

2011 Brands and Women Bloggers Influencer Partnership Study

by BlogFrog and The Social Studies Group

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2011 Brands and Women Bloggers Study

Research objectives.....	3
Methodology.....	4
Key Findings.....	5
Survey demographics.....	6
What do women bloggers want?.....	15
Bloggers' brand experience.....	19
Top rated brands.....	24

Research Objectives

- Learn what the ideal brand partnership looks like from the female blogger perspective.
- Learn which product category campaigns are most desirable.
- Gauge how trust and social good influence bloggers' partnership choices.
- Measure how effective brands currently are at connecting, pitching, and compensating women bloggers.
- Determine which brands are the most successful at forming women blogger partnerships.

Methodology

- **Sample:**

Survey fielded across 50,000 BlogFrog network members representing 6MM+ audience. 95% female membership.

- **Timing:**

- Surveys completed between April 6 and April 25, 2011

- **Margin of Error:**

- Results of survey responses reported here have a margin of error of + or – 1-2% at a 95% confidence level.

- **Size (n):**

- 2,480 respondents. 1,967 surveys completed in their entirety.

- **Survey design and methodology:**

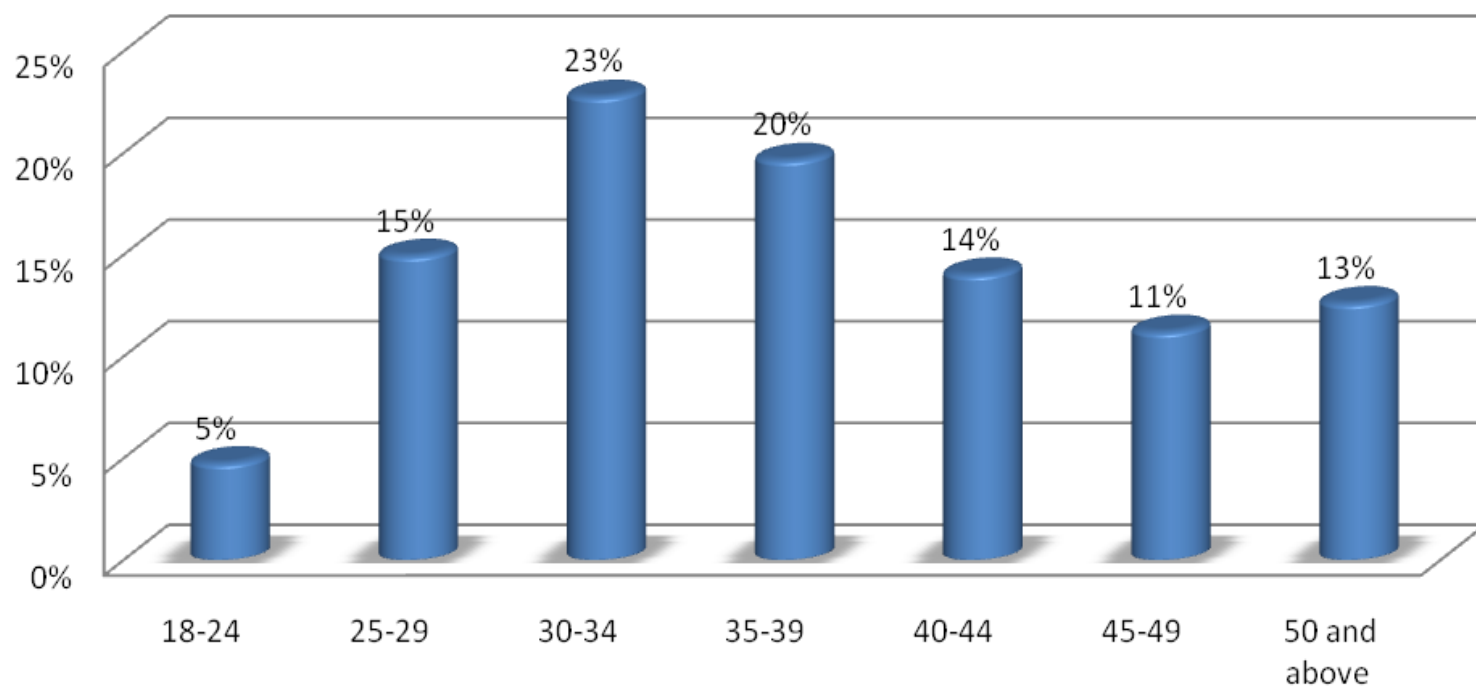
- Designed by BlogFrog with assistance from The Social Studies Group, a social media research company. Fielded online by The Social Studies Group.

Key Findings

- Nearly **2/3 of bloggers reject at least half** of the brand pitches they receive.
- **Social good matters.** Campaigns that include an element of social good increase trust levels for 56% of bloggers surveyed.
- Women bloggers **want long-term, deeper relationships with a few special brands.**
- **Compensation matters.** 90% are interested in working with brands, so long as there is some form of compensation.
- As consumers, women bloggers are **highly influenced by other blogs.** 93% have purchased a product based on brand information found on a blog or online community.
- Bloggers who spend **6 or more hours a week** engaging with other blog communities show a correlated increase in revenue.

