

# **ORDER BLINDS**

## PRODUCT REVIEWS



## **THE PROJECT**

We helped the client to increase brand awareness amongst an audience focussed on home interiors and family-life, by partnering with influential bloggers for a series of product reviews. Bloggers were selected based on criteria including domain authority, social media following, reader engagement and relevancy to the product in question.

In order to promote a diverse range of the client's products, we saw it best to split the campaign between five home interiors bloggers and five parenting bloggers. We asked the home interiors bloggers to review a blind of their choice, and the parenting bloggers to review a child-friendly cordless blind. The parenting bloggers were also offered the chance to run a giveaway alongside their review.

The campaign led to a wide selection of quality, natural and high domain authority links for the client, and showcased the brand's diverse product range through a variety of positive posts.

## **THE AIM**

To promote the Order Blinds brand to an audience with a passion for stylish, practical home interiors, as well as increasing brand trust by introducing Order Blinds as a reputable online retailer with a great selection of products that safe, functional and easy to use.

## **THE RESULTS**

The product reviews resulted in high-quality links and expanded social reach for the Order Blinds brand.



612,140

**Combined social reach**  
of the influencers we  
worked with



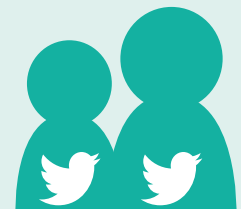
347

**Comments**  
on blog posts featuring  
Order Blinds



20

**High quality links**  
to the Order Blinds  
URLs



14%

**Increase**  
in Twitter followers  
during the campaign  
period