

MONDAY

BY

LOBSTER
COMMUNICATIONS



SEARCHING THE NEEDLE IN A HAYHACK - HOW TO MAKE LUXURY TRAVEL BLOGGER RELATIONS A SUCCESS

THE CHALLENGE

We all have heard about it and sometimes it seems like a whole new world to us: Blogger Relations. Everybody seems to talk about it but especially for niche markets like the luxury travel industry nobody really seems to be able to provide best-practice guidance. New blogs get started daily and some are getting inactive nearly as quickly as they got setup. Rough estimations (from 2016/2017) of how many German-speaking blogs are currently active talk about 200,000 – 300,000 blogs. Approx. 1,200 out of them are travel blogs. So yes, finding the right German-speaking blogger to assist promoting your property in the best possible way to the right target audience with the smallest possible scatter loss definitely is challenging.

Another fact is that looking at such numbers and being aware of the fact that the first so-called digital natives are meanwhile adults, not that few successful with their own business and thus having the will AND the means to afford luxury travel, none of us can any longer afford ignoring the relevance of luxury travel blogger relations to address that new target group.

FIND YOUR TARGET GROUP – CLASSIC RULES OF PR AND MARKETING WE ARE USED TO STILL APPLY

But there are good news as well. PR and Marketing rules aren't turned upside down by this new group of influencers getting more and more important. Also let's not forget that influencers are not really a phenomenon we can't classify. We experienced that before, over and over, to mention just one example for the past let's think of the IT-girls from the 90s. Networking and influencers are as old as mankind. We need to stay up to date with current developments but we don't need to be scared.

So let's stay focussed and have an eye on what really matters when it comes to judging blogger relations. It's tempting to handle it the easy way and just wait till blogger requests anyway pop in and then say yes or no by just judging on their instagram and facebook numbers. But as oftentimes in life, when it seems to be too easy it's just not a great advise at all. In the worst case one might end up with bloggers acting with fake followers, promising a lot and fulfilling just few of it afterwards once they enjoyed the complimentary nights they were looking for. Fortunately these are rare exceptions. Most bloggers deliver what was promised but hotels oftentimes still end up being disappointed when they cooperated with a huge lifestyle, fashion and travel blogger posting about their stay at the hotel and achieving a good amount of likes for it but the hotel doesn't see raising numbers of booked room nights even after some dozen of such bloggers came to visit.

No matter if you are just handling incoming blogger requests or are proactively searching for a blogger you want to approach for a cooperation, as for all other marketing and PR activities the main question you'll have to answer in first place is: Does the blogger I am looking at reach my target group? Does the niche his blog addresses match with the niche my luxury tourism product's USP is made to attract?

CRITERIA FOR CHOOSING THE RIGHT BLOGGER – QUALITY BEATS QUANTITY

We just came to the conclusion that also for blogger relations in order to avoid scatter loss it is key to focus on blogs with the



WellSpa-Portal (www.wellspa-portal.de) by Katja Wegener: is one of the top 3 leading German-speaking wellness travel blogs. WellSpa-Portal is Katja Wegener's passion. A happy place, where she shares her favourite (wellness) travel experiences with her followers based on an expert knowledge about spas from her professional background.



Beautiful Places for Lovers (www.beautiful-places.de) by Monique De Caro: Seychelles, South Africa, Bali ... this amazing bilingual (German and English) blog is dedicated to perfect honeymoon destinations around the globe. She provides well researched and detailed information about numerous destinations and an extraordinary photo quality. The blog is a result of Monique's total passion for luxury travel and her profession as a freelance wedding photographer that takes her around the world.



Summer Lee (www.summer-lee.com) by

Summer Lee: What started back in 2010 as a student's fashion blog is meanwhile a quite personal and grown-up fashion, life-style and luxury travel blog of a successful career woman. Today Summer is happy where a modern way of lifestyle and luxury meet- preferable at the seaside – and an upscale service grants a wonderful "it's all already been taken care of"-feeling from the moment the guest enters the hotel. The speciality of Summer's blog is that the blog and its readers are developing with Summer and there is a very close bonding amongst them. It just matches the very original idea of a blog being kind of a public online diary.



Fratuschi (www.fratuschi.com) by Sabi-

ne Bassier: From a passion for luxury travel and specifically a heartfelt love for Sylt as well than seeing more and more travel blogs getting started a desire to get inspirations from a luxury travel blog was born. When she did not find a large selection such blogs written from the perspective of an experienced luxury traveller Sabine decided to set up Fratuschi. Fratuschi grants unique features like "special bathtubs of the world" and a mature point of view on luxury travelling. You will find Fratuschi at Sylt several times a year or in big city's grand hotels and castle hotels around the globe where the delightful charm of past times is still vivid.

right target audience rather than to focus on blogs with an enormous number of followers. Sorting this way round will leave a luxury hotel with a manageable number of luxury travel bloggers, or depending on the hotel's focus maybe also other niche blogs like for example wellness blogs, family blogs and food blogs. Further questions to be answered to ensure that a blog is just perfect for your luxury tourism product are about quality of photos, videos and texts published as well then professionalism of the respective blogger when it comes to handling cooperations and providing coverage. Also it is interesting to know more about the blogger's personal and professional background. What qualifies this person to rate the luxury tourism product offered, is a quite interesting question because it affects the style of the coverage to be published which then affects the target group a blog can reach. A mature and experienced luxury traveller is keen on another type of luxury (and style of its description) than a young entrepreneur being able to afford luxury travel for the first time or someone who saved money for a "once-in-a-lifetime"-experience. Last but not least should there still be a good number of bloggers to choose from before starting to check availability and conditions with them only now looking at numbers of unique visitors on their blog per month, and the number and activity level of followers on social media tools like facebook and instagram are worth looking at to clarify in which order approaching them makes sense.

LUXURY TRAVEL BLOGGER TRUSTED BY LOBSTER EXPERIENCE

We at Lobster Communications understood that it is far from easy to judge on such quality aspects of numerous German-speaking blogs especially when German is not even your mother tongue. That's why we even found a hallmark "LUXURY TRAVEL BLOGGER Trusted by Lobster Experience" to highlight some outstanding German luxury travel blogs for you. We are happy to present a selection of quite different luxury travel blogs which gained our quality label here for you:



Feel free to contact Lobster Communications for consulting in terms of blogger relations at:

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Worldtravl (www.worldtravl.net)

by Camillo Pfeil: is a blog presenting authentic and informal luxury and life-style as well than the most beautiful destinations around the world and is always up for the next adventure. The blog is driven by the passion to give the reader detailed information, transport emotions experienced during the trips and awakening desire to travel. Camillo Pfeil and his blog partner Timo Weuter focus on a neutral evaluation of experienced services. Honesty and authenticity are their first priority. Besides travel, hotel and flight reviews hands on test reports about travel accessories like noise cancelling headphones or suitcases can be found on the blog.