



Tips for Contacting Fashion Bloggers

- **Reach out.** If you want to give away product, consider reaching out to personal style bloggers, who regularly wear items from designers and mention the designers' names either in posts or in the photo credits for their site. If you want someone to write a profile of your company, run an interview, write about the latest item to arrive in your store, you'll want to find bloggers who cover fashion news and current events and not simply personal style.
- **Know the niche.** Every blog has its own niche. If you can figure out what that niche is, then you'll have a lot better chance of deciding whether your company will appeal to the blogger and be a good fit for the blog's audience. *Ex: Style blogs vs. News blogs*
- **Do your research.** Read blogs with an eye for posts that could be a good fit for your brand. Bloggers often like to post new content in similar formats, so if you see a feature that you think could be easily adapted to highlight your brand, that's a good sign.
- **Plan ahead.** Email bloggers with time-sensitive news (i.e. upcoming events, product launches, store openings, etc.) *at least a week*, but preferably two before your event for online coverage. Sure, some bloggers post news immediately, but many plan content ahead of time.
- **Follow up.** Feel free to follow up a week after your initial communication if you haven't heard back, but be brief. There are a million reasons why someone may not have gotten back to you immediately, and it's completely okay to check in and jog their memories.
- **Offer an exclusive.** If you really want to be featured in one blog above all others, offer an exclusive, which is an agreement to give an interview or information exclusively before any other media outlets. After the story runs, you are free to pitch the story to other blogs and publications. The upside of doing this is that the blog will be more invested in promoting the information.
- **Include adequate information in your initial contact.** Always include a link to your web site and a reliable way for the blogger to reach you. A small image or two can also be helpful when reaching out via email, but use them sparingly.
- **Introduce yourself in person.** If you attend fashion events and spot a blogger you'd like to discuss your company or brand with in the future, introduce yourself briefly and offer your business card. Then follow-up afterward via email.
- **Suggest an in-person meeting.** Invite the blogger to your studio, store or place of business or ask whether you can stop by their office, take them for coffee or meet them at their convenience to show your lookbook, current products, etc. They may not say yes, but many do.
- **Remember that blogging isn't usually the person's "real job."** Remember that, unlike journalists, many bloggers are not blogging for profit. Featuring your company is not their job, like it would be for a professional magazine writer covering a certain subject, but a pastime or something they do because they love fashion. If you can find a way to make interacting and beneficial for the blogger, you'll have better luck getting coverage.