



**SWEENEY**  
Marketing & Public Relations

1-440-330-0001  
Cleveland, OH  
1-910-772-1688  
Wilmington, NC

**Blogger Relations Packages**

**Standard Campaign Benefits**

Sweeney's blogger relations campaigns:

- increase brand and product awareness
- drive significant new visitors to your website
- create links to your website
- enhance the SEO process
- create powerful testimonials from influential bloggers
- Increase product trial and build sales.

**Standard Campaign Services**

Determine product/service to be promoted, develop blogger database, secure participating bloggers, develop product/service backgrounder, submit product and backgrounder to bloggers, field blogger questions, track coverage and traffic to website.

**Package A – Single Product Campaign**

**\$ 6,750**

- One product promotion
- 25 top ranked bloggers
- Reviews on 10-15 sites
- Reach millions of consumers worldwide

**Package B – Enhanced Single Product Campaign**

**\$ 9,950**

- One product promotion
- 50 top ranked bloggers
- Reviews on 20-25 sites
- Reach millions of consumers worldwide

**Package C – Enhanced Multiple Product Campaign**

**\$12,250**

- Two product promotions
- 50 top ranked bloggers
- Reviews on 20-25 sites per promotion (40-50 total reviews)
- Reach millions of consumers worldwide

**Package D – Custom Campaign**

**[variable cost]**

- Multiple product promotions
- Unique holiday promotions
- Invite bloggers to headquarter tours
- Conduct blogger focus groups
- Integrate campaigns

Ask about our successful CPG blogger relations campaigns. Sweeney has secured coverage with some of the highest ranking bloggers for leading consumer brands like **Weiman Products, Libman, FilterStream, Color Guild, WaveSense Jazz** and **One TIME Wood**.

**SIGN UP FOR A BLOGGER RELATIONS CAMPAIGN BEFORE  
MAY 31, 2009 AND WE'LL ADD 10 EXTRA TOP RANKED  
BLOGGERS TO YOUR PROMOTION.**