



Blogger Reviews with Email Capture

FrontGate will manage a campaign to promote your product to our blogger network that will provide valuable reviews, social impressions, collect email leads, and improve your SEO.

Through our blogger giveaway program, we will collect the emails of people who are interested in your product and provide those emails to you, creating email leads for your organization.

The FrontGate Blogger Network program includes the following:

-) **PRODUCT REVIEWS:** We send your product review opportunity to our network of 200+ hand-picked Christian bloggers. Typically, 25-45 bloggers will commit to review your product. *
-) **EMAIL COLLECTION:** We set up a landing page for the giveaway to collect email addresses. All bloggers will send their followers to the giveaway landing page to enter.
 - o Giveaway suggestion: supply 5 items and have 5 winners
-) **BLOGGER MANAGEMENT:** Bloggers are required to:
 1. Write a review on their blog.
 2. Post about the review and giveaway on all of their social pages.
-) **CAMPAIGN RESULTS:** Our Final Report includes total blog posts, total social posts, reach/impressions, and your list of email leads! Average campaigns yield approximately 500,000 impressions, 150-250 email leads, and improves your product SEO.
-) Campaigns take approximately 4-6 weeks to complete.



* Client to provide product for review for each blogger based on blogger participation, giveaway program prizes, and reimbursement of shipping costs.

(Cont.)



Sample Campaign Results & Testimonials:

“Everyone at FrontGate was a joy to work with! They were very helpful in connecting us with bloggers that fit with our target market and streamlined the process of spreading the word about our project. Their metrics were clear and helpful, and the communication was timely and organized. We highly recommend FrontGate to any business that would like to extend their reach to the blogging community.”

Thomas Boto, Owlegories



“It was such a blessing to have so many new emails for my newsletter and to have product reviews I could share with potential customers. FrontGate was great to work with!”

Deanna Uhrig, Anchored Press

