

# How to Get Bloggers to help in Your Press Release Distribution

PR Newswire

, [/PRNewswire-iReach/](#) [1] -- One of the common personalities online that easily attract and influence people are bloggers, especially those famous and influential ones. Bloggers are content creators and social media evangelists whose love for writing gives in for their fondness of doing activities in social media networks.

In online marketing, blogging is a famous social media strategy used to lure more customers and promote products and services. Bloggers are now widely considered as online media authorities as their expertise doesn't only end with blogging. They come from various fields wherein they blog about what they know most.

### Getting in touch with Bloggers

If you are running a local promotion for your products or services, the best way to contact a blogger is to search in Google if there are blogging groups within your local area. For example, if you are promoting a newly opened coffee shop in , the best thing you can do is to look for blogging groups within the city.

The advantage of contacting a blogging group is that it takes away all the hassles of contacting bloggers one by one. You just have to contact the head of the group and he or she will inform the rest of the members that you are interested to partner with them.

To effectively connect with bloggers, you need to personally meet them (perhaps during the opening of your coffee shop or during an exclusive dinner meeting). Appeal to their ego by emphasizing that your partnership with them would be a great help to your business and that you are open for an exchange deal set-up.

An exchange deal set-up rarely involves money and mainly focus on service exchanged with service or goods with goods or vice versa. An exchange deal benefits both parties and is the most common business set-up between bloggers and companies.

In your exchange deal agreement, always make sure that aside from your daily or weekly newsletter and press release, they are also aware of the upcoming sale, discounts, and other promotions you plan. They can also help you a lot if you are running an online contest as their followers are also people who are online most of the time.

### Effective Blog Syndication

In [Vision Smart News online press release distribution](#) [2] system if the press

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release is crafted well it will help reach various blogs by way of RSS feeds. To learn more about a How to Get Bloggers to help in Your Press Release Distribution contact Qamar Zaman who specializes in [Lawyer Marketing](#) [2], Legal Blog Development and Attorney Press Release Distribution.

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