
Working with bloggers to
amplify your social media

@debbie_hindle @fourbgb

four · bgb

the integrated travel specialists

Amplifying your social media

What is a blogger?

What do companies value about working with bloggers?

What problems do they have working with bloggers?

Blogger solutions

1. What is a blogger?

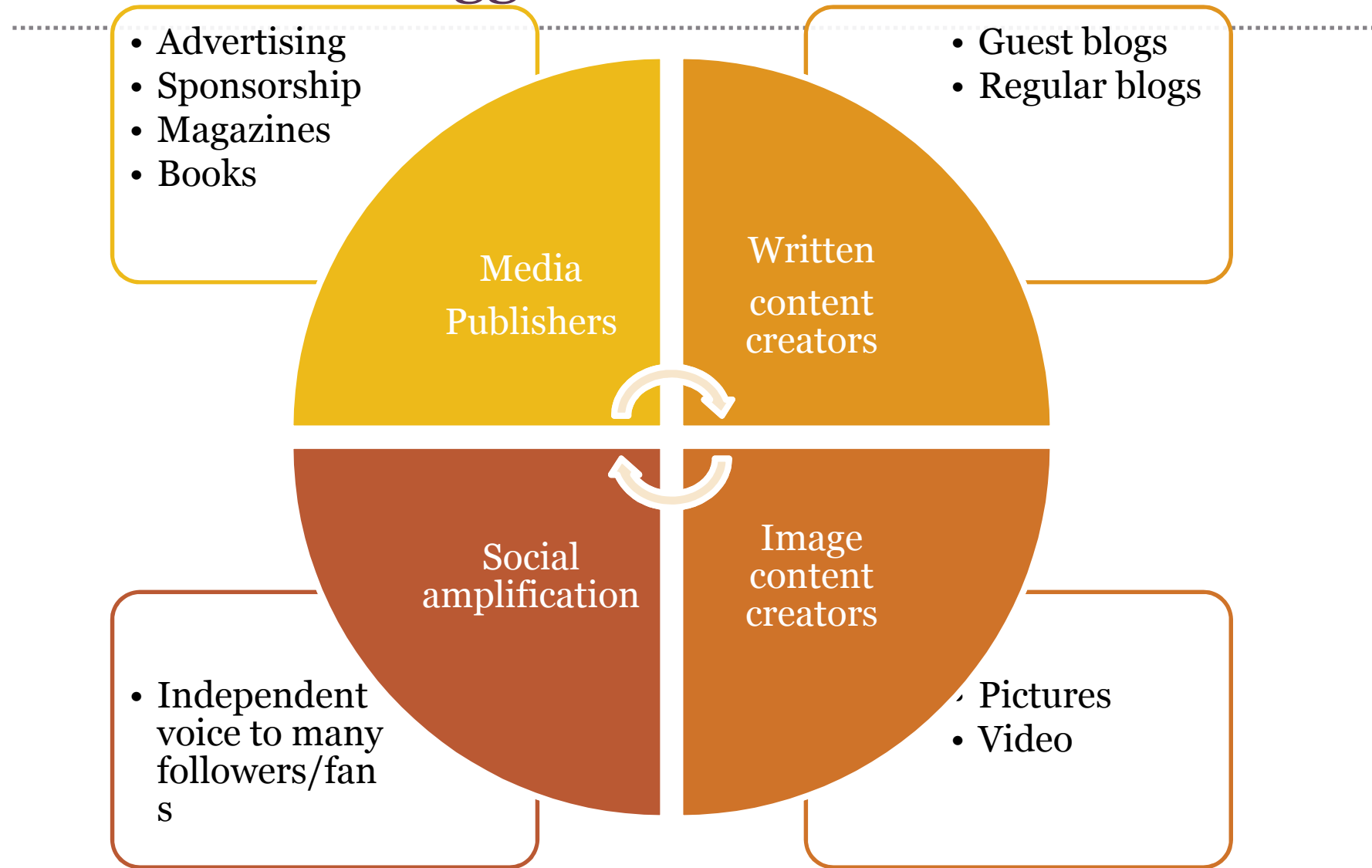
Content
publishers

Entrepreneurs

Social media
platforms

Not journalists

1. What is a blogger?



1. What is a blogger?

INSIDE *the* **Travel Lab**
exploring unusual journeys

Home About Places New! Lost?

