



The "Not So Secret" Rules To Blogger Outreach



The Secret Is...



Reciprocal Interest!

Having a mutualistic symbiotic relationship...sort of!



Rules for Blogger Outreach

- Do Your Research Before
- Be Relevant
- Be Respectful
- Be Real



Strategic Sharing

Don't Just Shout Your Message at Bloggers



Step 1: Listen

Traffic Sources



Top Traffic Sources

Source	Visits	% visits	Keywords	Visits	% visits
www.fox.com	171,420	30.53%	google.com	1,000	4.44%
www.fox.com	60,071	10.82%	national wildlife federation	4,000	2.22%
www.fox.com	47,894	8.64%	target.com	3,000	2.47%
people.com	26,707	4.82%	john lewis global warming	2,000	1.09%
search engines	16,200	2.92%	photo.com	1,000	1.22%



Step 2: Locate



The screenshot shows the socialmention.com search interface. The search term 'social' is entered in the search bar. The results page displays a list of social media mentions, including a prominent one from 'Nov. 14' with a '110 blogs' count. The interface includes navigation tabs for 'Blogs', 'Blogs', 'Bookmarks', 'Comments', 'Events', 'Images', 'News', 'Videos', 'Audio', 'G.A.', and 'All'. A sidebar on the left lists various categories like 'Politics', 'World', 'Business', etc. The main content area shows a list of search results with details like dates and source names.

Step 3: Comment and Converse

- Regularly visit the blogs
- Make meaningful comments
- Get a sense for the content they like
- Build trust over time



Help One Another



Find Ways to Drive Them Traffic



- Use Twitter
- Use Stumbleupon
- Share on Facebook

Find them on Other Social Sites

twitter

facebook

digg

StumbleUpon

SU

care2
Make a Difference!

flickr change.org

Focus Your Efforts



Rescue Down the Empty Trail...

Over a recent time, wildlife has been considered a luxury. Oh, and animal, particularly birds, along with some mammals, are being taken along with them. Find out why and what you can do to help.

Find out more



The Easter Bunny is a special gift to the one you love.

Adopt an NWF Animal Today!

NWF in Chicago, IL

One Earth Month to Inspire



Make it the most official month of the year for birds to help inspire you to become a better bird lover in your own back yard.

Find out more

NWF World's Endangered Species



Anything can happen in a blink of an eye. A single bird can be a threat to your own safety.

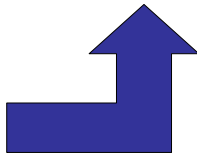
Find out more

Wildlife Habitat Conservation



Lead month, NWF's Habitat Conservation Program is now open for applications. We're looking for people who want to help protect our natural resources.

Find out more



Develop Your Own Blog

Wildlife Vampires - Part 3

This is the third part of our series about the wildlife vampires. Click here for part one and part two.

Popovers and Vampire Finches

There are several bird species that have evolved relationships with larger animals. The larger animals protect the birds from predators, leaving the birds free to focus on their own survival and other purposes that are judged to be more important.



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Four species avoid the "bite" of parasites as much as possible by their ability to recognize and then recognize, higher bodies. When such a creature is found upon a host, it goes into the "bite" phase. Such is the case with leeches. These parasites attach themselves to their host and then burrow into the host. While most leeches are a normal parasite, some species will even bite and cause harm, feeding and growing. Capable of holding onto their host in their mouths, parasite leeches can go months between feedings.

VIDEO: Watch some leeches in action!

Leech Doctor



Blogroll

- NWF's Lenny Schwager's Blog
- The Daily Green
- Lighter Footsteps
- GreenSource
- Delivering Hope
- Salvage Society
- GreenBlog
- The Green Network
- Another Nature Network
- Green Living Ideas
- Ecology & Earth
- Global Politics
- Green Upgrade
- EcoVibes
- EcoVibes
- EcoVibes
- ThePuggler
- More Global Warming
- Green Upgrade
- Energy Saving Green
- GreenSource
- GreenSource Highlights
- Artisanability
- Kid Green
- Global Agenda for Change

- Blog Roll
- Guest Post
- Cross-promote

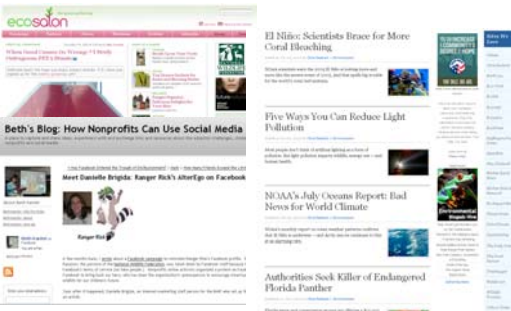
Return On Relationship



“Friendship, like credit, is highest when it is not used.”

- Elbert Hubbard

NWF loves bloggers!



Questions?