

# HOW TO LEVERAGE YOUR BLOGGER + BRAND CONNECTION



# Who is B Directory?



It's understandable you might like to learn a little more about who we are... So here goes...

## Elsa Mitchell

Owner and operator of a popular Perth hair salon for over 10 years, building it from the ground up into the thriving business it is today.

Elsa is also the marketing manager in a boutique building company created by her husband. Elsa has successfully implemented strategies to establish their family business as a unique, high-end brand with quality service, ensuring it is competitive within the market in which it operates.

## Kristy Morton

Runs a web development consultancy, specialising in WordPress. She started the business three years ago and in that time, has created a thriving consultancy.

Prior to establishing her consultancy, Kristy worked for over 10 years as a Management Accountant in the private sector. Now she works with clients across diverse industries, but her previous experience means Kristy is focused on optimising results for clients based on their unique needs and budget.

## Together, we are...

A duo passionate about small business success, and committed to finding that for their clients. We focus on a “whole business” approach – we don't “just” do SEO, or Social Media (but we can!), we look at the bigger picture. We want to understand who you are and what your goals are – and put together a plan of how to achieve them. Our difference is that we genuinely care about each and every one of our clients. We want the success just as much as they do. And together we make it happen.



“Coming together is a beginning; keeping together is progress; working together is success.” - Henry Ford





# How to leverage your blogger/brand connection

Following this guide will ensure that your campaign reaches its full potential and is as successful as possible.

We strongly recommend you check off this list to maximise results.

- Share the blog post across all your social media profiles.
- Ask your friends and family to like, comment on and share the post.
- Show off your featured post in a newsletter to your client data base.
- Ensure all posts clearly link to and credit both brand and blogger/influencer.
- Invest \$20 on boosting the post to a targeted audience on Facebook (we suggest you do this 2 - 3 days after initial post to allow it to gain organic growth first.
- Tag B Directory in your posts so we can promote it on our channels too.

If you get stuck, let us know and we'd be happy to help!