

BLOGGING EDGE

BLOGGER COMPETITION

THE PROJECT

As a service that matches up brands and bloggers, we are always looking for creative new ways to engage bloggers and expand our list of members.

In 2015, we ran our first ever in-house blog awards, a service that we are also able to offer to other brands hoping to achieve similar results.

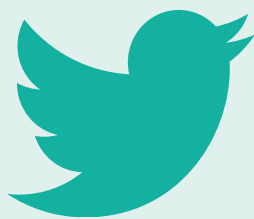
The blog awards involved a nominations stage to create a buzz around the campaign, followed by a voting stage which is where the magic really happened, earning us natural links, social media mentions and website traffic.

THE AIM

To increase brand awareness of Blogging Edge amongst a wide target audience of UK bloggers in 11 different niches.

THE RESULTS

The blog awards were a massive success, leading to impressive increases in website traffic, links and social media engagement.



96%

Increase
in Twitter engagement



147%

Year on year
increase in sessions



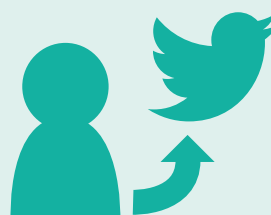
10,844%

Increase
in Facebook referrals



90

Links generated to
Blogging Edge URLs



252%

Increase in Twitter
referrals