



Real Pitch Examples

For Building **STRONG** Blogger



Relationships



With Actionable Tips To Apply To Any Outreach Campaign

Components Of A Good Pitch

- Reference something from the blog that makes it apparent you actually read it. Whether it's a tid bit of information from the "about me" page or a recent post you read.
- Address the blogger by their first name.
- Include a little blurb about yourself. Don't tell your whole life story but in a sentence or two reveal that you have a personality.
- In a few sentences, tell the blogger how exactly you would like to work together and what it is you are asking for.
- Make it clear what the blogger would gain from a relationship with you or your brand.
- Include a creative subject line. The subject line is your virtual first impression so write something better than "hi." But don't do anything gimmicky like "boy do I have something amazing for you."
- Make sure the pitch isn't too long and doesn't go off on any tangents.
- Hyperlink necessary information. Don't make the blogger Google for your site after reading your pitch.



Tips In Action:

Before you hit "send," does your pitch contain all of the necessary components of a good pitch?

Drive Awareness For A Product

EXAMPLE PITCH #1: Be Non Abrasive & Let The Blogger Dictate The Flow

Hi Donnie,

Just a quick note to tell you that I've been enjoying your blog and to introduce my brand [Green Leaf Yoga Apparel](#). If you've not heard of us, we're an organic yoga clothing company who has store locations all across the Pacific Northwest and a huge online selection.

If you're interested, you can check out our site [here](#), peruse our looks and pick out a few things that fit your taste and then we can talk more about working together.

EXAMPLE PITCH #2: Give Them Something For Their Audience Too

Betsy,

Because you write about beer pairing often in your blog I thought you'd be interested in learning a little more about [Coastal Brewing](#). In fact, I want to give you exclusive information about an event coming up at [Coastal Brewing](#).

We're having a secret sale on our special fall pumpkin ale that we're only sharing with a select few bloggers. We're offering it at 40% off and even offering free shipping. You can share this with your own network and tell them to enter the code BOOBREW at check out. Wow, you'll really make their day!

But, I also want you to try your beer for yourself and maybe it will pair well with one of your fabulous recipes. So if you reply back to this email with your address I'll ship out some of our fall pumpkin ale tomorrow!

Tips In Action:



- Hyperlink to all necessary information—don't make the blogger do their own research
- Reference a post or topic they write a lot about to show them that you have actually read their blog
- Think of not just the blogger but what their audience wants as well



Become A Guest Blogger

EXAMPLE PITCH: Present Your Topic & Demonstrate Knowledge of the Blogger's Audience

Hi Daren,

I came across your blog while doing research for a client and really enjoyed reading through your site.

You have some fantastic recipes and your eggplant lasagna sounds like it would be an easy and delicious weeknight dinner!

Would you be interested in a guest post on healthy meals while on a budget? I'm working with a major grocery chain who carries their own brand of healthy but cost effective products. Judging by your posts, I think your readers would like some healthy but frugal meal ideas and recipes and I would love to share some tips with them.

Let me know if you're interested and I'll get you a post for your review as soon as possible!



Tips In Action:

- Be clear and present a topic or several topics that you would like to write about
- Become informed about the blog's audience and why will they relate to your content
- Reference specific posts and topics to show authenticity and respect for the blogger's time



Get Coverage On Blogs That Have Covered Your Competitors

EXAMPLE PITCH #1: Spotlight The Expertise Of The Blogger

Hi Fluffy,

I'm the head of PR here at [Bear Paint](#) and I just want to introduce myself...I came across your post on how you used [Bright Life](#) paint for your living room and I wanted to let you know that [Bear Paint](#) would love to work with you if you have any design projects coming up in the near future.

We'd be happy to send you 2 gallons of paint for your next project and if you feel compelled to give us a shout out in a future post that would be much appreciated.

Let me know where to send the paint and if I can answer any questions.

EXAMPLE PITCH #2: Arrange A Personal Call & Walkthrough

Hi Kristen,

My name is Andy and I was reading your recent blog post in which you discuss the pain points of blogger outreach and how you have used tools like [Cision](#) and [Meltwater](#) in the past. I'm the founder of [GroupHigh](#), a software company that is specifically built to ease many of the pain-points you bring to light in your post and I thought it would make sense to reach out.

Based on your expertise in this area, would you be able to join me for a brief call/walkthrough of our product?

It would be great to show you how we are addressing several of the items in your post as well as get your thoughts on how we could improve things to make your life easier. Would you have time next Wednesday at 10am ET to speak?

