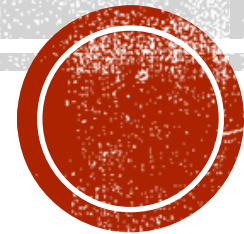


# KEY MESSAGING FOR BLOGGERS

How to get your message out to readers, brands, and  
PR agencies

@HeatherTravis



# @HEATHERTRAVIS



HEATHER/INHEELS.COM



# TODAY WE WILL LOOK AT...

- What words tell *your* brand story?
- How do you maintain your brand while working as an influencer for another?
- What makes you credible to *both* your audience and to the PR teams & brands you work with?



# WHAT MAKES A GREAT BRAND?



# WHAT IS A BRAND?

- A **brand** (or **marque** for car model) is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. **Brands** are used in business, marketing, and advertising. - wikipedia



# WHAT IS PERSONAL BRANDING?

- **Personal Branding** is the practice of people marketing themselves and their careers as brands. The **personal-branding** concept suggests success comes from self-packaging (rather than self-improvement). - wikipedia



# {CURATED} AUTHENTICITY



# BOUNDARIES ARE IMPORTANT TO YOUR BRAND





# OTHER KEY BRAND FEATURES:

- You are purposeful with all you share
- Collaborate with like minded brands (don't de-value by association)
- Know your brand will always evolve
- Authentic story - defining your scope of interests (boundaries!)
- Think big about your professional goals, take control of your career, build a reputation that opens doors for you
- Very clearly know your weaknesses



# WHAT YOU NEED:

- Mission, vision and personal brand statement (what you do and who you serve)
- Development - action plan! (remember think big!)
- What people think of you and what you think of yourself should be equal
- Think through & articulate your brand as it relates to clients/brands you work with, your audience, your media contacts, and more.



# THINK STRATEGICALLY....

- Every communication, no matter the channel, is a direct representation of your business...be strategic about it.
- Use social media to enhance your credibility as a 'subject matter expert' - get known for what you do!
- Think about your audience and how THEY want to be informed, updated, etc.
- Be sure you have (and know!) your key messages....



**Key messages are critical**

**“You are only as good  
as your weakest quote  
(or tweet!).”**



# GUIDELINES FOR GREAT MESSAGES

- Keep it brief
- Use simple language
- Keep it positive
- Create word pictures
- Use clear, simple examples
- Use punchy unique phrases
- Ensure they are interesting, memorable, have sizzle



# BUILD YOUR BRAND:

Building great quotes/key messages

Use *positive* language with a *future* orientation.

- Tell them WHO you are, WHAT you are doing, WHERE you are going and WHY you are doing it.

Build support points to drive specifics home.



*Food Bloggers of Canada* connects Canadian food bloggers within their community to meet, learn, and grow together.

FBC Connects:

- With regular communications
- The annual conference
- It's regional events

FBC educates:

- Brand partners on best practices for campaigns
- Brands and bloggers are the annual conference
- A wealth of regular digital resources by a wide variety of experts

FBC is uniquely Canadian:

- Only group of it's kind
- 2000+ Canadian members at home & abroad
- Represents bloggers from coast to coast



# YOUR KEY MESSAGES SHOULD ADDRESS:

- Audience
- Engagement
- Key focus/emphasis on – what is your solution/niche?
- Reach/impact





# AUDIENCE

- The audience of BLOG is \_\_\_\_\_
- Support Points:
  - (example) Engaged:
    - Support
    - support
  - (example) Multi Cultural
    - Support
    - support



# EXAMPLE

- **The audience for MyAwesomeFoodBlog is a diverse and click-happy bunch.**
  - They are very likely to click on sponsor links, with previous campaigns generating 10:1 ROI
  - They range in age from early twenties to retirees, showing the content resonates with a wide demographic.



# KEY FOCUS

- The key focus of BLOG is \_\_\_\_\_
- Support Points:
  - (example) Family friendly recipes:
    - Support
    - support
  - (example) Whole food only
    - Support
    - support



# EXAMPLE

- **The key focus for MyAwesomeFoodBlog is family friendly recipes with an emphasis on whole food cooking.**
  - Encouraging family meals is one of my passions, I like to showcase how it can be easy.
  - Starting from scratch with whole foods isn't scary, MyAwesomeFoodBlog is here to help.
    - Sub-examples - how are you here to help?



DO  
*YOUR*      *THEIR*  
WORDS = WORDS  
?



