

We Partner With



Over a dozen  
**VLOG**\*ers  
(VIDEO BLOGGERS)



We've been working  
together since



AND

ALMOST  
**100**  
BLOGGERS



# IDAHO POTATO COMMISSION BLOGGERS



# TOP 10 REASONS WE WORK WITH BLOGGERS

**10** Digital media is up. Social networking accounts for one in every five minutes spent on the internet.

It's an effective way to reach a younger audience.

**9**

**8** Builds awareness of Idaho® potatoes in new audiences and reinforces it with current customers.

**7** Working with bloggers is modern, hip and forward thinking.



They offer a lot of bang for the buck.

**6**

**5** ALMOST **400** RECIPES have been created by the IPC bloggers!



Bloggers have their fingers on the pulse of what's hot and trending.

**4**

**3** Bloggers are social media masters! Between posts on their websites and across various social media channels, our blogger content reaches 100's of thousands of consumers.

POST

Bloggers are influencers! They are a trusted source of information. If they like a brand or a product, that goes a long way with their fans.

**2**



**1** It's always better to have a third party boasting about your brand!

\* **KITCHEN LIVING with Coryanne**

KitchenLivingwithCoryanne.com  
Fingerling Potato Salad video has almost

**300K** VIEWS.



**averagebetty**  
AverageBetty.com

has more than  
**2 MILLION**  
views on the videos she's  
done for Idaho® potatoes.