Start Here for Travel Inspiration

Welcome to *Inside the Travel Lab*, a global travel blog on the **best independent cultural travel and adventure**. It's a collection of stories from the heart and from the hip, with some lush photos and videos to go with them (although I made them, so there's a teeny-tiny possibility that I'm biased.)

If you're new to blogs, they're simply regularly updated websites. This one is all about **adventure**, cultural travel and excellence: a way for you to **explore unusual places in the world**.

A Bit About The Blog

I started this blog when I left my job as a hospital doctor and embarked on a career in **freelance writing and photography**. It's grown a lot since then and just like a proud parent I'm overcome with the urge to tell you about every single achievement (listed as **essential reading on National Geographic Traveller**, described as "one of the best in the world by Lonely Planet, sometimes even read by my mum.)

However, you're probably not here for any of that. You're looking for a hefty dose of **travel inspiration** so that you can either plan your next **adventure** or just dream about the world.

Alright, then. Let's get you started.

Start exploring...

Hi, I'm Abi, a journalist who swapped a career as a doctor for a life on the road.
Read more. Explore more.
Subscribe

As seen in

NATIONAL GEOGRAPHIC TRAVELER
lonely planet

THE HUFFINGTON POST
intelligent travel

Publishers books and magazines



HOME THE SERIES » LUXURY VOLUNTEER FOOD SOLO CAREER BREAK



Sign up for the Newsletter

Email:

Submit

The Traveler's Handbooks



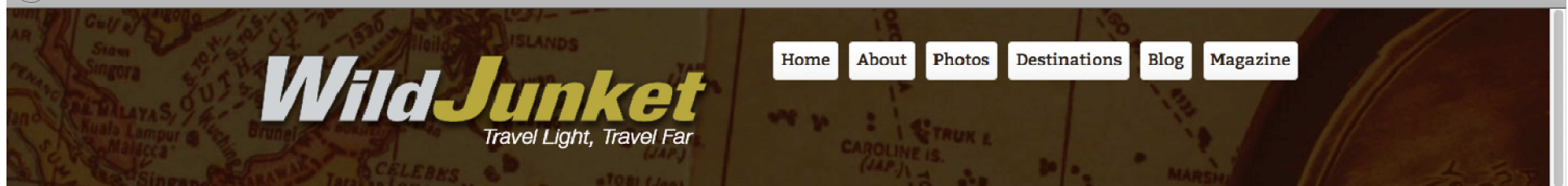
How and why you travel is as important as where

With an eye to filling a gap in traditional travel publishing, a collective of online travel writers—passionate about their travel niches and concerned about the lack of go-to resources for the same—launched The Traveler's Handbooks.

The handbooks offer inspiration and practical advice to help readers explore the world according to their own lifestyle and interests.

Each book is modeled on the *Solo Traveler's Handbook* by Janice Waugh. Following the publication of her book in 2011, Janice recruited the rest of the handbook authors, each with an expertise in a growing travel niche and a serious love of travel. The first five handbooks in the series cover food, volunteer, luxury, solo and career break travel, and each is the result of diligent research and many hours of

Publishers books and magazines



Magazine

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WildJunket Magazine is a digital flipbook magazine with a focus on outdoor adventures and special interest journeys. Our mission is to inspire readers to **travel light and travel far**. As an advocate of active travel, we encourage readers to go beyond the conventional trail and seek out extraordinary experiences. We see travel as an experience that enriches our lives and makes us better people – and we want to share that invaluable experience with you.

Our magazine features long, destination-focused travel narratives with a strong **story-telling element**. Our travel writers come from all corners of the world to share their deep cultural or emotional experiences on a very personal level. We also publish spreads of quality images so expect a visual feast as we bring what we see on the road right to your screen.

