

New blogger service promises the end of spamming marketers

Submitted by: bloggabase.com

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Bloggers are being invited to sign up to a free, no obligation service that enables them to be contacted to review relevant products, services, events and experiences for their blogs, across all sectors.

Bloggers will, uniquely, have the power to report poorly targeted marketing, which will result in the offenders receiving a short ban from the service.

The founders of the UK's first product review service for bloggers is inviting bloggers from all backgrounds, with readerships of any size, to sign up - free of charge.

www.bloggabase.com aims to connect bloggers with PR, SEO and other marketing individuals and companies with products, services, events and experiences they wish to promote.

With the new database service, bloggers are given the opportunity to request information and get free review offers, by making it clear to all what they will write about, what they won't write about and whether they're happy to be contacted or not. Each blogger will have a bloggabase.com profile, giving marketers the opportunity to see the blog's unique visitors, SEO value, recent entries and areas of interest.

As soon as 2,000 bloggers have signed up, the service will launch to allow a limited number of marketers to sign up.

To sign up, bloggers are being asked to visit www.bloggabase.com, where they will be asked to select the subject/s they blog about, as well as a number of keywords related to their blog, to ensure they are not contacted by people with irrelevant products, services, events and/or experiences.

Importantly, a unique 'report a user' feature will enable bloggers to quickly and easily identify and report individuals that have contacted them inappropriately with products, services or experiences that are irrelevant to their area/s of interest. If more than three separate bloggers identify one marketer as targeting them irrelevantly, that person's account will be frozen and they will be unable to access the blog database for a period of time, giving the bloggabase.com team the chance to contact them to get to the bottom of the issue.

When 2,000 bloggers have expressed their interest, bloggabase.com will launch to marketers, with access free for up to 24 hours.

The service can be followed on Twitter @bloggabase (<http://www.twitter.com/bloggabase>)

bloggabase.com has been set up by public relations professionals Andy Barr and Rich Leigh, who are both bloggers who have been on the receiving end of poorly targeted marketing.

Rich Leigh, co-founder of bloggabase.com had the following to say,

"This is a war on poor blogger outreach campaigns, with an emphasis on ensuring people with products

and experiences to promote are only targeting bloggers that are happy to be contacted.

“The thing most marketers forget is that many bloggers do it for the love of blogging about their passion. My hope is that with bloggabase.com, the carpet bombing PR tactics marketers have so far employed when contacting bloggers will be replaced with something that benefits both parties – and more importantly, is consensual and targeted.”

Andy Barr, co-founder of bloggabase.com had the following to say,

“Having talked to hundreds of bloggers in the process of building the service, we’ve found that many bloggers would welcome the opportunity to test products and services – but only if they are appropriately and relevantly contacted.

“As a blogger myself, you can’t deny that having been sat there with a blank page but all the intentions of delivering quality blog content, you sometimes wish you had a great, relevant product, service or experience to blog about. We hope our request service, where bloggers can contact marketers in certain sectors, will also help with this.”

ENDS

For more information, please contact Andy Barr or Rich Leigh by emailing andy@bloggabase.com or rich@bloggabase.com

EDITORS NOTES

A service FAQ for bloggers can be found at <http://www.bloggabase.com/faq>

The about section will also help: <http://www.bloggabase.com/about-us>, though people might want to read the real about section here: <http://www.bloggabase.com/about-us?alternative>