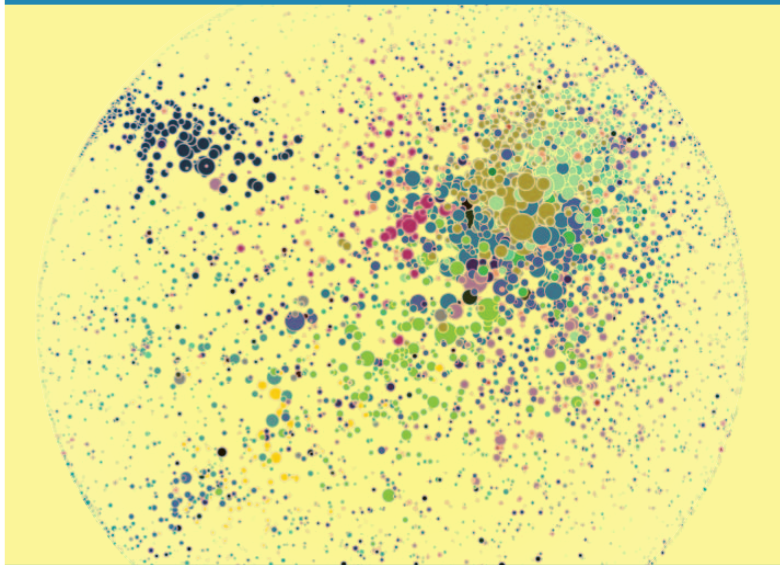


Trying to figure out which bloggers are most influential on your issue? Need to know what to talk to them about? Want to influence the conversation online?

We offer free blog analysis and strategy consulting for organizations working to reverse the childhood obesity epidemic.

## 7466 Blogs in 31 Clusters



child obese, child obesity, child overweight, childhood obesity, childhood obesity articles, children, CHIP, competitive foods, diabetes, diet, exercise, f as in fat, let's move campaign, obese children, school lunch, chef ann

*Data shown for presentation purposes*

- Ensure important blogs cover your stories. Find out who the influencers are on your issue and help shape what they write about.
- Determine the impact your outreach is having on the conversation. Track the blogosphere in real time and adjust your strategies to be more effective.
- Establish a foothold to re-engage with bloggers, through ongoing monitoring and relationship-building. Join a knowledge-based community to learn what works.

## Services you can access:

- Webinars, trainings, facilitated discussions: Free to PreventObesity.net leaders to learn strategies for analysis and pitching as well as discuss best practices for blog outreach.
- In-depth analysis: Get free insights thanks to PreventObesity.net's relationships with blog analysis provider Morningside Analytics and social media monitoring group Radian6.

## What else do you need to know?

Support is available – call 800-399-9590, email [info@preventobesity.net](mailto:info@preventobesity.net), sign up for a webinar or take an online tour at [www.preventobesity.net/get-assistance](http://www.preventobesity.net/get-assistance).

Visit [www.preventobesity.net/get-services/blogger-outreach](http://www.preventobesity.net/get-services/blogger-outreach) for more details and to sign up.