

We Partner With



OVER
100
BLOGGERS

&

We've been working
together since



AND
VLOG*ers
(VIDEO BLOGGERS)



IDAHO POTATO COMMISSION BLOGGERS



healthy nibbles

HealthyNibblesandBits.com

Algot Potatoes video has

40K VIEWS



AverageBetty.com

has more than

3.5 MILLION

views on the videos she's
done for Idaho® potatoes.

TOP 10 REASONS WE WORK WITH BLOGGERS

10

Daily social media usage of global internet users amounted to 135 minutes per day.



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

9

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

8

7

Working with bloggers is modern, hip and forward thinking.



They offer a lot of bang for the buck.

6

5

MORE THAN
500
RECIPES

have been created by the IPC bloggers!



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

4

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.

3

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



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

1

Please visit IdahoPotato.com for more than 1,500 nutritious and delicious Idaho potato recipes. For daily updates and to be part of our social media community, follow us on:



@idaho.sil.alto.potatoes



@idaho.potatoes



@idaho.potatoes



idaho.potatoes



IdahoPotatoVideos