



Media Contact:

Dan R. Morris, Blogging Concentrated
dan@bloggingconcentrated.com

Rob Stevenson, Find Your Influence
rob@findyourinfluence.com | 480.335.5792

Blogging Concentrated and Find Your Influence enter into landmark strategic partnership agreement

Leading blogger professional development network teams up with largest SaaS influencer marketing platform to expand educational, monetization offerings to influencers across social networks

Tempe (DATE, 2015) – Find Your Influence (FYI), the industry leading SaaS influencer marketing platform, and Blogging Concentrated, the leading blogger professional development network today announced a strategic partnership created to further expand the breadth and width of Blogging Concentrated’s educational offerings.

At the center of this partnership is Blogging Concentrated’s five curriculum strategy, including BC Sequoia, BC Circles, BC Leverage, BC Pages, and BC Threshold, each designed to guide novice influencers and bloggers through the various steps required to build blog income through progressive monetization, and ultimately build businesses that can be sold or retired.

“Our primary focus is growing and maintaining the best influencer marketplace in the space,” said Jamie Reardon, CEO and co-founder of Find Your Influence. “One of our key goals is to grow our influencers organically, helping them reach their potential, both from a content and audience reach perspective. This partnership with Dan and Rachel and the Blogging Concentrated team does just that.”

Additionally, this partnership offers current FYI influencers access to Blogging Concentrated events, both across the country and internationally. In 2015 alone, the Blogging Concentrated team has presented at dozens of top-level events including Blissdom, Blended and TheMomCon, with plan to expand to even more events in 2016.

“Partnering with Find Your Influence allows us to work closely with an organization that shares our passion for inspiring, cultivating and empowering influencers,” said Dan R. Morris, President and co-founder of Blogging Concentrated. “Our shared commitment to all bloggers big and small was crucial to us – the fact FYI is the leading influencer marketing platform is simply a bonus, both for us and our bloggers.”

Influencer recruitment and retention is key to the success of any influencer marketing campaign, and Find Your Influence continues to lead the industry with more than 30,000 genuine, vetted and active influencers available to work with brands and advertisers through their proprietary platform.

“As more and more influencer marketing offerings pop up and inevitably fade away, or rebrand again and again, what has always set FYI apart is our commitment to our influencers,” said Reardon. “As an influencer marketing solution we’re only as strong as our influencer partners, so we continue to work to build relationships through education, best practice and networking. That’s what makes working with Blogging Concentrated so important, not just for our company, but for our entire industry.”

-30-

About Find Your Influence

Find Your Influence (FYI), is the leading SaaS Influencer Marketing technology platform connecting more than 100,000 high-value influencers to brands and advertisers. In just 18 months, FYI has completed more than 1,000 campaigns for more than

100 brands, ultimately driving more than 1B impressions across blogs, Facebook, Instagram and Twitter. FYI makes influencer marketing measurable, scalable, and profitable for our agency partners.

For more information, please visit www.findyourinfluence.com.

About Blogging Concentrated

The mission of Blogging Concentrated is to equip professional bloggers and business owners with the necessary tools to be relevant and successful in the digital market. Blogging Concentrated offers a host of services and opportunities for bloggers ranging from individualized workshops or larger events to independent consulting and corporate blogger training.

For more information, please visit www.bloggingconcentrated.com.