Each issue includes:

- **100+ pages** of travel inspiration that promise to get you dreaming of your next travel destination!
- A wide spectrum of travel articles ranging from long features to short dispatch pieces and droolworthy food pieces.
- **Unconventional destinations** from the Arctic to Madagascar, Sri Lanka and Kyrgyzstan.
- All articles include essential info box on how to get there, where to stay etc.
- Theme-based trip suggestions, unique hotels and thought-provoking columns

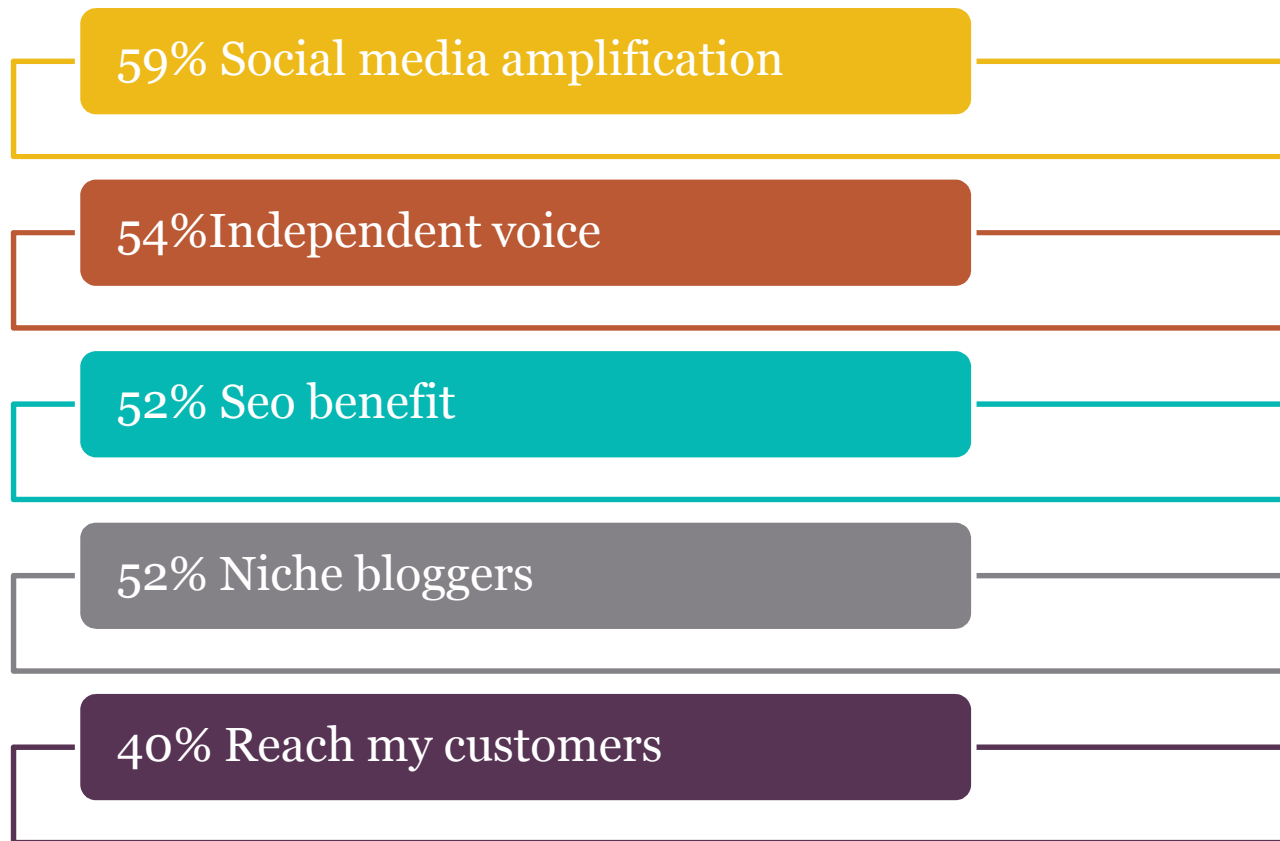
WildJunket Magazine is a **bi-monthly digital magazine** specifically designed for iPad and Android readers. It is available for purchase here on our website or on our magazine retail partners, Zinio and Magzter. A preview of each issue is also published on *WildJunket.com*. We believe in partnering with outdoor brands and adventure outfitters to promote the type of travel we enjoy.

WildJunket Magazine is a **quarterly digital magazine** specifically designed for iPad and Android readers. It is available for US\$1.99 per issue or US\$10.95 for a one-year subscription (6 issues) on our magazine retail partners *Zinio* and *Magzter*, as well as through our *Newsstand App*. You can also get a print copy

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2. What do organisations value?