Tips In Action:

- Reference the competitor mention as your reason for reaching out
- State clearly what the blogger gets out of working with you
- State a specific time and offer to speak in person—don't underestimate the power of a human element

Conduct A Blogger-Only VIP Event

EXAMPLE PITCH #1: Make The Blogger Feel Exclusively Picked

Hi Lafonda,

My name is Kelsey Stuart and I work with [Lucy's Department Store](#)'s Social Media team in the Boston area. On behalf of Lucy's, I would like to invite you to an exclusive in-store walk-through so you can personally see some new changes that Lucy's is making to their department store.

The event is on Friday, March 5 from 10:00 a.m. to 11:00 a.m. and will take place at the Monarch rd. location. All attendees get a \$100 Lucy's gift card so that you can take a few of our newest items home with you! There will be appetizers, soft drinks and kids, husbands or friends are welcome to come with you.

To help us plan, please RSVP via a brief email reply and we'll look forward to seeing you at Lucy's!

EXAMPLE PITCH #2: Provide Alternative Times & Free Products

Dear Stacy,

My company, [HTech](#), is holding two VIP demo events for local bloggers this weekend at the Scottsdale mall. We are releasing a product that we think your audience would find interesting based on the fact you write about tech for mom's.

Our product that we want to demo for you is our new version of our ISS headphones. They sell for \$300 and after the demo you'll go home with a new pair. And no we won't require a post we just hope you love the headphones enough that you want to share it with your audience.

We're having two demos this weekend. Both at 2pm on Saturday and Sunday. Reply to this email if you want to come and I'll reserve you a seat!



Tips In Action:

- Give them all the details of the event in the initial email
- Let them know they were "hand picked"
- Encourage them to "commit" with a RSVP call to action at the end of your email



Promote Research, Facts, Or Content

EXAMPLE PITCH: Explain Why Their Audience Would Love Your Content

Hi Lester,

I came across your post today on grain free dog food and I just had to reach out and introduce myself as the marketing manager for [Neo Pet Food](#). We specialize in food for dogs with sensitive tummies—specifically dogs who require a grain free diet.

I created this infographic on the different types of diets for pets and what they should and shouldn't consist of. Kind of a fun way for pet owners to have a visual guide on the different types of pet diets.

I thought it would be a good fit for your audience so [here is the link](#) to check it out and embed code if you ever want to use it in a post.

Would love to open the door for collaboration so let me know if there are any questions or anything you need from my end.



Tips In Action:

- Reference the reason why their audience would find your content interesting
- In this case it is especially important to personalize your pitches and show the blogger that you've done your homework
- Open the door for other collaboration so the blogger doesn't feel like you're using them as link bait



Ask For Community Feedback

EXAMPLE PITCH: Recognize That The Blogger Is A Valuable Asset To Your Brand

Hi Collin,

I want to introduce myself as the marketing manager for [Chirp](#), a social media monitoring platform that is going to be released in two months.

In order to stay up to date with the industry I've come across your blog quite a few times over the past year. Since you write a lot about social media tools and trends I would love to offer you access to [Chirp](#) before it's released to see what you think.

[Here is a link](#) to our media kit. Please let me know if there are any questions and let's get you set up with access so you can start monitoring all of your digital channels with [Chirp](#).

Looking forward to hearing back.



Tips In Action:

- If possible give them exclusive, early access to your product or service
- Link to more information to make their job easier
- Introduce yourself and your brand right away



Conduct Online Give Aways And Contest

EXAMPLE PITCH: Give The Blogger All The Details About Your Promotion

Hey Napoleon,

I came across one of your posts about your son with gluten allergies and just had to reach out to you and let you know about my brand and our giveaway that we're hosting.

First of all, I'm the marketing manager at [RiceLife](#), a gluten free bread and baked goods manufacturer. We're hosting a giveaway promotion with select bloggers and I think you're the perfect fit. Here's how it works: I'll send a bunch of products for you and your son to sample and if you like them I'd like to run a contest with you for your audience members to win a year supply of [RiceLife](#) products.

To enter the contest, they will have to "like us" on [Facebook](#) and follow us on [Twitter](#) to enter. Simple as that. Tracking contest entries is easy, I'll give you more information about installing the [Rafflecopter](#) widget.

Let me know if you are interested and I'll send over some of our best products immediately and we can go from there.



Tips In Action:

- Explain exactly how your contest or giveaway will work
- Give the blogger something both for themselves and for their audience
- Let the blogger try your product before writing about it





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