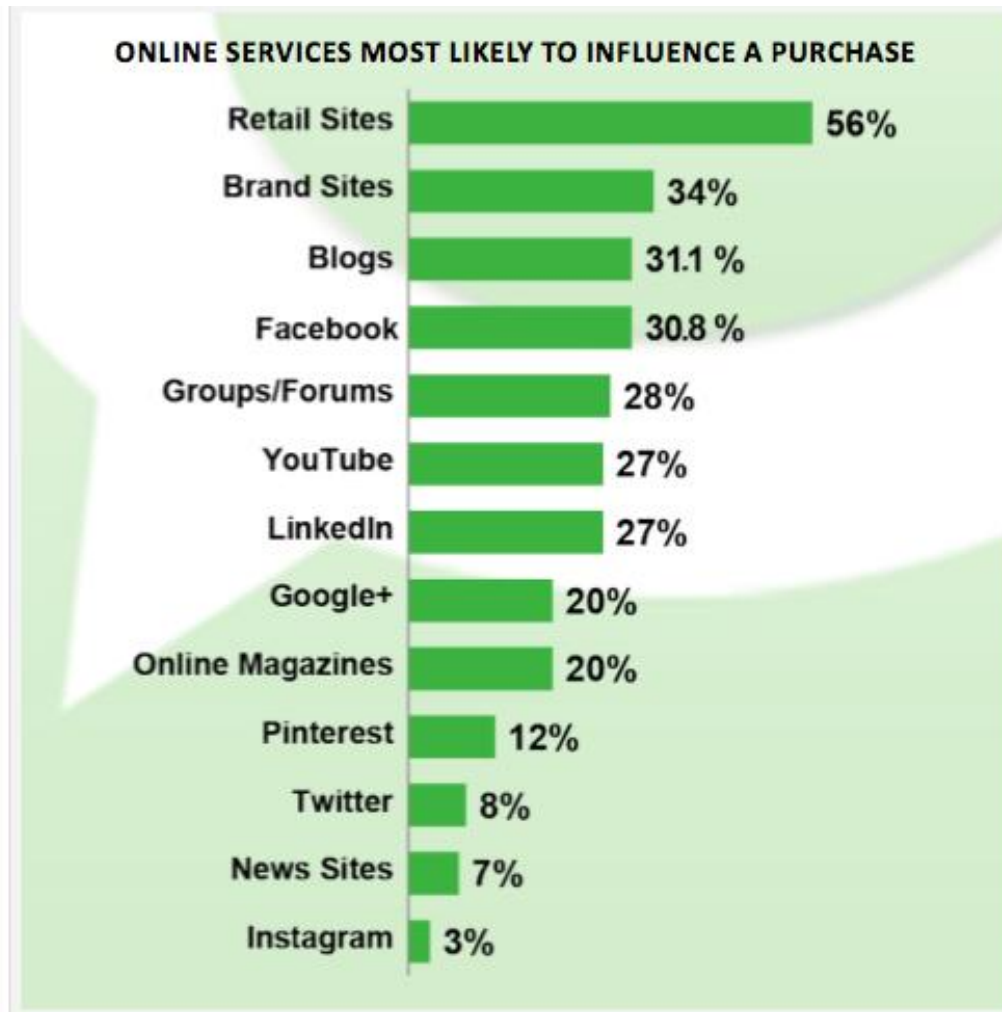
- 133 million blogs since 2003
- 900,000 blog posts made over a 24 hour period in 81 languages
- Most active internet users: 77% read blogs
 - Politics, sports, entertainment, food, fashion, health

Blogging Creates Connections



- 53.3% of bloggers are 21-35 year olds
- Majority of bloggers are women
- 70% of consumers learn about a company through articles rather than ads
- 81% of US consumers trust advice and information from blogs.

