

# Finding Brands

This lesson teaches you exactly how to pitch brands, but how do you find those brand contacts to pitch in the first place? Here are some methods you can use to find contacts for the brands you want to work with. Remember, most often than not the brand contact will work for the brand's PR agency, not the brand directly.

## Social Media

Before you even attempt to find a brand contact, start developing relationships with the brand via social media. The person who runs the social media account may not always have a large role in blogger relationships, but they are usually a part of a larger interconnected team and may influence the team in your favor. Being proactive by initiating the relationship is how I started working with my favorite brands. Start following the brand across all their social platforms. Begin organically sharing the brand's content, retweeting, repinning, etc. to start an exchange. Start responding to the brand's posts in an authentic and engaging way. Once you've interacted over a period of time, direct message (this needs to be private) on Twitter or Facebook and ask for the contact info of the PR or media person who organizes blogger relationships. Mention that you would like to discuss a project idea you have in mind. Keep it short and sweet.

## Conferences

This is an *excellent* way to make brand connections. Many brands attend food and blogging conferences, such as Blogher Food, and meeting in person is often much more beneficial than any number of tweets. Make an authentic and friendly connection with the brand rep, focusing your conversation on the brand and what they're looking for in blogger relationships. If you feel it would be a good fit, exchange business cards then follow up on your conversation with an email soon after the conference.

## Brand Website

The brand may have some sort of media contact form or email address to which you can direct media and public relation inquiries. This contact may not deal with bloggers, but will likely have the information for the person who does.

## Google

Sometimes it's as easy as typing in "Brand XYZ social media manager" or "Brand XYZ public relations agency" or "Brand XYZ agency of record."

## Press Releases

Search the brand's website or Google for press releases, there's always a media contact listed. That may or may not be the person who manages blogger relationships, but they will be able to let you know and direct you to the appropriate person if necessary.

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## *LinkedIn*

You may be able to find the brand's public relations agency and media employees and connect that way with a search like "Brand XYZ social media manager."

## *Blog Friends*

In my experience, food bloggers can be a kind, helpful, and generous bunch. A blogger friend may be willing to share their contact for a certain brand with you, and possibly recap their experiences in working with that brand and what their budget might be like. Then you have all the info you need to craft a winning pitch!