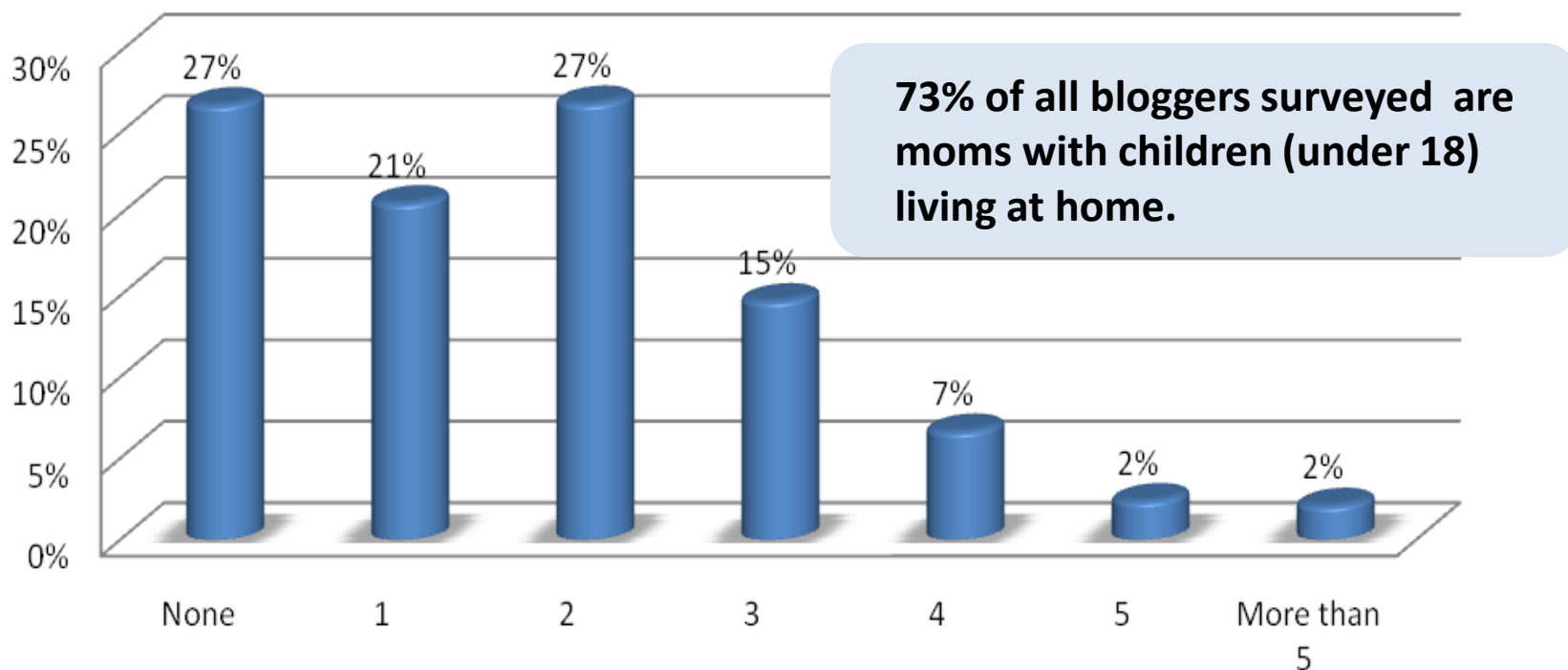
Survey Demographics

Age of Bloggers

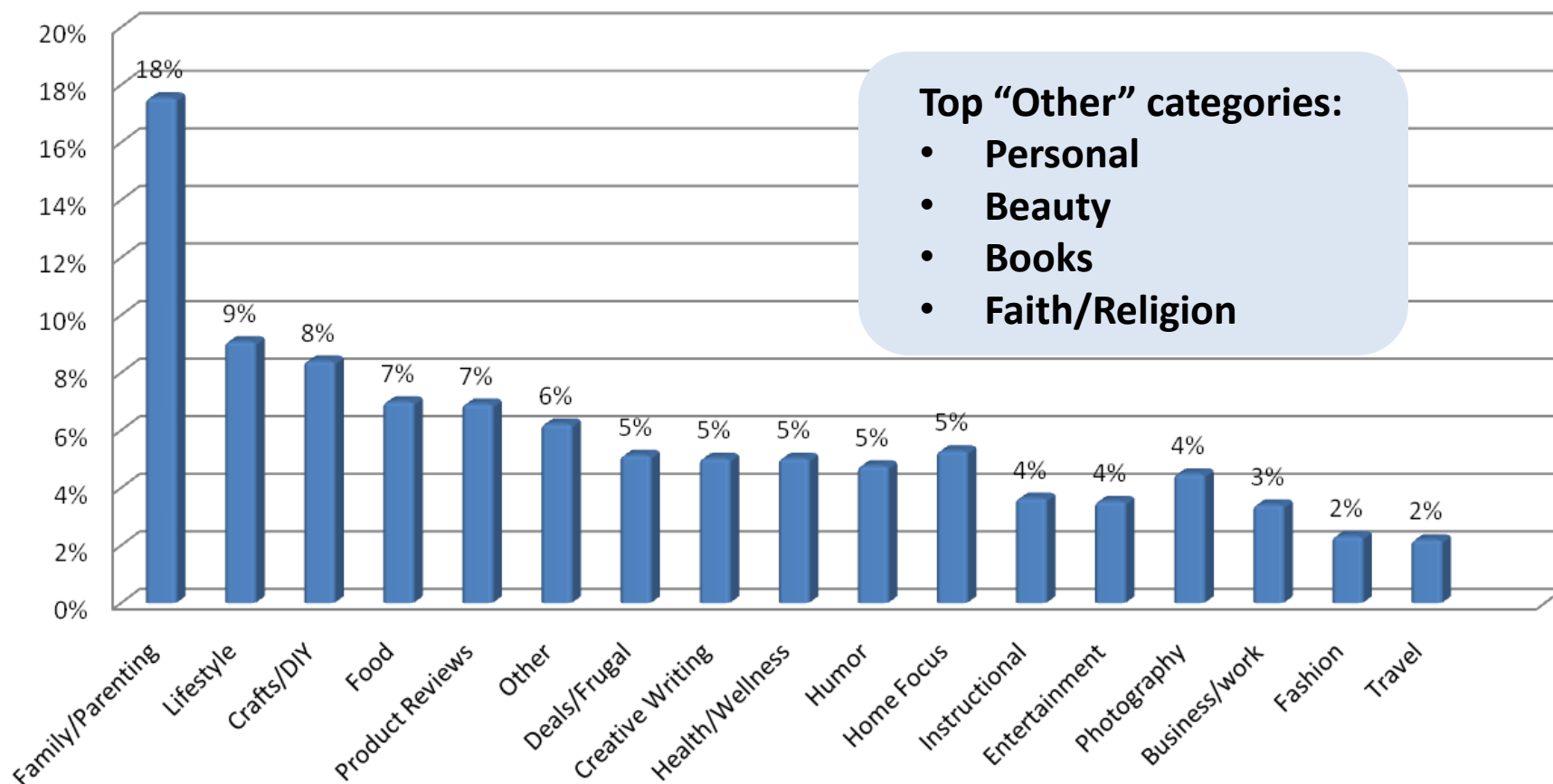


Survey Demographics

Children (18 and under) Living at Home