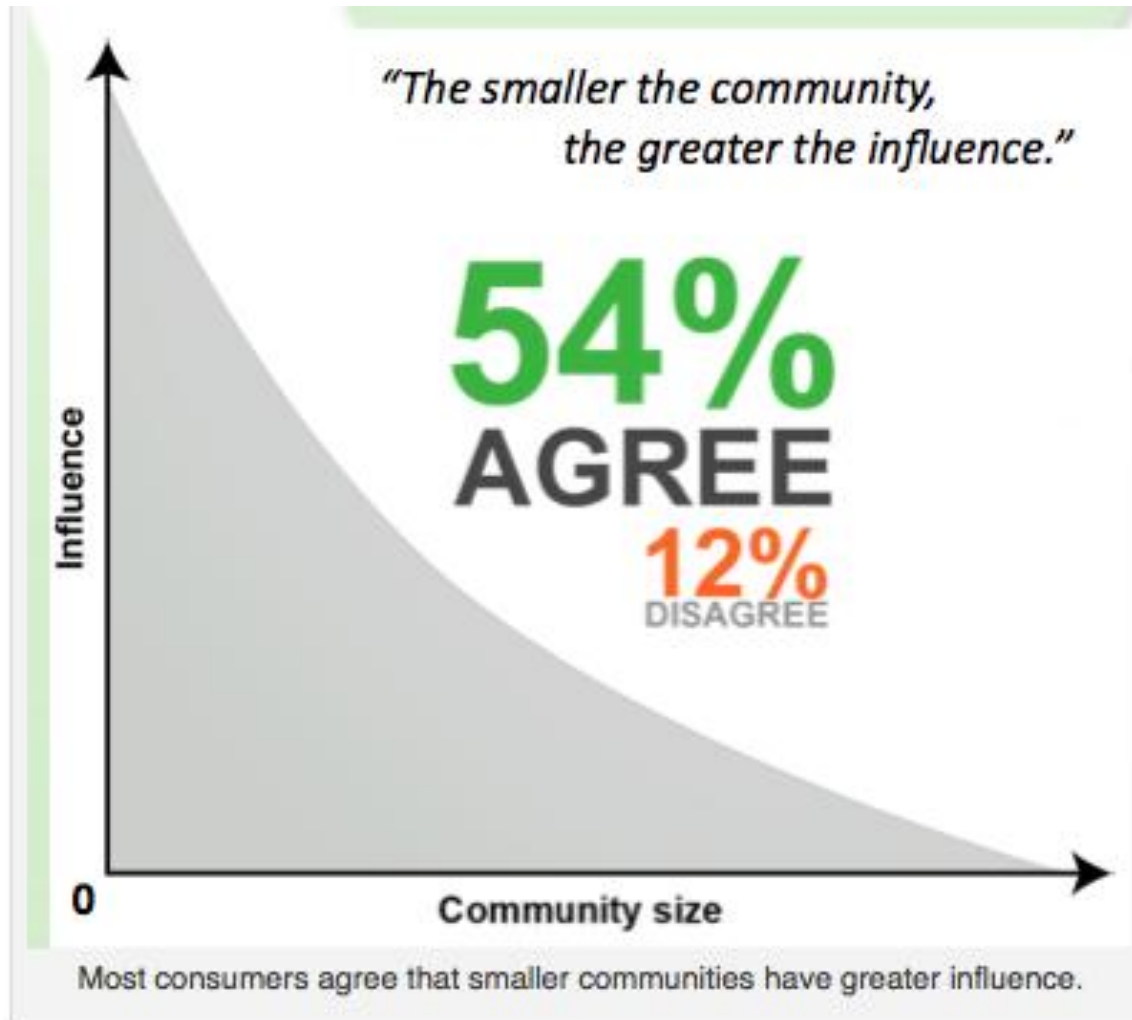
Consumers: Blogs are Trusted Sources of Information



Consumers said that blogs rank higher than **Twitter** for shaping their opinions and higher than **Facebook** for motivating **purchasing decisions.**

Image Source:
TechnoratiMedia 2013
Digital Influence Report

Less Is More



When it comes to community size, **54 percent** of consumers agree that the smaller the community, the greater the influence.