Source: Fourbgb Survey

Social media amplification

The image shows a screenshot of a Twitter profile for Melvin (@traveldudes). The profile includes a bio, a 'Follow' button, and statistics for tweets, followers, and following. A sidebar on the left contains a menu for TRAVELDUDES with categories like Travel tips, Travel diaries, Photos, Videos, Accommodations, and Tours. Below the menu is a 'Follow Melvin' form with fields for full name, email, and password, and a 'Sign up' button. The main content area displays a list of tweets from Melvin, each with a profile picture, name, handle, text, and time. The tweets include links to travel-related content and use various hashtags and mentions.

TRAVELDUDES
For Travelers, By Travelers!

- Travel tips
- Travel diaries
- Photos
- Videos
- Accommodations
- Tours

Explore Traveldudes.org

Melvin @traveldudes
Love to travel, to discover the world, to travel free & untroubled & still be informed like an insider! For Travelers, By Travelers! & founder of Traveldudes.
Citizen of the world · <http://www.traveldudes.org/static/about-traveldudes>

Follow
91,670 TWEETS
79,264 FOLLOWING
97,584 FOLLOWERS

Follow Melvin

Full name
Email
Password
Sign up

Tweets

- Following**
- Followers**
- Favorites**
- Lists**
- Recent images**

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers
Directory

Tweets

- Melvin** @traveldudes 38m
NEW: Bathing in Budapest - Gellert Baths tdud.es/Yhe via @acooknotmad #ttot #travel
Expand
- Melvin** @traveldudes 44m
via @easyhiker101 See & experience the real Costa Brava: ow.ly/eYv0Z #inCostaBrava #ttot #travel
Expand
- Melvin** @traveldudes 2h
NEW: How to Save Money on Food Costs During Long Term Travel tdud.es/Yht via @acooknotmad #ttot #travel
Expand
- Melvin** @traveldudes 3h
NEW: Shopping in the Express Aisle - Interrupted by a Bloody Big Train: tdud.es/gwj via @randomswill #ttot #travel
Expand
- Melvin** @traveldudes 4h
NEW: How to Cross the Road in Vietnam tdud.es/gqZ via @101holidays #ttot #travel #vietnam
Expand
- Melvin** @traveldudes 5h
Haven Delight - Basilicata in Italy: ow.ly/eVh0I via @StoryTravelers #ttot #travel

Eventbrite – value of social sharing



Eventbrite – value of social sharing



SEO benefit

[Das Deutschland-Portal > Home page](#)

deutschland.de is the official, independent Internet portal of the Federal Republic of **Germany**. It offers a collection of important links to German ...
www.deutschland.de/home.php?lang=2 - [Cached](#) - [Similar](#)

[Germany Travel Guide - Travel to Germany](#)

From the high Alps in the South, the Bavarian plain, and the flowing hills of central **Germany** to the coast of the North and Baltic Sea: it all looks like a ...
www.justgermany.org/ - [Cached](#) - [Similar](#)

Results from people in your social circle for **germany**

[<< mediadonis >> SEOktoberfest | Photos](#)



- connected via Gmail

Since I am a non-drinker, they may not let me into **Germany** at that time of ... They threw an amazing party in **Germany**, and I expect they'll be stepping it ...
www.mediadonis.net/?p=348

[GGD Deutschland](#)



[nicolesimon](#) - connected via Gmail

Germany Girl Geek Dinners Deutschland · Frankfurt Girl Geek Dinners Belgium Brussels Girl Geek Dinners Holland/ Netherlands Amsterdam Girl Geek Dinners ...
girlgeekdinner.de/
[More results from nicolesimon >](#)

[Germany](#) maps.google.com



Searches related to: **germany**

[germany map](#)

[germany flag](#)

[pictures of germany](#)

[germany cities](#)

[facts about germany](#)

[german food](#)

[history of germany](#)

[german culture](#)

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Bloggers such as...

