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Association of Food Bloggers - Goals and Opportunities

- **Grow Network** (organic pitching, social posting – on FB, twitter, LinkedIn, Instagram (if created) – posting in other networks' newsletters)
- **Benchmarked Twitter Chats** (on a monthly or quarterly basis – bringing in foodie folks to participate – actively participating in popular weekly #FoodieChats to engage with foodies)
- **Create Brand Opps via Influencer Campaigns:**
 - Recipes Campaigns – partnering with brands to create recipes with specific ingredients
 - Food Travel – sponsoring an influencer to travel to explore the cuisine of a specific area
 - Cooking Classes – Collaborate with restaurants seeking PR to host cooking demos with influencers
 - Restaurant Reviews – partner with a national restaurant/franchise to host influencers
 - Ambassadors – offering influencers the opportunity to participate as a foodie ambassador **either for AOFB or for a client of AOFB
- **Develop Overall Brand Strategy** – identify what to focus on, create an editorial calendar, where to post, how often, analyze current engagement and posting strategy, identifying brand voice and tone, developing a playbook.