Image Source:
TechnoratiMedia 2013
Digital Influence Report

The Blogosphere and its Niches

**Green/eco
lifestyle**



Health



Fitness



Food



Nutrition



Recipe



**Makeup/
Beauty**



**Frugal/Coupon/
Giveaway**



Travel



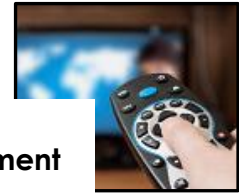
Gaming



Technology



Entertainment



News



Politics



Mommy



Brands That Engage Bloggers



Gap outfitted speakers at a blogging conference

Results: 2 million online impressions without a single piece of paid media and advertising



Coach worked with 4 bloggers to design 4 one-of-a-kind handbags

Results: sold out bags



Dole Food Company/Dole Nutrition Institute held 2 day immersion program with 9 health bloggers

Results: more than 45K blog impressions



RobinsBite

Culinary and Nutrition Expert

ROBIN PLOTKIN, RD, LD

ABOUT ROBIN

{Recipe} Edamame, Tomato and Basil Salad
 by ROBIN on AUGUST 12, 2013
 #DINNER, FRUITS AND VEGGIES, MEAL PLANNING, QUICK MEALS, RECIPES, SIDE DISHES

[Pin it](#)

[+1](#) 0 [Tweet](#) 6 [Share](#) 2 [Like](#) 13



RobinsBite is written by Robin Plotkin, RD, LD.

Robin is a culinary and nutrition expert based in Dallas, Texas. She blogs, tweets, teaches, talks and tastes food for a living.

To search, type and hit enter

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[SEE MY PHOTOS ON TASTESPOTTING](#)



