

ADVICE FROM FROM THE SECOND
LARGEST TRAVEL BLOGGER IN SWEDEN

HOW TO WORK WITH TRAVEL BLOGGERS ON THE SWEDISH MARKET

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It can be hard to decide what blogger to work with or invite to a specific press trip or press event. To make it a bit easier, here are seven advice for you when choosing the right bloggers to work with if you are interested in reaching the Swedish market.

1. Find a blogger who writes in Swedish.

If you are targeting the Swedish market - find a blogger who writes in Swedish and have most of the followers and readers from the Swedish market. A blogger who writes in english might get more readers if they are good in SEO, but from all over the world = probably not your target audience.

But - if you don't care what market the readers comes from, a blogger who writes in english can be just as good.

2. Find a blogger who writes about things that matters for your product or service.

Many blogs are general diaries where people write about their everyday life, ranging from food, travel, working out or their kids. Try to find a more targeted blogger that often writes about things that are relevant to your product or service.

3. Find a blogger who takes great photos.

Great photos will make whatever you are promoting look better and more Inspiring. Try to get the rights to use the photos taken by the blogger in your own communication. Ambitious bloggers like to use their own pictures rather than photos from a press-pack.

4. Don't trust the Media Kit!

Make sure you get access to the bloggers Google Analytics account, at least get a screenshot, and can see the number of readers, where the traffic comes from etc - don't trust the media kit where the blogger can write any statistics they like.

There is also a website where all the serious Swedish travel bloggers are listed that gives you weekly numbers - [Bloggportalen](#). Take those numbers and multiply by 3-4 to get the monthly number of visitors.

5. Share the content in your own channels.

Find ways to share the content from the blogger in your own social channels - webpage, facebookpage, e-mail etc. Also in purchased channels such as adwords or Facebook ads. The blogg-review will be much more trustworthy than your own content and will take minimum effort for you to share.

A really easy way to do this - share the blogpost through Facebook.

6. Make sure to get the right links to your website

Links from bloggers with high domain authority helps you with organic ranking at Google. Make sure you send the right links and anchor texts to the blogger you work with so you also get your google ranking up as a bonus!

7. Take the shortcut through Swedishtravelbloggers

I have collected five of the largest Swedish travel bloggers and together we run the network swedishtravelbloggers.se. There, you will find information about each blog including contact information.

I hope this guide made it a bit easier for you to know how to find a travel blogger to work with. Do you have any other ideas that I should include in this guide?

Please get in touch if you have any questions or need help finding the right travel blogger!

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