

# Blogger Outreach Case Study



bubba bambu

## THE OUTREACH STORY

Bubba Bambu are a distributor of bamboo baby clothing. We developed a campaign to increase traffic and sales to their newly developed e-commerce website.

Fifteen began with a PPC and remarketing campaign in order to attract new customers and drive conversions. The next step was to increase the reach through social sharing, by approaching bloggers with high influence within the baby industry. As part of the campaign, Bubba Bambu agreed to send out samples of their products for bloggers to review and share through social media.

## The objectives



Increase brand awareness



Drive sales



Target relevant audiences

## The strategy

Fifteen recruited various bloggers with high social influence to take part in reviewing Bubba Bambu's products free of charge.



# Review samples

Posted By Laura on Jul 29, 2015 | 0 comments

★★★★★

The answer to baby pyjamas when the weather can't make up its mind



I don't know about you but I've really struggled recently to know what to dress my baby in for bedtime. One minute it's boiling hot, the next freezing cold. A vest on its own leaves her waking up chilly and grizzly an hour later but some of her regular babygro's just make her hot and sweaty. What's a mum to do?  
Step in Bubba Bambu and their range of hypo allergenic bamboo clothing. Bamboo fabric has a lux-like feel and this footless Babygro is the softest thing in my baby's wardrobe.



What's more, bamboo has the ability to regulate a baby's temperature meaning I don't need to worry about my daughter being too hot or too cold as the Great British weather continues to not make up its mind.  
As babygro's go this one's pretty easy to put on, it's an over-the-head number which, admittedly, isn't my favourite. But it doesn't require a Masters degree in press stud usage to do it up, which means even my press stud phobic husband can manage it without any bother.

It's soft, looks pretty and is incredibly comfy too. In fact, it's too good to wear as pyjamas really...



Disclosure: I was sent the Girls Grandpa Jumpsuit in pink stripe, which retails at £12, for the purpose of this review. All opinions remain my own.



Reviewed for us by Molly (with a squidge of help from the unspeakably adorable Baby Girl)

"Step in Bubba Bambu and their range of hypo allergenic bamboo clothing. Bamboo fabric has a lux-like feel and this footless Babygro is the softest thing in my baby's wardrobe."

## Review: Bubba Bambu muslin swaddle

Posted on August 19, 2015 by Kate

When Eliza was born she was swaddled in the hospital. I watched the midwives do it in fascination – they managed to get this wriggly little person all bundled up within seconds, and she slept soundly. When we came home, I tried to replicate it, but I was nowhere near as efficient and she always managed to escape. The muslins I was using were not really big enough and within seconds she would have both arms and a leg out. So when Bubba Bambu offered to send us one of their large muslin swaddles I thought it was worth a try!

The Bubba Bambu muslin swaddle is made from 100% bamboo, making it light and breathable as well as luxuriously soft. It isn't at all like your traditional cotton muslins which turn a bit rough and scratchy after a few washes – this one remains soft and supple. It arrived on the day we were trying out our new Graco travel cot, and so the first use it had was as a comfortable bed sheet for Eliza to lie on – much softer than a cot sheet.



It wasn't long before Eliza started to look a bit sleepy, so I decided to try the swaddle. The Bubba Bambu muslin is HUGE, and will easily swaddle her for several more months, as well as being big enough to use as a blanket, cot sheet and feeding cover. I found it a lot easier to swaddle Eliza with the extra material, and it wasn't long at all before she was all bundled up and ready for sleep. She seemed more than happy to be swaddled.

She does like to have a hand out so she can suck her fingers, and I found it easy enough to swaddle her in this way too – she was still wrapped up securely even with one arm free. There was a fair bit of wriggling as she settled to sleep, but the swaddle blanket remained in place throughout.



The Bubba Bambu muslin swaddle comes in a beautiful presentation box, and comes in the pink with white stars, or in a white with green stars colourway – I think either would make a very special baby shower or new baby gift!

Have you ever swaddled your baby?

Facebook Twitter Google+ LinkedIn Pinterest More

Kate

Posted in Baby and Child essentials, Blog, review, Reviews  
Tagged baby essentials, baby sleep, Bubba Bambu, muslin, review, swaddle blanket

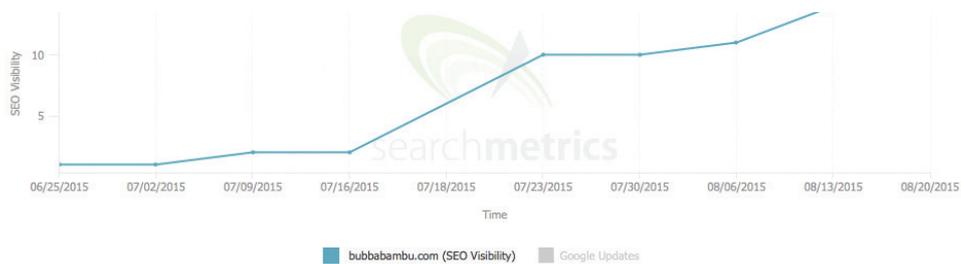


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# Results after one month

Not only did the blogger outreach campaign provide links to Bubba Bambu but it also reached the target audience who were interested in such products. The campaign is one of the most effective backlinking methods because it acquires rich content from credible sources.

SEO visibility saw an increase from the backlinks created and increased visitors to site. Bubba Bambu saw sales pick up for the Muslin Swaddles and the Babygrow which had been highlighted by bloggers showing this as an effective channel to not only **increase sales** but also **awareness of the brand**, and **increase their SEO presence**.



**increase** in  
organic keywords



**increase** in  
organic visibility



**5** items  
sent to bloggers



**5** blogger reviews  
received

## Followers reached

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 28,098

 47,511

 7,875

 14,576

## Bloggers who supported the campaign

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[www.makedoandpush.co.uk](http://www.makedoandpush.co.uk)

[www.myfamilyfever.co.uk](http://www.myfamilyfever.co.uk)

[www.redrosemummy.com](http://www.redrosemummy.com)

[www.themumingtonpost.com](http://www.themumingtonpost.com)

[www.littlestuff.co.uk](http://www.littlestuff.co.uk)

[www.mothersalwaysright.com](http://www.mothersalwaysright.com)

## What they say about us

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*"Fifteen have been great to work with, they are an innovative digital agency, creating new ideas with how to gain brand awareness of our new company and generate sales. Without their expert knowledge, we wouldn't be where we are now. Fifteen continually deliver great results and offer great insight and understanding."*

**Anna Spencer**  
Founder, Bubba Bambu