Goal: create relationships to allow information sharing

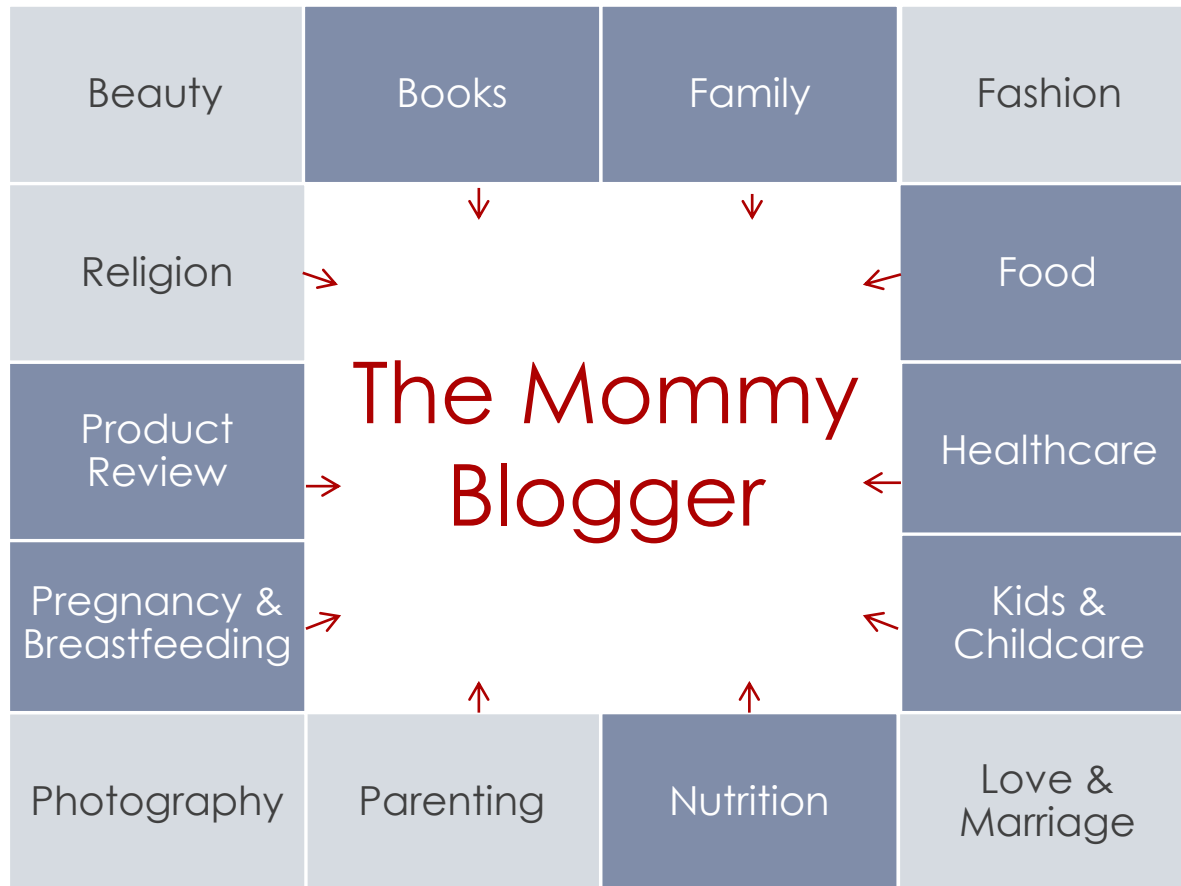


Mommy Bloggers

- 2005: 8K people blogging about their families
- 14% of American Moms have a blog
- 4 million active blogs
- 2012: Mom Bloggers now control roughly \$2 trillion worth of American purchasing power
- They mention brands an average of 73 times per week



*Moms are authentic;
60% say they blog about brands
they love or hate.*



Brands that Partner with Mom Bloggers



Why Blog-Brand Relationships Work

- Low risk
- Low investment
- Ready audience interested in specific categories/niche market
- Access to instant reaction of products/services
- Measurable impact



Why Should YOU Partner with Bloggers?

