

# SheBlogs.org

*"Get Connected!"*



## About SheBlogs.org

SheBlogs.org is a premier public relations tool that connects female bloggers, including mom bloggers, product reviewers, fashionistas, techies and others, with the public relations and marketing professionals who issue the news and promote the products that women care about most.

Still in pre-launch, the SheBlogs.org community already includes more than 2000 registered bloggers, who reach more than 20 million unique visitors each month. Our bloggers have nearly 2 million Twitter followers and more than 1 million blog subscribers. Most importantly, our bloggers are passionate, creative and diverse, and looking to connect with marketing pros and receive news, contest and giveaway opportunities, sales and promotional codes, and other great company news that they can share with their readers!

## Why SheBlogs.org?

Our team has more than 20 years' experience in marketing and public relations, promoting products that target our own community. SheBlogs founders also have more than 10 years of experience in the blogging industry. Founder Julie Wohlberg began her career as a "Web journalist" in 1999, before the term blogger had become mainstream, working for companies ranging from Cinema Confidential and UGO.com to Tribune Media, and has extensive knowledge on what tactics are best and worst received by bloggers.

We have built relationships with our bloggers, and have developed an outreach strategy that not only avoids the pitfalls of unsolicited email, or "PR spam," while maximizing exposure to the women who are eager to review the products that you want to promote. While traditional newswires simply list your press release or announcement on a wire that is flooded with content and, increasingly, has become a far less effective PR tool, SheBlogs.org reaches our blogging community through several touch points, through our Web site, email newsletters, and through social media outreach, promoting your press announcement much in the same way that a PR team would.