



15 Low-Cost Things You Can Do When You Leave Here to Get More Blog Coverage

1. Participate in blog giveaways. Many blogs will be happy to offer gift certificates or products to their readers at no cost to you. Consider participating in giveaways an easy, cheap way to get free publicity and also gain new potential customers.
2. Offer blogs and media special discount codes. Create a special discount code in your online store for a media outlet, and chances are, the media outlet will feature it either online or via social media, as the code is a benefit to readers.
3. Create news. Remember, “new = news.”
4. Create a short video or photo story. Film or photograph yourself sewing a hem, soldering, steaming pieces from your latest collection, sifting through the bins at a flea market or perusing Britex for materials. Post it on Facebook, YouTube, Vimeo, Flickr or other social networks.
5. Invite bloggers to view your studio, store or place of business.
6. Organize a trunk show or shopping event.
7. Make a blogger outreach list. Begin researching bloggers who regularly write about topics related to your business. Collect their contact information when it’s available.
8. Reach out to one new blogger each week with a short introduction to your business.
9. If you don’t already have an email mailing list or newsletter, start one. Many bloggers (not to mention journalists) pick up news items from newsletters.
10. Contact your mailing list at least once a month. Short updates and news about in-store arrivals, new products, sales and events are ideal. But even an image or two will be enough to keep your brand name in people’s minds.
11. Make yourself accessible. Offer bloggers and others who want to reach you a reliable way to contact you via your web site and social media pages.
12. Polish your About Us page. Never underestimate the power of a good About Us page on your web site. People want to know who you are, what you look like, why you started your business and what’s unique about you. Give them some hints, and they may come asking for more.
13. Attend a local fashion event, especially one that caters to bloggers, to meet bloggers in person.
14. Post images. Use social media networks to share images of your work, new in-store arrivals or other aspects of your business.
15. Update bloggers you’ve spoken with in the past. Several times a year, reach out to bloggers who’ve covered your work previously. Give them a brief update on your business, news and current offerings. Keep it brief and direct them to your web site, Facebook page or blog for more information.