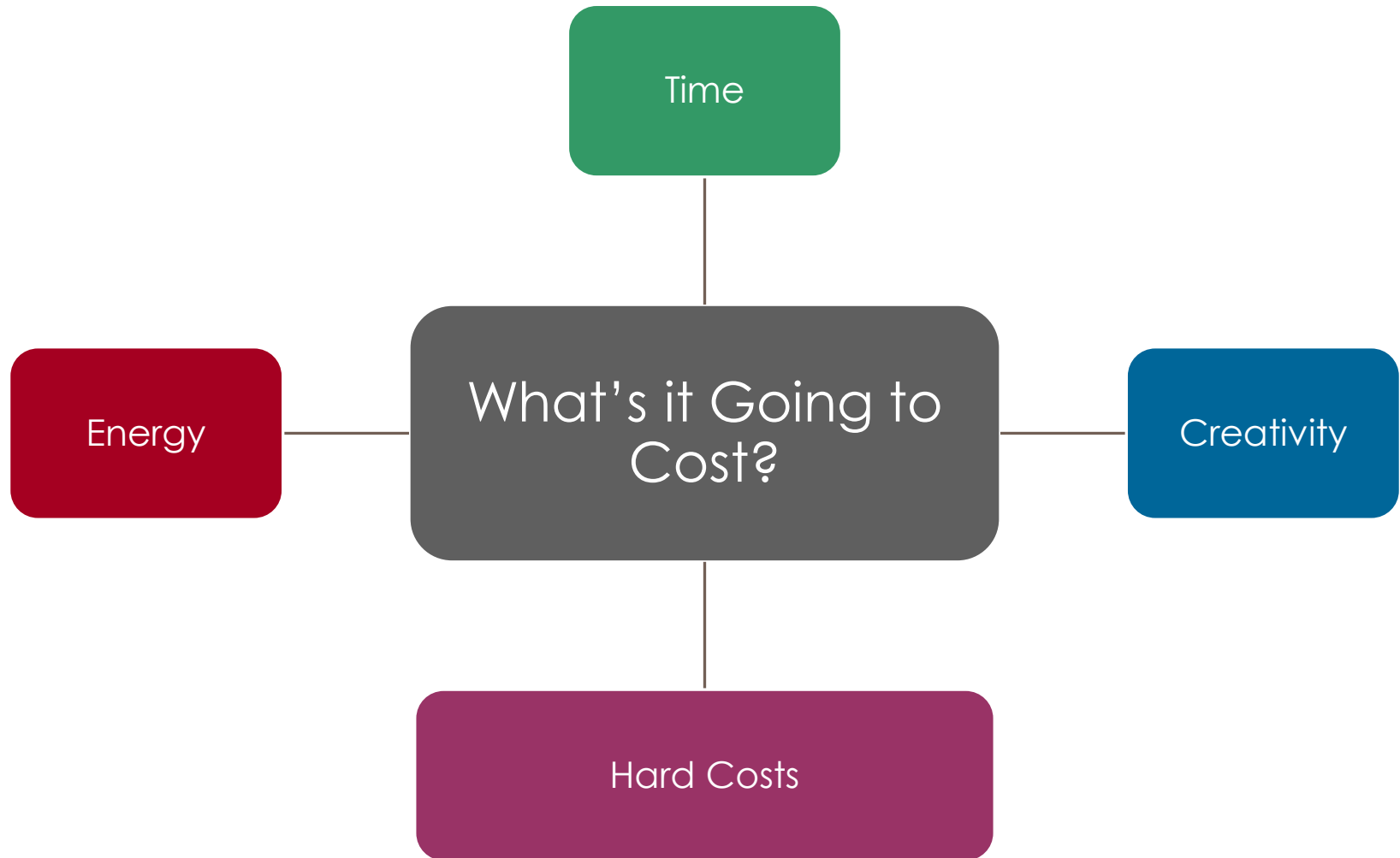
YOU are a brand

YOU represent a brand



YOU offer a good/service that is unique

What's Your Budget?



Partnerships

Consider partnerships with:

- Health and wellness professionals
- Certified personal trainers
- Mental health therapists
- Chefs
- Farmers/growers
- Athletes
- Local “celebrities”
- Other departments/professionals in your organization
- Other registered dietitians





WHOLLY AMERICA'S #1 GUACAMOLE

- Partnered with professional chefs from the Hungry Channel: Chef Alex Thomopolous
- Hands on demos with recipes that included the Wholly Guacamole product



Welch's

Share What's Good



- Partner with 9 influential RD bloggers to build awareness surrounding the new Share What's Good website
- How to create family moments around food; share on Twitter using #sharewhatsgood

Target Audiences



Pre-pregnancy, infertility, pregnancy, post natal, childhood, family nutrition: mommy/healthy living blogger



Sports, weekend warrior, personal trainer: health/fitness/healthy living blogger



Supermarket, culinary: food/mommy/budget-friendly blogger



Entrepreneur, small business owner, technology: business & technology blogger

How to Find Bloggers

Local, National or Worldwide?

- Do your homework
 - Read blogs
- Word of mouth
- Peer to peer
- Ask clients what blogs they read



How to Find Bloggers in Your Community

Google!


Ex: “Mommy bloggers in Dallas, TX”

mommy bloggers in dallas tx


Web Images Maps Shopping More Search tools

About 34,500,000 results (0.39 seconds)

[Dallas Moms Blog](#)
citymomsblog.com/dallas/ ▾
 How did our passion and dream for **Dallas Moms Blog** turn into what it is today? Let me ... But we all know that's not really what September looks like in **Texas**.

[My Dallas Mommy « Extreme Couponing & Freebies](#)
 www.mydallasmommy.com/ ▾
 by Laura Thornquist - in 279 Google+ circles
 9 mins ago - If you've been thinking of cutting your long hair? Why not donate your locks- Pantene is accepting hair donations with their Beautiful Lengths ...

[DallasChild - The Blog Squad - DFW Child](#)
www.dfwchild.com/Dallas/features/1202/The-Blog-Squad ▾
 What She Write About: The thirty-something **mom** created her **blogs** to mount an ... She's also a contributing editor for **Texas** Monthly magazine, and writes the ...

[The Nerd's Wife - A Dallas Mom Blog](#)
 thenerdswife.com/ ▾

How to Find Bloggers

- Blogger Job Boards
- Business 2 Blogger
- Online Blogger Directory
 - The Mommy Blogger Directory
- Social media accounts



Creating the Pitch

- Get to know them by reading their content
- Know your brand and who/what you represent
- Follow their pitch guidelines (if any)
- Creating the offer based on what interests the blogger and the services you have the ability to provide



What are the Deliverables?