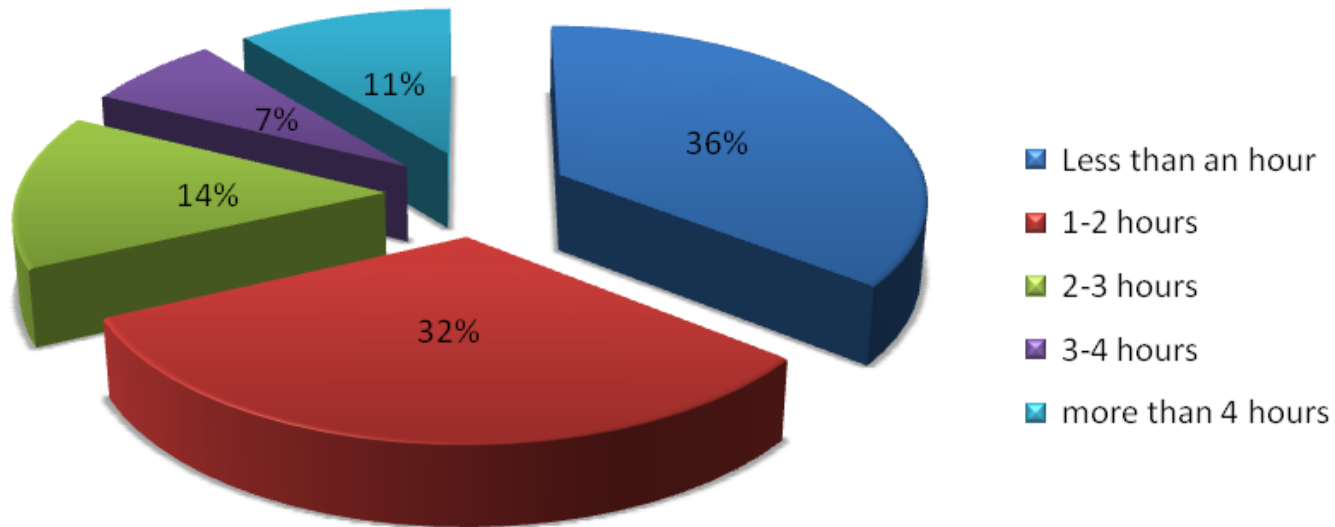


Core Blog Categories

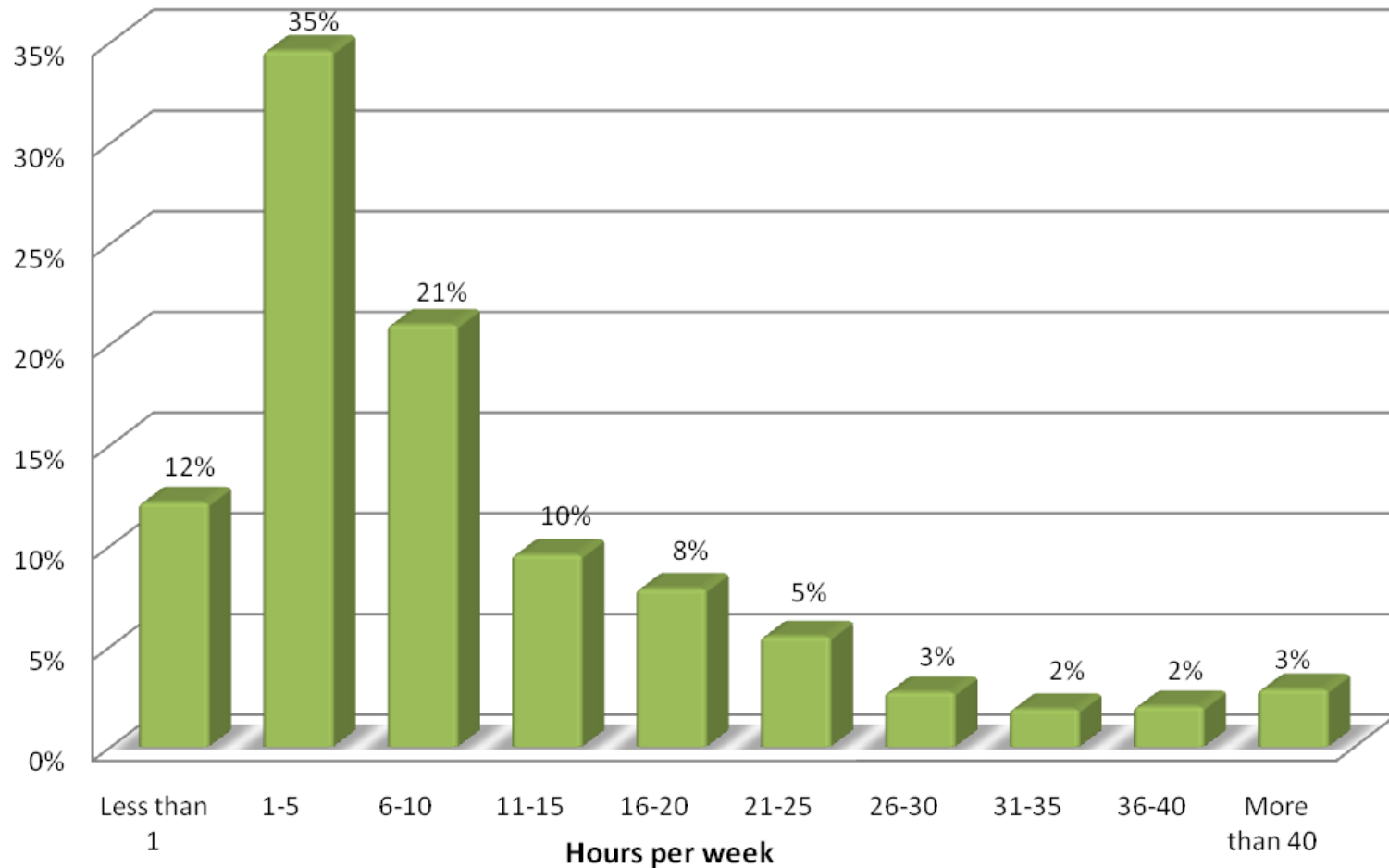


Mobile Use

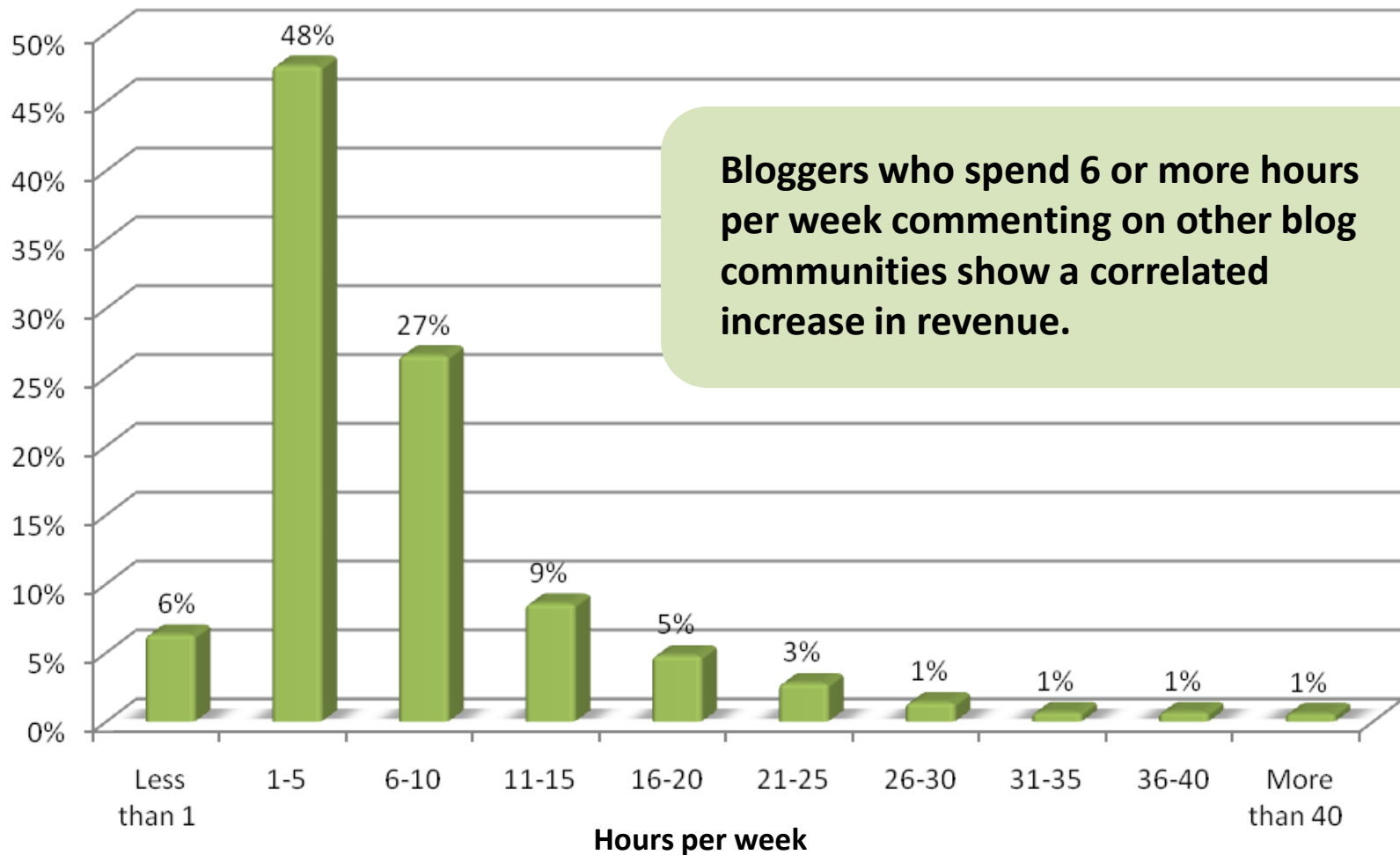
Time spent PER DAY engaged in social media from mobile phone