Food bloggers

- LegalNomads
- Eat like a girl
- Gourmet chick
- Culinary Travels
- Bacon is magic
- The Taste of Travel
- CC Food Travel
- Migrationology
- The Catty Life

Luxury bloggers

- Velvet Escape
- LiveShare Travel
- Luxury Lifestyles
- ALuxuryTravelBlog
- Luxury Travel Butler
- Mrs O around the World
- Luxury Travel Mom
- My Beautiful Adventures
- Isabelle's Travel Guide
- The Travelettes

Experiential bloggers

- Inside the Travel Lab
- Quirky Traveller
- TravelDudes
- Travel with a Mate
- Heather on Her Travels
- Everything Everywhere
- 40 before 30
- Nomadic Matt
- Trav Monkey

Bloggers such as...

Specialist

- Sophieontrack
- Career breakguy
- SoloTraveler
- Trains on the Brain
- Travelling Shopaholic
- Aussie Nomad
- Just Travelous
- Jetting Around
- No Checked Bags

Budget bloggers

- Budget Traveller
- Europe Budget Guide
- Budget Travel Adventures
- The Antipodean Blog
- 48 hour adventure

Adventure bloggers

- The Planet D
- Adventurous Kate
- Wild Junket
- Expert Vagabond
- Four Jandals
- Family on Bikes
- The Vacation Gals
- Earth Xplorer

3. What are organisations doing?



Source: Fourbgb Survey

Top tips for working with bloggers

Research

- Read
- Follow
- Media pack
- 'A quantity of quality'