Know what you want, but be open to blogger ideas; they know their audience better than anyone

Identifying deliverables for both parties

- Your offer
- What you'd like to see in return

Your offer:

- 10 week weight loss package for free
- Weekly visits with the dietitian

What you'd like to see in return:

- Blog each week about your experiences OR at least 3 times throughout the 10 weeks (week 1, week 5 and week 10).

RD Who Has Written a How-to Book on Diabetes

- Target Audience: Local or national/international
- Local offer: Meet the author at local supermarket
- National/International offer: Google+ Hangout “party”
- Partner: Diabetes friendly food company, local MD or local supermarket RD
- Format:
 - Q and A
 - Store tour
 - Free book/products/supermarket gift card giveaway
 - Free book giveaway to each of the bloggers for a reader giveaway

Outpatient RD Promoting Services at Community Health Fair

- Target audience: local; moms & health bloggers
- Offer: Behind the scene peek at your services
- Partner: Facility or organization's PR or Marketing department
- Format:
 - Lab draws, anthropometrics & assessment
 - Abbreviated talks on 1-3 popular topics
 - Short food demos/tour the cafeteria-how to choose healthy options
 - Giveaways: coupons, meal tickets, hospital swag for each of the bloggers and for on-line giveaway to their readers

Angela Lemond: RD in Private Practice



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Lemond Nutrition Services

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[Family Nutrition Plans](#)
[It's a Family Thing](#)

END YOUR STRUGGLES AND WORRIES WITH FOOD RIGHT HERE.



Goals

1. Promote pediatric & family nutrition practice
2. Expand national presence via social media as a family healthy lifestyle influencer
3. Promote the RD as the nutrition expert

Angela's Blogger Strategy

- Target Audience: local; moms, dads, health, pregnancy
- Local offer: “More peace at the dinner table,” “Get your child's growth on track”
- Family counseling session; post-partum weight loss or visit with child with food allergies
- Format:
 - Traditional counseling session
 - Offer to interview Angela
 - Giveaway: Eat with Angela: 7 day meal plan for bloggers and an offer to giveaway for a meal plan or a session a reader

Jen Haugen: Supermarket RD



Goals

1. Promote the RD services at Hy-Vee
2. Sprouts-Get Out and Grow garden & cooking program for kids
3. Promote the RD as the nutrition expert



Target Audience

- Mom bloggers
- Healthy living bloggers
- Fitness bloggers
- Lifestyle bloggers
- Food/recipe bloggers
- Gardening bloggers
- Frugal/coupon-clipping bloggers
- Kid bloggers



Jen's Blogger Strategy

Interactive Group Event

- Store tour OR behind the scenes tour
- Lots of samples or a meal
- Cooking demonstration or hands on demo with local celebrity
- Highlight a “specialty” i.e. gluten free

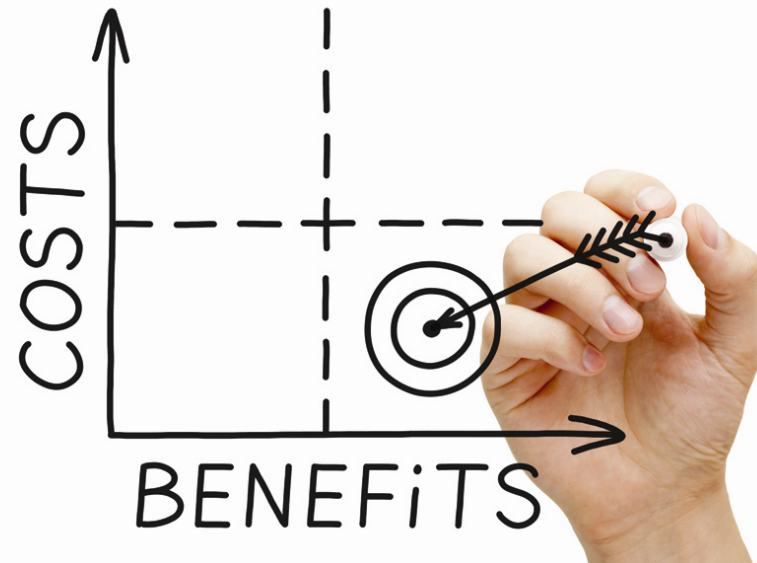
OR

- Invite the children of the bloggers to attend and have a “garden” experience
- Offer interview with the dietitian or a farmer/grower

What's the ROI?