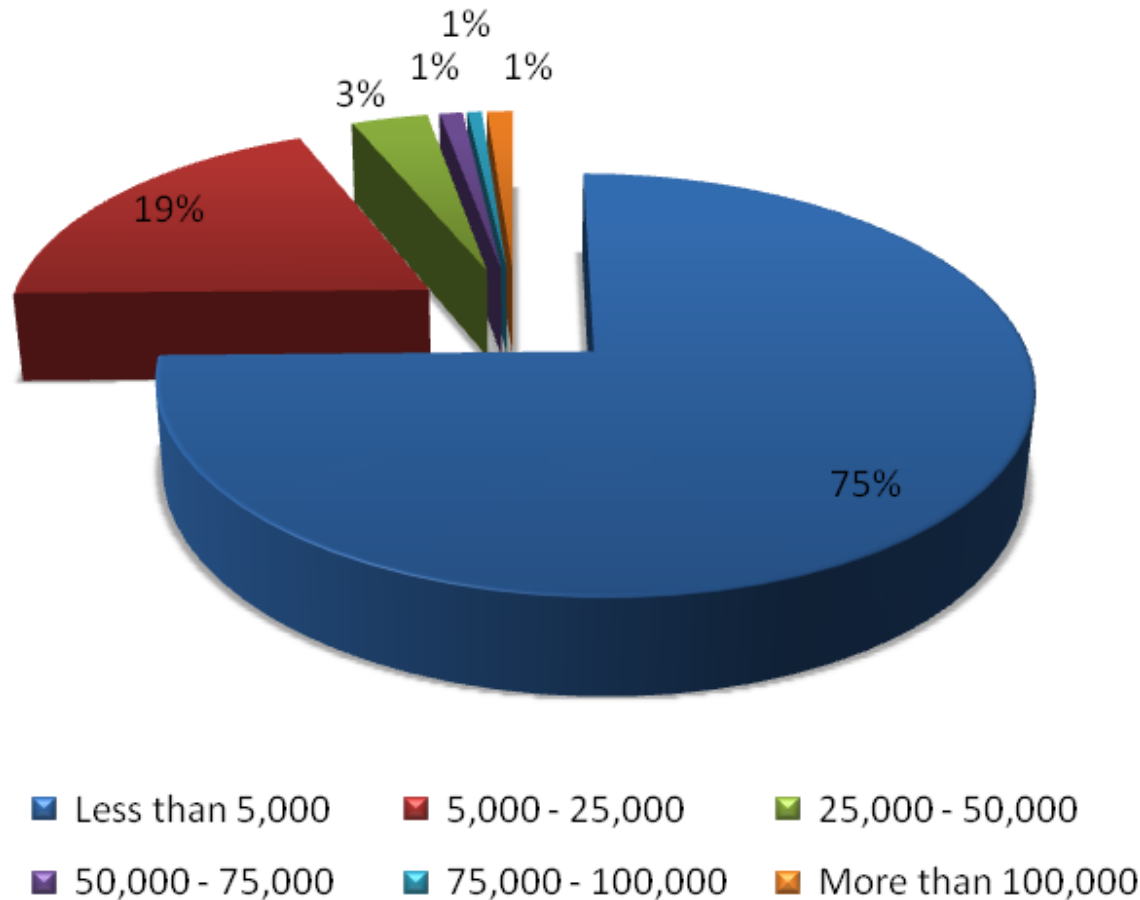
Hours per week spent working on own blog



Hours per week spent engaged with other blogs



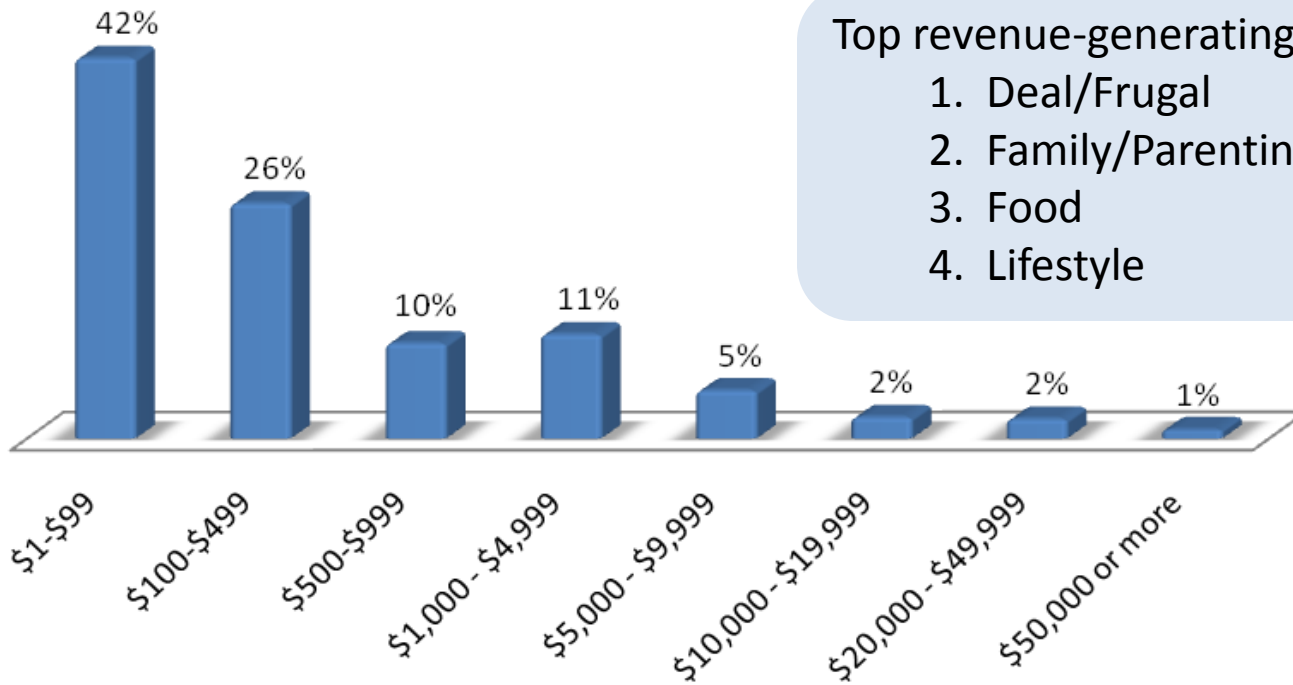
Blog traffic: unique visitors per month



Blogging as a Business

67% of respondents think revenue generation is somewhat or very important.

For the 21% earning \$1,000 or more, almost all are spending at least 30 hours a week working on their blogs.



Top revenue-generating blog categories:

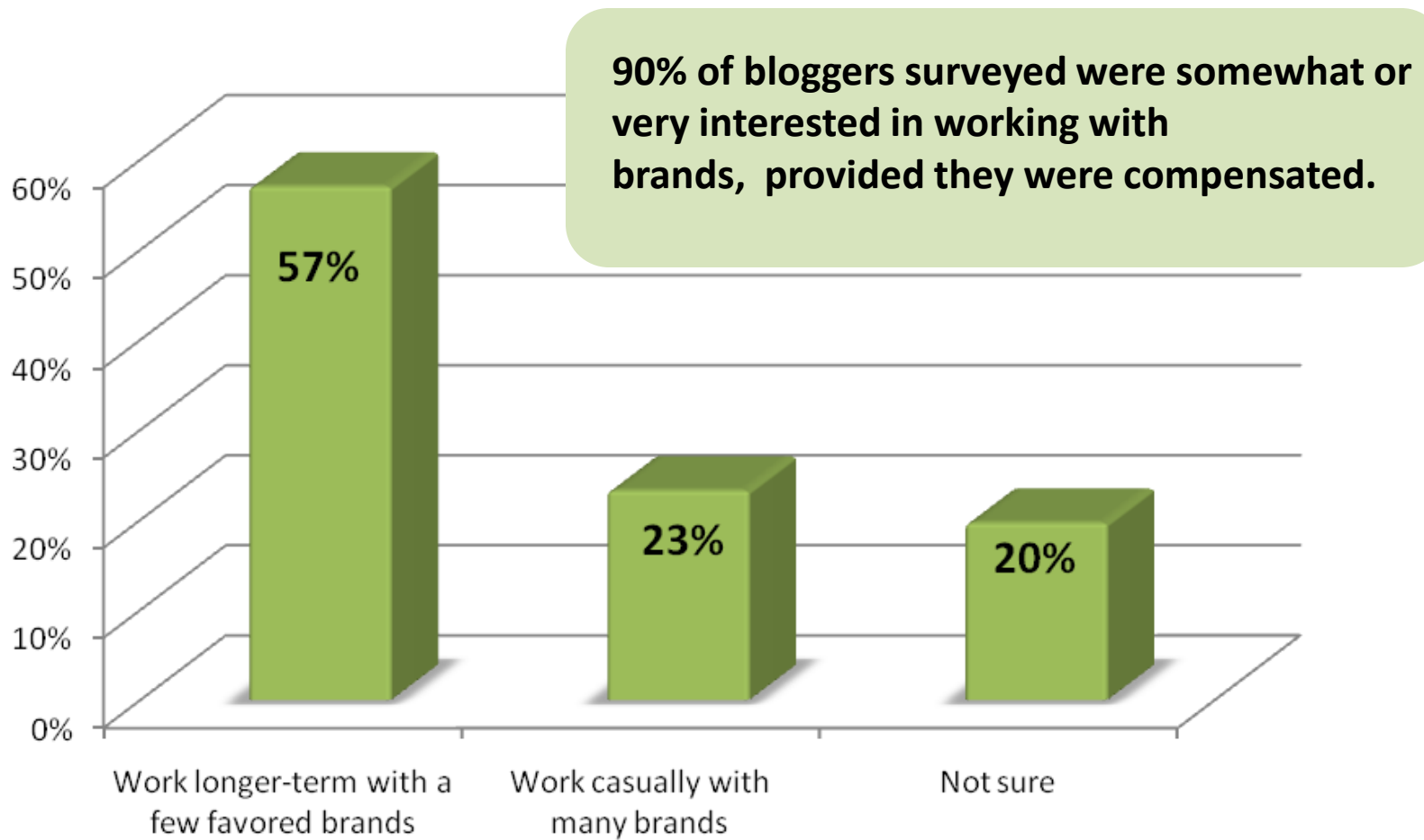
1. Deal/Frugal
2. Family/Parenting
3. Food
4. Lifestyle

Bloggers favor brand-sponsored social media and blog campaigns!

93% have purchased a product based on information they found on a blog or online community.

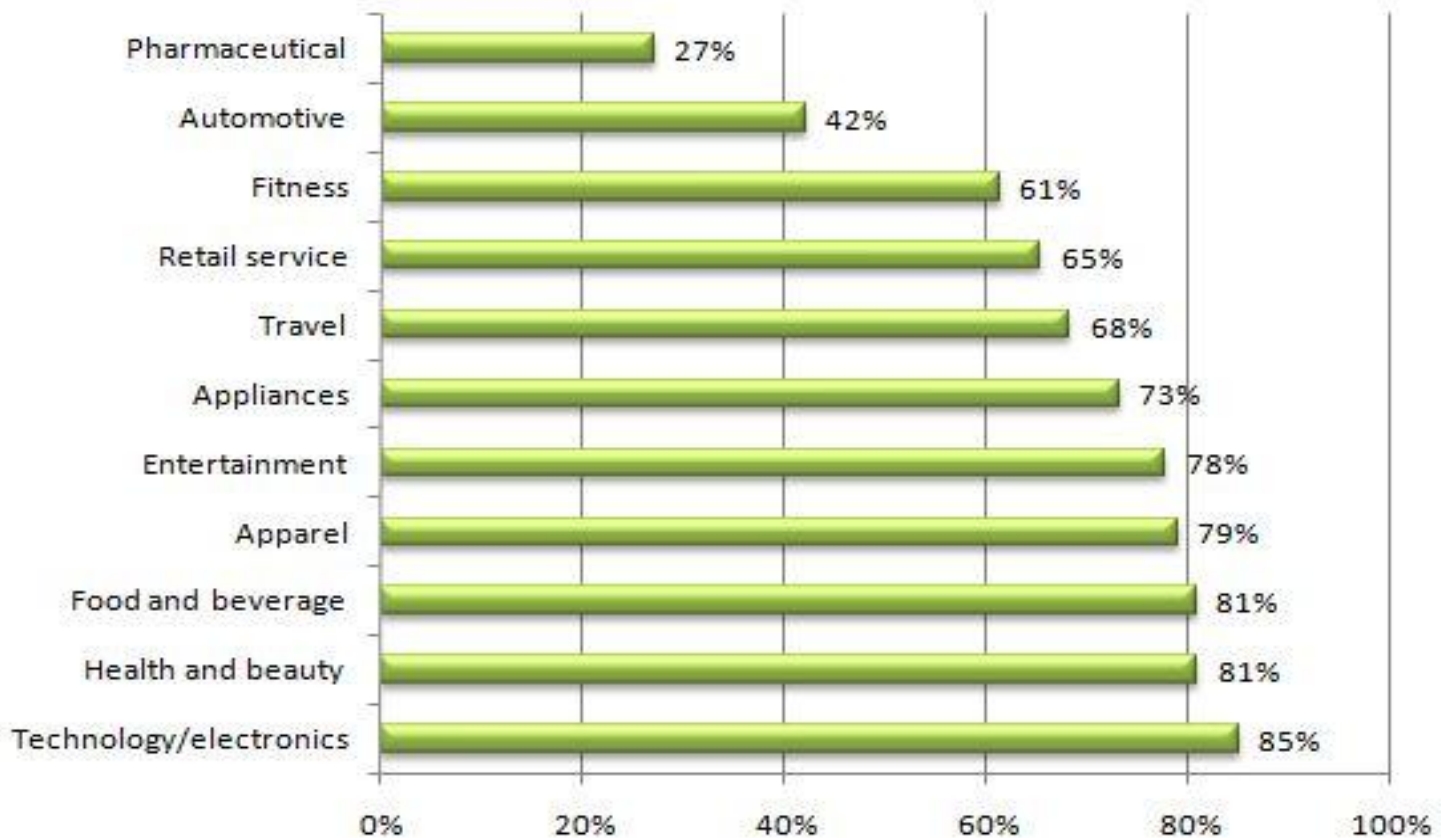
- 60% respected brands who wanted to interact with bloggers, thought campaigns were fun, validated their blogs, or thought they were great opportunities to earn revenue.
- Less than 2% disliked brand-sponsored social media or blog campaigns.