Clarify

- They need to make money too
- Expectations

Creative

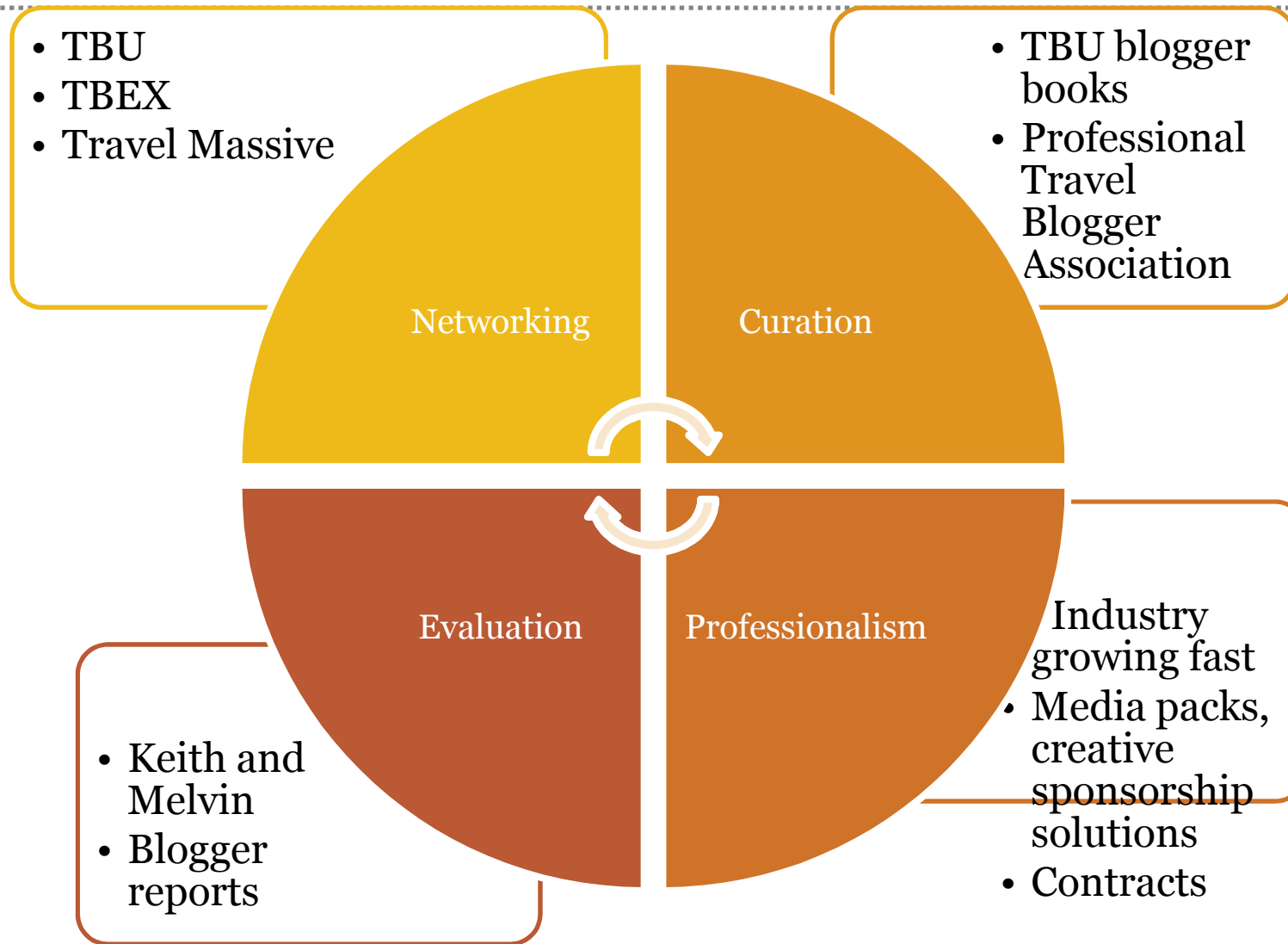
- Time
- Wifi
- Integrity
- Immediate

4. What are organisations concerns?



Source: Fourbgb Survey

Blogger solutions



Evaluation – new tool launched today

The screenshot shows the WTM 2012 website interface. At the top, there is a navigation bar with links for HOME, VISIT, EXHIBIT, EXHIBITOR DIRECTORY, EVENTS (highlighted), MERIDIAN CLUB, PRESS & PR, INSIGHT & OPINION, NEWS & BLOG, WTM TV, and VENUE & TRAVEL. Below this is a secondary navigation bar with links for 2012 Events Programme, WRTD, Business Day, Ministerial Programme, and WTM Vision Conferences. The main content area features a section titled "WTM 2012 Social Media & Digital Events" with a sub-header "viewing 1 - 20 of 24" and a pagination control showing "1" selected. The first event listed is dated "06 Nov 2012" and is titled "How To Measure Travel Blogger ROI" (11:00 - 12:00). The event description asks: "What's the relative value of a blogger's tweet, Facebook post, blog post, email, Instagram photo... promoting your brand? How does the number of followers, fans,..." and lists speakers: Oliver Gradwell (Travel Bloggers Unite), Keith Jenkins (Velvet Escape Blog), Melvin Boecher (TravelDudes), and Jo Johnson (FourBGB). The location is "South Gallery Room 25 & 26". To the right of the event list are several promotional widgets: "GET INVOLVED" with social media icons (RSS, Twitter, Facebook, LinkedIn, YouTube); a tweet from @WTM_LONDON: "RT @MariettedTH: RT @MariettedTH: Goodbye Cape Town! Off to tell the world why you are one of the places of a lifetime. #wtm2012 http://t.co/kwoRVFJO"; a "LANGUAGE" selector set to "Select Language"; a "REGISTER NOW" button for a Rotana promotion; and an "ENQUIRE ABOUT A STAND TODAY" button.

Identifying bloggers

The screenshot shows the homepage of the Travel Bloggers Unite (TBU) website. At the top right, there are links for "Sign Up" and "Sign In", and a search bar for "Travel Bloggers Unite". The main header features the TBU logo (a blue sphere with "TBU" in white) and the text "TRAVEL BLOGGERS UNITE" in green and blue. Below the header is a navigation menu with links: HOME, MY PAGE, TBU JOBS, TBU PORTO, TRAVEL BLOGGY AWARDS, WTM LONDON '12, and ABOUT. The main content area is titled "WTM LONDON 2012" and features a large graphic for the "world travel market" event, held from 05-08 Nov 2012 at ExCeL London, described as "The Leading Global Event for the Travel Industry". Below this graphic is a section titled "World Travel Market - Information" with a list of links: "Blogger Registration", "TBU Seminar - 'How To Measure Travel Blogger ROI' - (Tues 6th 11am-12pm)", "TBU Evening Networking Event - (Tues 6th 7pm-late)", "Travel Bloggers Guide To WTM", and "Exhibitors & Media Events - (blogger friendly)". To the right of the main content, there is a "Welcome to Travel Bloggers Unite" section with "Sign Up or Sign In" links, another "WTM LONDON 2012" graphic, and a "Join Our Mailing List" button. The footer of the page includes the URL "www.travelbloggersunite.com" on the left and the "four.bgb" logo on the right.