Measurable:

- Analytics & metrics from the bloggers posts and other social media outlets
- Your analytics & metrics from the blogger posts and other social media outlets
- Relationship building
- Awareness
- \$\$



Case Study: Food Company



CABOT[®]
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*Owned by Dairy Farmers
Since 1919*

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REAL NUTRITION & RELAXATION CAFE

WEDNESDAY, JANUARY 30TH
9AM TO 11AM*

CENTRAL MARKET COOKING
SCHOOL (2ND FLOOR)
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DALLAS

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ATTIRE: YOGA PANTS PREFERRED

*COME & GO | CHILDCARE AVAILABLE UPON REQUEST



OWNED BY OUR FARM FAMILIES IN
NEW YORK & NEW ENGLAND
CABOT

Goals

1. Reintroduce reduced fat Cabot Cheddar cheese into the Mommy Blogger-Dallas/Ft. Worth market

The Approach

- Healthy brunch featuring Cabot cheeses
- 3 activity stations
- On-site yoga
- Access to two registered dietitians
- Free babysitting
- Attire: yoga pants



A Yummy Breakfast with Cabot Creamery

MONDAY, FEBRUARY 18, 2013 / BY ARENA BLAKE

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FLARES



Meet Arena



I'm the wife of a Nerd and mom of a toddler who loves his Star Wars blankie a little too much. I share parenting adventures, yummy recipes, and great photography on this Dallas mom blog:
thenerdswife@gmail.com



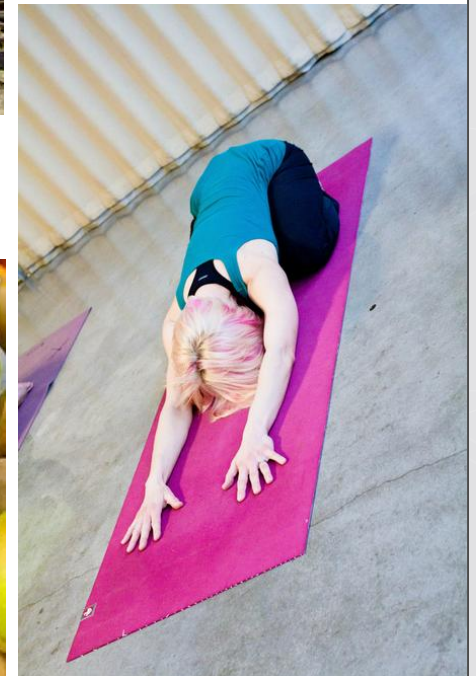
A few weeks ago, I was invited to an event by Cabot Creamery with several other Dallas bloggers to talk about the importance of a nutritious breakfast.



We got to sample some great food and try out a few recipes using Cabot Light Cheddar Cheeses. These low-fat cheeses can be melted — a feature not many other low-fat cheeses can offer!



It was a really fun event, and I'm glad I got to spend the morning eating great food and relaxing with Cabot Creamery!



Understanding Disclosure

- Bloggers are required by the FTC to disclose any compensation (cash, coupons, samples or gifts), relationships (personal or professional) and conflicts of interest



Disclaimer: Cabot Creamery provided me with free breakfast and some samples to take home and try. All opinions and photos are my own.

Nurturing the Relationship

- Write a hand written thank you note before the post
- ASK to include them in your community
- Offer to provide PR value to their effort
- Encourage them to invite or refer another blogger to join them at the next experience/event.
- Be present on their social media channels



5 Things to Ask Yourself Before Engaging with Bloggers

1. Does this make sense for me and my business?
2. Am I successful at managing expectations?
3. Will I actively participate in the conversation?
4. Can I dig deep to give them an experience that they've not had before?
5. How do I continue the relationship?



Thank You!

Click the “Reference” tab on CE.TodaysDietitian.com for supplemental materials associated with this webinar.

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