What bloggers want in a brand relationship

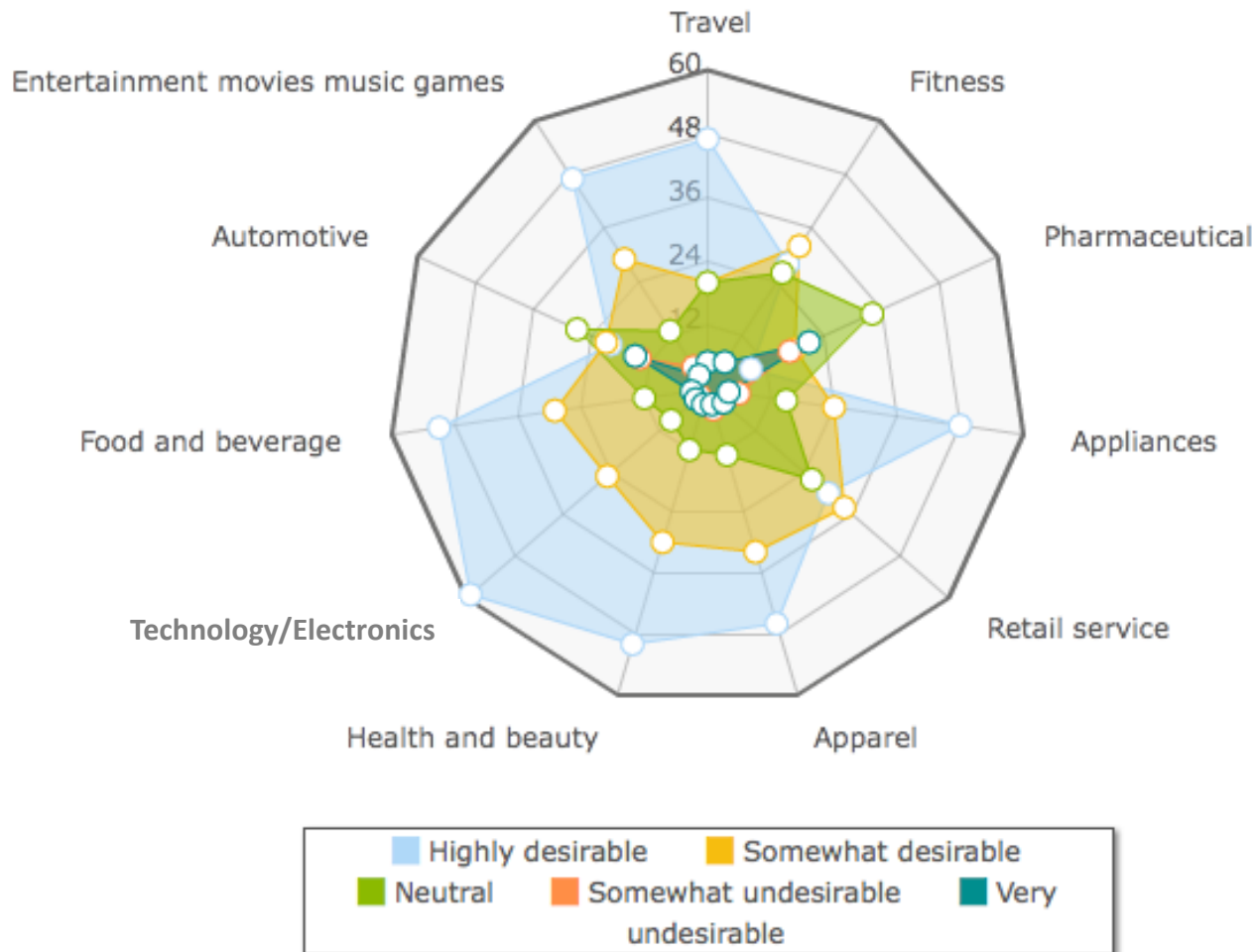


Most popular brand categories (view 1)

Brand Categories Highly and Somewhat Desirable



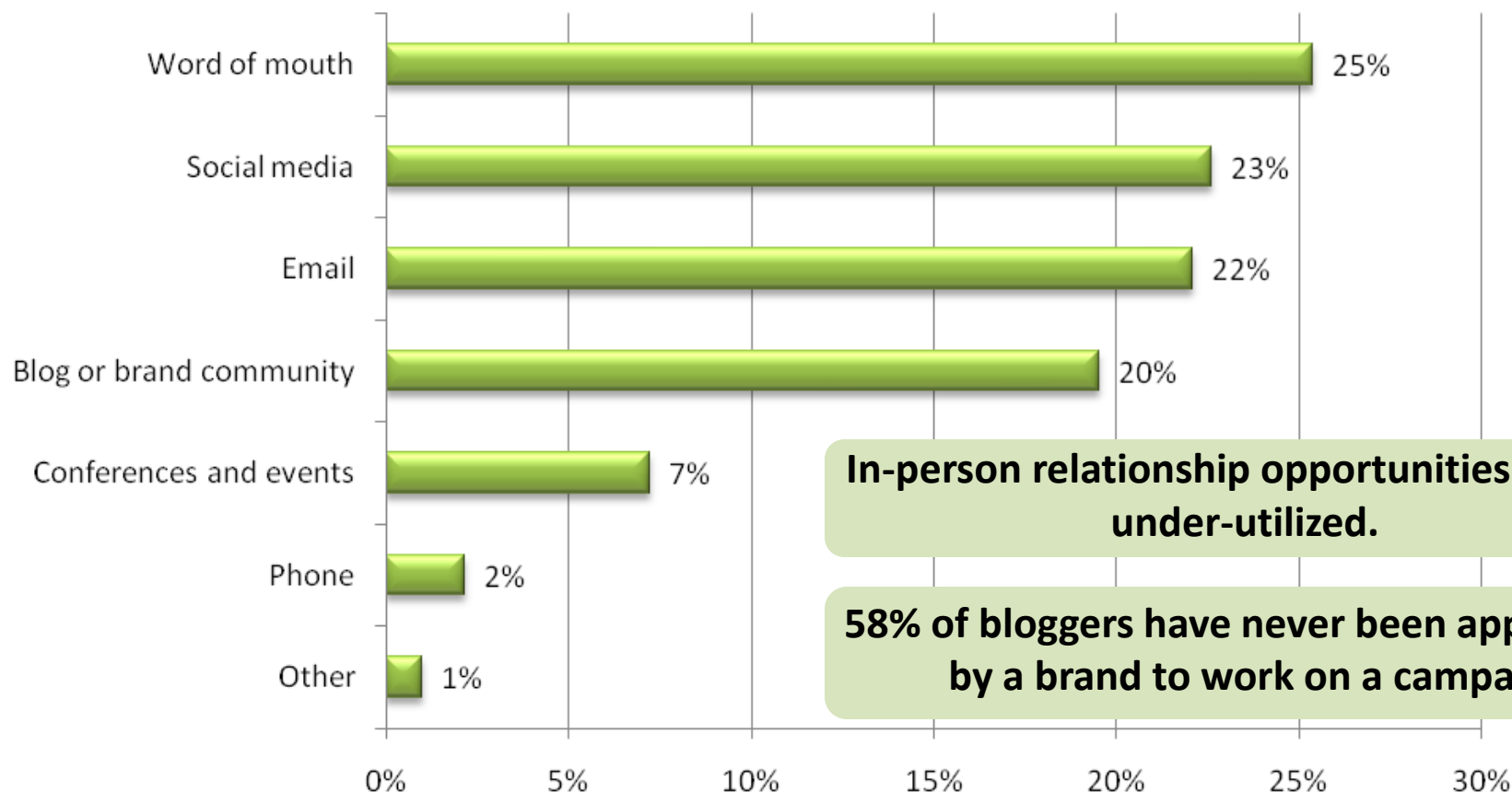
Most popular brand categories (view 2)



What's TRUST got to do with it?