TBU Book of Travel Bloggers

Oliver Gradwell www.travelbloggersunite.com



3,868
 588
 588
 588
 588

oliver@travelbloggersunite.com

Misc Information

- Additional Skills
- Destination Focus

SECTORS	DEMOGRAPHICS	TOP 5	SITE STATS
Luxury	Female 57% Male 43%	USA 60%	Site Views 10,000
Family	30-50 Average Age	UK 15%	Unique Views 7,800
40+	32% Above Avg Income	Canada 10%	Page Views 4.23
LGBT		Malaysia 10%	
		Timbuktu 5%	

About Travel Bloggers Unite

150 character profile here. 150 character profile here. 150 character profile here. 150 character profile here. 150 character profile here. 150 character profile here.

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Other Information

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Oliver Gradwell - www.travelbloggersunite.com



ABOUT character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here.

17,810
 588
 1,000
 1,000

SECTORS	DEMOGRAPHICS	TOP 5	SITE STATS
Luxury	Female 57% Male 43%	USA 60%	Site Views 10,000
Family	30-50 Average Age	UK 15%	Unique Views 7,800
40+	32% Above Avg Income	Canada 10%	Page Views 4.23
LGBT		Malaysia 10%	
		Timbuktu 5%	

Oliver Gradwell - www.travelbloggersunite.com



ABOUT character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here. 540 character profile here.

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		Timbuktu 5%	



Book of Travel Bloggers

... Coming Soon

Identifying bloggers

The screenshot shows the TBEX website with a navigation bar at the top right containing "Sign Up", "Sign In", and a search box labeled "Search Travel Blog Exchange". The main header features the "tbex" logo with a red 'X' over the 'e'. Below the header is a navigation menu with links: "Home", "My Profile", "Conferences & Meetups", "TBEX Connect", "Members", and "About TBEX".

The page is divided into several sections:

- TBEX on Twitter:** A sidebar section showing two tweets. The first is from "nerds.eyevue" asking a question about responding to critics. The second is from "LandLopers" about a flight checklist.
- Photos:** A central section displaying a photo of a woman and a child in winter gear. Below the photo are links for "+ Add Photos" and "View All".
- Welcome to Travel Blog Exchange:** A box on the right with "Sign Up" or "Sign In" links.
- Upcoming Events!:** A section featuring the "tbex'13" logo with the tagline "Where new media travel writers come!".
- Connect with TBEX:** A section with social media icons for E-MAIL, RSS, Facebook, YouTube, and Twitter.
- Recent Visitors:** A section showing a world map with blue dots indicating visitor locations.
- Blog Posts:** A section at the bottom with two posts: "Eating and drinking in Spain" by monika and "Chubby Squirrels & Concrete Dinosaurs: The Return of Right Brain Brewery".
- Badge:** A section on the bottom left with a "Travel Blog Exchange" badge and the text "I'm a member of Travel Blog Exchange".

Identifying bloggers

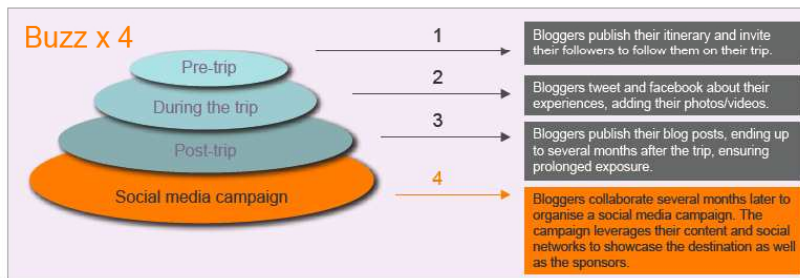


**PROFESSIONAL
TRAVEL BLOGGERS
ASSOCIATION**

Launching soon - <http://travelbloggersassociation.com/>

Blogger marketing cooperation

iambassador
by  velvet escape



www.navigatemediagroup.com
contact@navigatemediagroup.com

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Find out more – Thursday WTM

BEST PRACTICES IN TRAVEL BLOGGING - WHITE PAPER

The Best Practices in Travel Blogging

M. Boecher
O. Gradwell
K. Jenkins
J. Waugh
&
Four bgb

in association with



the integrated travel specialists

four·bgb

Thank you

four · bgb

the integrated travel specialists