

## Blogger Campaign Makes CPR Cleaning Products Shine Online



- Objectives:** Increase consumer awareness of CPR Cleaning Products. | Drive traffic to the CPR website and establish product trial among consumers. | Increase product sales.
- Target Audiences:** Consumers – parents, pet owners, horse owners/riders
- Bloggers Enlisted:** Sweeney distributed CPR cleaning products to 50 of the industry’s leading pet, equine and mommy bloggers for review; more than half of the bloggers participated in testing at least one product.
- Process Employed:** Sweeney invited select bloggers in three unique categories to review Leather CPR, Granite CPR and/or Carpet CPR. Bloggers were also required to direct readers to the CPR Cleaning Products website to register for free samples.
- Results:**
- **27 leading bloggers** evaluated CPR products
  - **100%** of bloggers **posted positive reviews**
  - Generated a total of **302 blog, website, Twitter and Facebook posts**
  - Reached more than **16,783,681 consumers**
  - Created **more than 300 direct links** to website
  - Drove **47,759 consumers** directly to the CPR website
  - Site visitors spent **1 minute and 38 seconds** and visited **2.39 pages** on average
  - More than **93%** of site visitors were **new to the site**