- 70% of bloggers trust a brand more when that brand is promoted or recommended by someone they know from a blog or social media. (1)
- 56% of bloggers trust a brand more when a campaign includes an element of “social good” (raising money or awareness for a non-profit or social cause). (2)

How brands are reaching out to bloggers

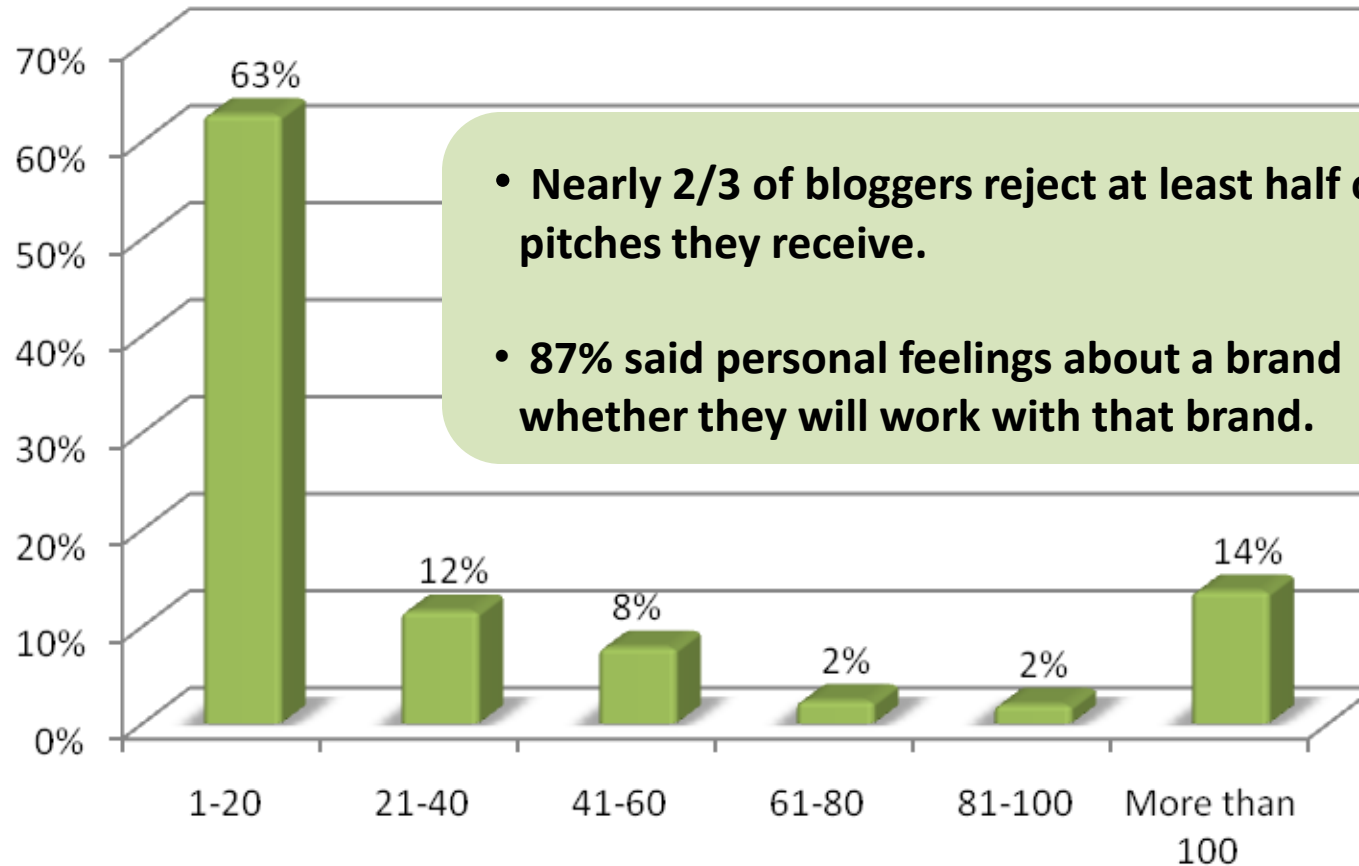


In-person relationship opportunities may be under-utilized.

58% of bloggers have never been approached by a brand to work on a campaign

Effectiveness of brand pitches

Number of brand pitched received by bloggers each year

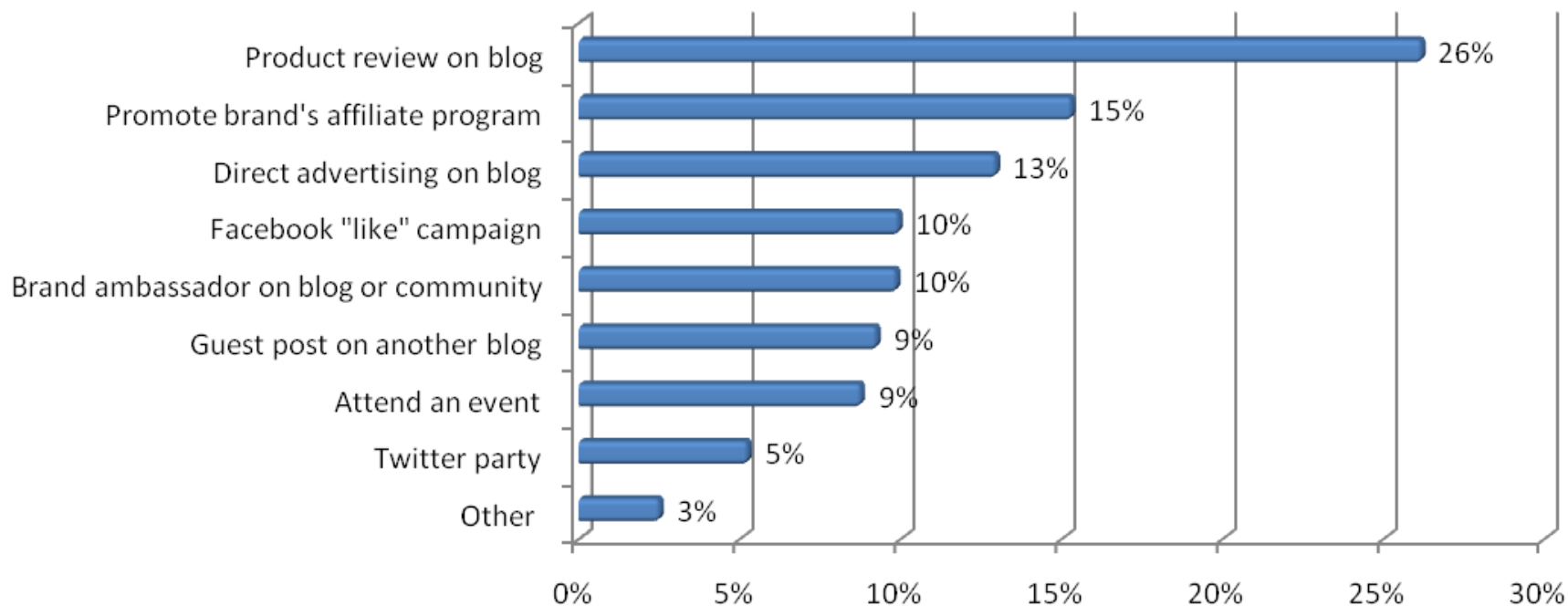


- Nearly 2/3 of bloggers reject at least half of the brand pitches they receive.
- 87% said personal feelings about a brand influences whether they will work with that brand.

