

The Healthy Voyager

★ By Jordan Okamura

Marketing is storytelling.



Carolyn Scott-Hamilton

The story creates an identity and a narrative for a brand or product that can be channeled through a host of different mediums. With the advent of online communities and blogging, companies have the tools for generating a story that can touch the consumer on a personal level. Changing from advertising with traditional media to working with online personalities is proving to not only be effective, but more profitable. With a blogger, you can get uniquely created content that will live well beyond the debut post; from social media to the never-ending phenomena that is 'passing it around the web.'

Tapping into the resources of a professional food blogger not only brings creativity to a marketing campaign but creates an organic and personal relationship between the product and the consumer. Bloggers allow a connection to be built that reciprocates the passion behind a product and the passion for a product, and a qualified blogger on your team will ensure that the direct pipeline to the user/subscriber's kitchen remains open. In terms of marketing, this is a unique, sincere and natural way to build a brand... create a relationship...without stretching your budget.

Bloggers are story tellers, as The Healthy Voyager, aka Carolyn Scott-Hamilton, the creator and host of The Healthy Voyager web series, site, and overall brand tells me. The award-winning healthy, special diet and green-living and travel expert, holistic nutritionist, plant-based vegan chef, best-selling cookbook author, media spokesperson, sought-after speaker, consultant and television personality, knows what it means to have passion for what you



do and what you represent. Lucky for us in the fresh produce industry, with The Healthy Voyager, she aims to help people live well, one veggie at a time.

Carolyn has created a universe around the art of creating content and a dialogue with her audience; from videos on travel and food resources to fitness and produce education.

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NEED-TO-KNOW THOUGHTS ABOUT CHOOSING A BLOGGER

Tapping into the food blogging community can prove to be an integral part of a business's content marketing strategy and brand development. Finding the right food blogging fit for you and your business in the vortex of social media and online resources has its challenges. But we have a few tips, courtesy of Carolyn Scott-Hamilton, Founder of the popular food blog, The Healthy Voyager.



1

Finding the right blogger for you starts with you. It makes the process a whole lot easier if you know exactly what your campaign and product is, and what you want to communicate about that content. If you are promoting blueberries, look for a blogger whose content aligns with your product and whose audience will be interested. Food bloggers in general may be able to speak to fresh produce but maybe not with the knowledge and resources you may find in a more focused approach.

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most likely to come up in the top ten or twenty. Try searching on Twitter and Facebook. Check out Pinterest. One nice thing about many blogs is that they also contain links to fellow bloggers that align or enhance their views or genres.

Considering how much of your budget to extend to a food blogger will help you determine the resource but also understand how much time and energy a great blogger will invest in you.

Bloggers realize that working with a company is a collaboration and also a business transaction. In some cases, bloggers like The Healthy Voyager have media kits on hand to help guide you through the possibilities of your campaign or one-time post. Bloggers know that while their site and resources can speak for themselves, it is also great to have analytics on hand, a press page or press kits and rates for different projects. So ask...

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The possibilities are endless. This may be daunting in terms of finding your ultimate food blogger, but it is good to know that blogging covers a spectrum of projects. A great blogger will bring creativity and ideas to the table, whether it is a full fledged campaign with weekly postings, a single blast per month or a single post into the Internet universe that will allow that content to live forever.

A lot of this process is realizing what you get for your dollar—more bang for your buck. The right blogger will open up a dialogue around your product—a value that is beneficial to both you and them.



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Same goes for the portfolio. Whether you tap into the resources of a freelance, part-time or full time blogger, the right tools will only help the effort. The great thing about bloggers is that their portfolios are available for all to see. Consider how you want your content presented; bloggers have tools of the trade that can enhance your product presentation. Do you want to communicate your brand through video? Image? Recipes? Contests? Twitter parties?

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The cream rises to the top. Initially, looking for a blogger can be as simple as typing a few key words into Google and hitting search. Those with the most traction and largest audience are the