# WHAT IS YOUR #BRAND?

**Tell them WHO you are, WHAT you are doing,  
WHERE you are going and WHY you are doing it.**



# MESSAGE:

- Support Point:
- Support Point:
- Support Point:

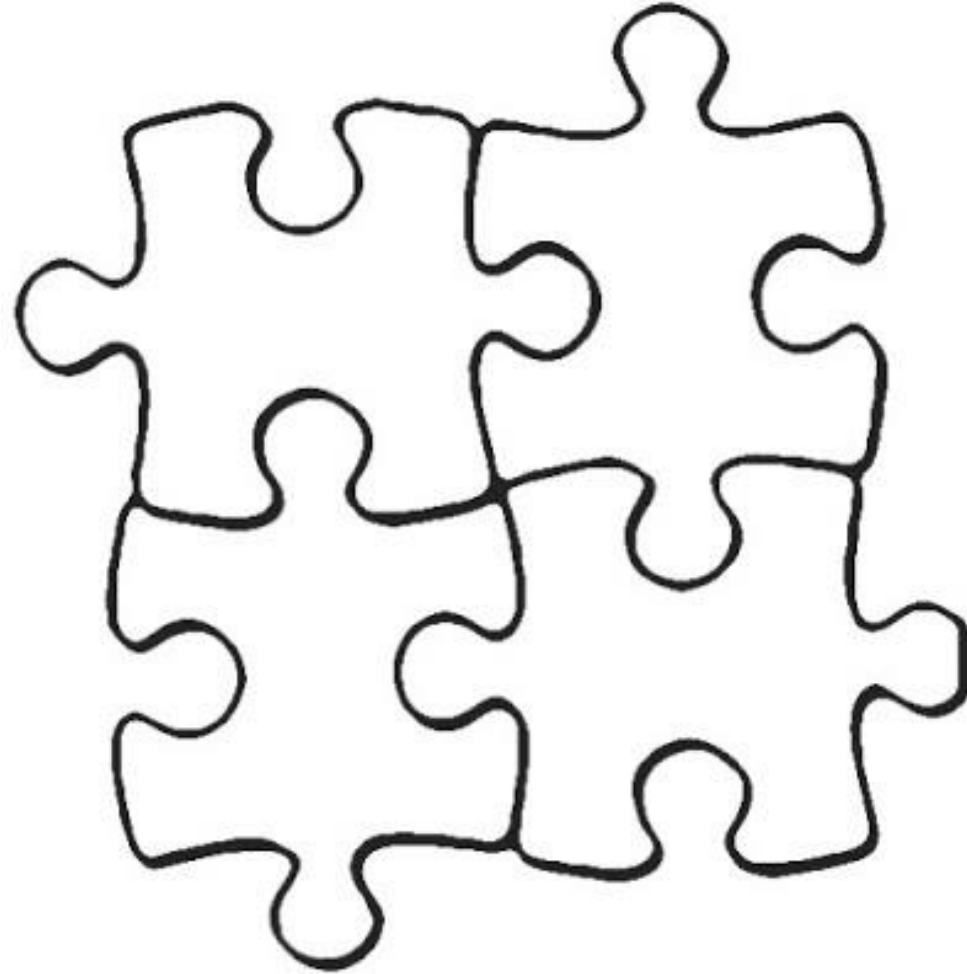


<b>BRAND PROMISE</b>			
<b>POSITIONING STATEMENT</b>			
<b>TARGET AUDIENCE</b>			
<b>MISSION</b>			
<b>TONE OF VOICE</b>			
<b>ELEVATOR PITCH</b>			
<b>BRAND PILLARS</b>			
<b>HEADLINE BENEFITS</b>			
<b>SUPPORTING EXAMPLES</b>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>





# CO-BRANDING



# KNOW THEIR KEY MESSAGES

**....but whatever you do....don't copy & paste them**



**SPEAK THE SAME LANGUAGE**

@heathertravis



# PARTNER MESSAGES:

- As one of the most purchased items in the produce department, apples are a wise, healthy food choice.
- When making baked goods which call for the use of oil, substitute half the oil with applesauce. There will be fewer calories and no difference in taste.
- To keep the crunch in Ontario apples, store them in perforated plastic bags in your refrigerator crisper. Cold, humid storage ensures that apples maintain their crispness, juicy texture and full flavour.



# THEIRS, MINE, AND OURS



# HOMework

- Look at all your digital profiles – what words are they using? Are they consistent? Should you plan an update?
- Does your media kit & about page contain your brand goals and attributes? What words (and images) are you using to succinctly tell your brand story?
- What words will you use tomorrow during the networking sessions to introduce your brand to a new contact?



**YOU ARE YOUR WORDS...  
CHOOSE WISELY**



  @heathertravis

 travis.heather@gmail.com

**Linked**  [ca.linkedin.com/in/heatherltravis](https://ca.linkedin.com/in/heatherltravis)

THANK YOU!

