

### Other Blogger Outreach Campaigns We Like

Here are a few more blogger outreach case studies we're fond of:

**Blogging from the press box** - In the face of declining mainstream media attention and attendance, the NHL's Washington Capitals undertook an aggressive blogger relations strategy. They invited several Capitals bloggers and podcasters to watch and report on games from the press box—previously the exclusive domain of sports reporters. Read about the program in [this Washington Times article](#), and then read [Capitals owner Ted Leonsis's thoughtful reponse](#).

**Digital press junket to the future** - The Sci-Fi Channel flew twenty-five bloggers and podcasters to Vancouver for a week-long media junket. They enjoyed set tours, meet-and-greets and interview opportunities for five locally-shot shows, including the geek-favourite "Battlestar Galactica". Check out [a set tour report](#) and [cast interview](#) as just two samples of the massive online coverage the project generated.

**Comic Shop Mashup** - Hijinx Comics is a pretty ordinary bricks and mortar comic-book shop in San Jose. In order to build visibility and incoming traffic online, they created a Google Maps mash-up entitled [The Ultimate Comic Shop Map](#). It gave them a story to talk to bloggers about, and something unusual and engaging for them to link to. Internet marketing professionals sometimes refer to this sort of tactic as creating 'link bait', but that term is unnecessarily pejorative. The reality is simple: if people like something, they'll link to it.

#### TOP TIP

Here's one improvement the Sci-Fi Channel could have made to their 'digital press tour'. They should have created a microsite that aggregated all of the bloggers' content from the junket—photos, audio, video, blog posts—in one place. That way, readers of any one attending blogger could easily access the material created by the other attendees.

When you run new media events, the greatest value often rests with the digital artifacts that live on afterward.

### It's Not Always About the Pitch: Find Creative Ways to Get Noticed

Social media relations doesn't have to revolve around 'the pitch'. If you want to build an audience, or increase the number of visitors to your site, get creative with your online marketing tactics. Flip back to the chapter on memes (page 17) for some strategies and ideas.

[DeSmogBlog](#) is an advocacy website and weblog dedicated to "clearing the PR pollution that clouds the science of climate change." We work with DeSmogBlog on social media relations initiatives. Many of the campaigns we've worked on don't centre around a pitch. For example, the '[Greenest Photo Ever Contest](#)' encouraged visitors to submit their greenest photos to DeSmogBlog's contest for a chance to win a new digital camera. Readers could then vote for their favourite photos.

#### TOP TIP

As with so many aspects of the web, the idea matters as much as the execution. Our backyard videos weren't particularly slick or sophisticated, but they were personal and engaging.

Reasons why this campaign worked:

- We [hosted the contest on Flickr](#). Engaging an established community brought some Flickr alpha users (folks who use Flickr every day, participate in groups, and comment on others' photos) over to [www.desmogblog.com](http://www.desmogblog.com) to check out the contest.
- Many Flickr users are also bloggers. To encourage their friends, family and readers to vote for their photo, they blogged about the contest and linked to DeSmogBlog in the process.
- Engaging your community generates goodwill. In this case, we invited readers to showcase their photography and potentially win a prize. Your contest might ask users to come up with a name for your new product or participate in a survey. Here's an example of [a viral video contest](#) for [Western Wind Energy](#) that got some good play in

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the blogosphere. It certainly doesn't hurt that the prize was \$10,000 cash.

The light-hearted [Stars and Stinkers](#) Flash game was another traffic-generating tactic for DeSmogBlog. The premise is simple: players rate celebrities based on their environmental-friendliness. Complete with bells, fart sounds and banjo music, it brought a bunch of new visitors to the site. We also enabled bloggers to embed the game on their own sites like a YouTube video, and released the source code so that designers could build their own climate change mash-ups. So far, about 15,000 people have played the game.



These are examples of campaigns that didn't revolve around a story pitch, but still helped meet a crucial objective—to bring new visitors from outside the site's core readership.