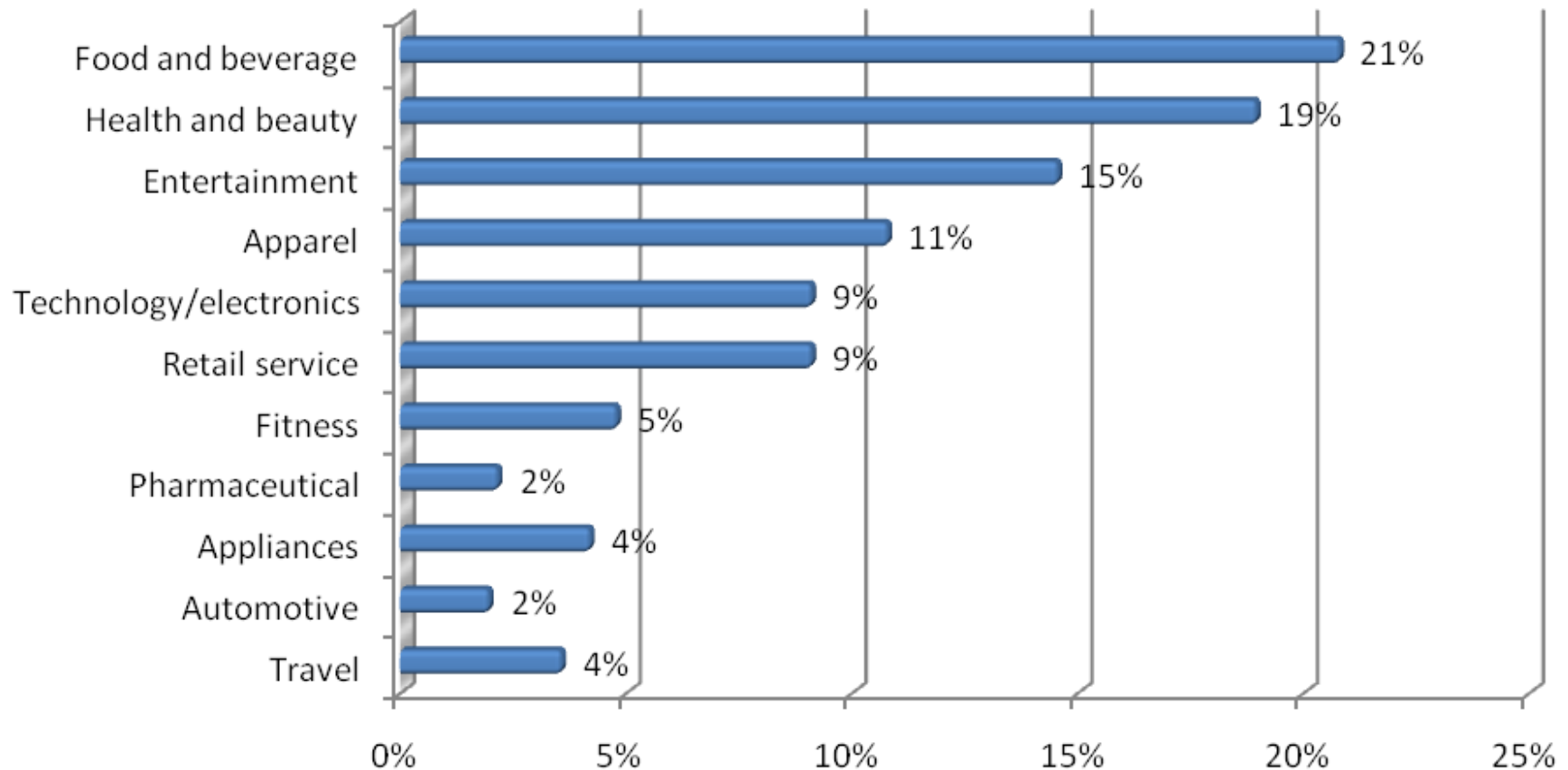
What types of campaigns were accepted?

Most common forms of compensation:

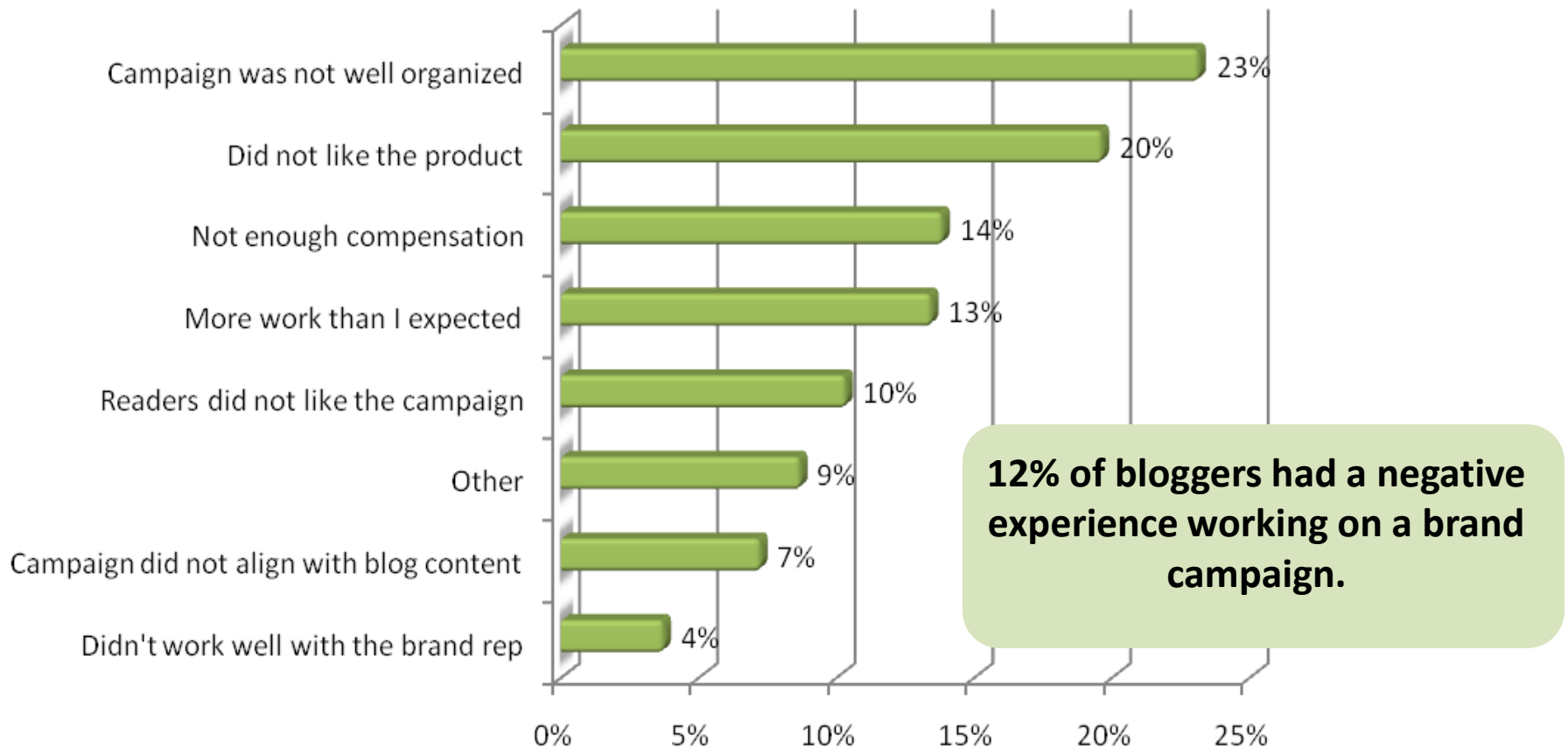
1. Free or discounted products
2. Traffic to blog
3. Money



What product category campaigns were accepted?



Reasons for negative experiences





About BlogFrog

BlogFrog is a network of over 50,000 women bloggers and provides a community-building technology platform for bloggers and brands. BlogFrog powers thousands of women-centric niche communities, and provides engagement solutions for brands that enable relationship and trust-building with women and mom consumers. BlogFrog is a private company headquartered in Boulder, CO. www.theblogfrog.com.

About The Social Studies Group

The Social Studies Group is a social media research company specializing in deep analyses of social media conversations for brand-related target markets. The Social Studies Group helps companies better understand their customers, competitors, markets and industries for marketing and PR, product development, discovery of new markets, business strategy, and more.

www.socialstudiesgroup.com