

THE SALON

A MEETUP FOR BLOGGERS AND INFLUENCERS



ABOUT THE SALON

The Salon is a meetup for bloggers and influencers where there are no barriers to attend, no obligations to meet and no pressure.

The origins of the Salon come from an event series held in the UK called #blogclub. #blogclub was set up in January 2014 to bring bloggers together without any requirements from them – a space where they could get together, discuss important topics, ask questions and learn from each other. Some events were held in conjunction with companies who were happy to provide some educational details, and attendees learnt about running their own small business, how to use Google Analytics and how to use SEO to attract readers to their site.

Events typically took place after work during in the week or at the weekends, making it more accessible to those bloggers and influencers who do this in their spare time. The average number of attendees was between 15-25 per event – purposefully kept small to encourage more meaningful connections.

BENEFITS OF HOSTING

- It gets your name out to prominent bloggers in the area.
- You will have the opportunity to speak about your business and explain how you work.
- You will be mentioned, linked and thanked in social media coverage and blogposts on the event.
- You will develop relationships with bloggers in the area for future blogger outreach that your company may wish to do.
- You have the opportunity to run a focus group of bloggers to try out your products (if applicable).

TYPES OF EVENTS HELD

- Discussions on a set topic, either one picked by the attendees in advance, or one set to tie in with the host
- Brunches and drinks
- Brand events - the brand organised their side of the event, while we organised getting bloggers to the event and encouraged them to promote the tied in public event
- Workshops on topics such as SEO that are relevant to bloggers

WHAT OTHERS HAVE SAID

THOSE WHO HOSTED



Blogger outreach is an important service we offer our clients at True, so it's essential for us to have a range of relationships with influential online voices in a variety of sectors. #blogclub was a great way of getting to know some of the best bloggers right here in Bristol and we're hoping that some of the contacts we've made will become long-term partners for our brands

True

www.truedigital.co.uk

Trunki do a lot of online PR and blogger outreach and we're always on the look out for interesting new writers. Hosting #blogclub was a great opportunity for us to meet some new faces, give them an insight into what brands look for when working with bloggers and importantly for us, to get an idea of what they are want to get out of their relationships with brands .

Trunki

www.trunki.co.uk

THOSE WHO ATTENDED

I loved #blogclub events because it helped me to connect with other bloggers who I'd followed for a while but not had a chance to meet, as well as finding new bloggers to follow. Meeting likeminded people is so important, especially if you're freelance and/or work alone!

Having the chance to meet up and talk to people who understand about the highs and lows of blogging was great, as well as having the chance to learn from one another, and eat loads of snacks. The events always had a real community feel, and it was lovely that all levels of bloggers were welcome - whether you'd just started out or already had thousands of followers.

I also made some of my best friends though #blogclub!

Lyzi Unwin

www.beinglittle.co.uk

#blogclub for me was great to meet other bloggers, as with everything as cliched as it sounds, networking and meeting peers is generally super helpful for you and your profile and your blog. Lifting each other up and profiling each other just by attending a #blogclub meeting is great content. You also get very inspired, or at least I did, to come up with new ideas for your blog, collaborations, and sharing your lows and highs, imposter syndrome I always came away feeling good.

The other thing I enjoyed about #blogclub was a twofold thing, the cool locations we got to visit in Bristol, it helped me get to know the city loads, and the fact that we learned so many invaluable things about blogging, the internet, marketing? EVERYTHING. Was a great way for small businesses to boost their profile by hosting us, and anyone teaching us anything too.

Charlotte Bayes

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