

A LUXURY LIFESTYLE BLOG

xameliax

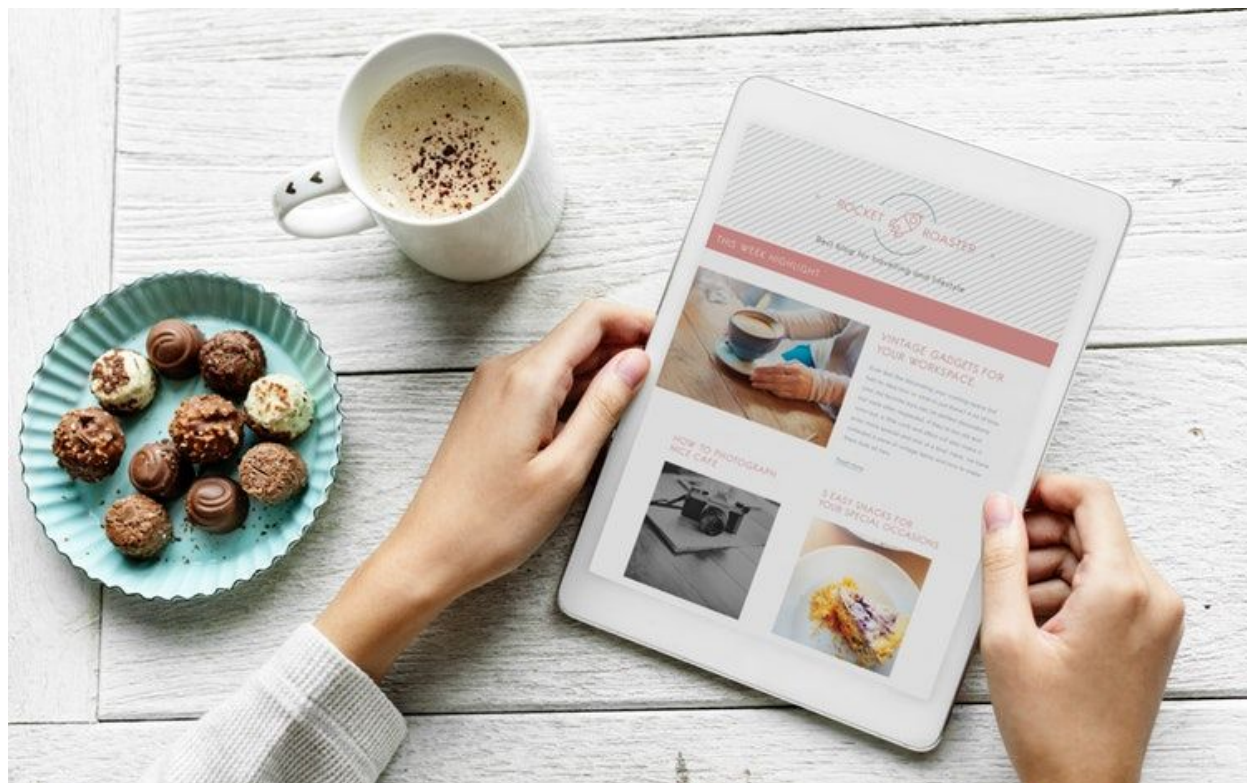
a cup half full kinda girl

The xax Edit Downloadables

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How to Pitch a Brand

A working email template



Hi [NAME] - Try to find the name and contact of the person you want to speak to. Google the brand's PR contact and find a name.

INTRODUCE YOURSELF - Tell the brand who you are, what your blog name is and what you do.

Eg. 'My name's Amelia and I edit the luxury lifestyle blog xameliax.com'

WHY THE EMAIL? - Why are you emailing the brand? Tell them the reason for your email and why you're contacting them in particular.

Eg. 'I'm emailing to talk about a possible collaboration between xameliax and {brand}. I'd really like to work together on an article for xameliax.com featuring your {product} as I think it would be the perfect fit'

YOUR PITCH - What do you want to do with the brand? Tell them your ideas and be specific to them, their products and their brand values.

Don't be afraid to let your personality shine through and show them how much you already love the brand.

Eg. 'I absolutely love your {current product}, I use it religiously and even have to hide it from the boyfriend too! I'm running an article on {article idea} and I would love to showcase {brand product} at the centre of my blog post. Your {brand product} would sit so nicely alongside this piece {because....}. {another reason why you believe it will work well}.'

DELIVERABLES – Tell the brand what you would like to offer and how you see the partnership working out.

If you're looking for payment you could ask: *'Do you have any current budget for blogger collaborations right now and is this something you feel would fit with {brand}?'.**

If you would prefer to stick with a gifted collaboration then show the brand what you have to offer that would warrant them sending you this product - good page views, high quality images, a specific audience?

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**NB: while brands do work with bloggers of all sizes and experience, it's important to think about the return on investment you can realistically offer a brand if you're looking for a paid collaboration. Take a look at your analytics and see the percentage of readers who are looking at your articles and clicking through on the links. It's important to know your worth but not to get greedy.*

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Give examples of previous posts that are similar and that have done well with stats from google analytics, pinterest, instagram etc, This is a great way to back up why you feel you would be a good fit for this collaboration.

Eg. '{blog name}' is currently pulling in {monthly page views} and my audience is extremely interested and engaged with {area of interest}. I feel as if a collaboration between {blog name} and {brand} would be incredibly beneficial, not only for my audience but for your brand as well. My previous post {post name} was a real hit {share stats} and I feel as if this new article would really give it a run for its money!

THE CLOSE - Finish off your email however you feel comfortable and always remember to have a professional email signature with your name, job title (editor/owner/blogger), your blog (linked), and your social accounts.

Remember to link your blog throughout the email to make it easy for your PR to take a look at the work you do.

Eg: *'I look forward to hearing your thoughts!'*

Xameliax

Editor and Owner

www.xameliax.com

Instagram: [@xameliax](https://www.instagram.com/xameliax)

Youtube: www.youtube.com/xaxameliaxax '

The most important thing to remember when pitching to a brand is passion.

You're not emailing them for free things, you're sharing your ideas and creativity in order to form a relationship that will be mutually beneficial for you both.

