



# Consuming Passion: Valuing bloggers and their craft

## 2015 Blogger Survey Report

*insightful, creative, passionate*

corporate communication | stakeholder engagement | media relations | digital communication | investor relations

## Executive Summary

BBS Communications Group's Blogger Survey aims to demystify the Australian blogosphere by identifying existing and emerging trends in the ever-evolving online space, as well as highlighting how bloggers work.

First launched in 2011, this year's Blogger Survey gathered responses from 75 Australian bloggers who work across different genres. Their responses shed light on the ways they engage with consumer brands, businesses and the PR industry, as well as their key interests, goals and motivations.

Since BBS Communications Group was first established in 1989 by Chairman and Chief Executive Jane Edwards, it has built a strong reputation for being a leader in traditional, digital and social media relations through its intimate understanding of the Australian media landscape.

Prepared by:  
BBS Communications Group

L10, 144 Edward Street  
GPO Box 2902  
Brisbane Qld 4001  
t 07 3221 6711 f 07 3229 8704  
info@bbscommunications.com.au

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## Key findings

1. Bloggers continue to ride the social media wave
2. Blogging on the side
3. More bloggers are receiving compensation for their work
4. Passion drives bloggers
5. Readers are embracing sponsored posts
6. The role of the PR professional

## Who we surveyed

### BLOGGERS AGES WERE

 **35.1%**  
AGED BETWEEN  
**26-35 YRS**

 **24.7%**  
AGED BETWEEN  
**36-45 YRS**

### BLOGGERS WHO WRITE ABOUT

 TRAVEL

 LIFESTYLE

 FASHION

 BEAUTY

### BLOGGERS WITH READERSHIP OF

 **34.3%**  
BETWEEN  
1,000 TO 4,999

 **18.6%**  
BETWEEN  
10,000 TO 49,999

 **14.3%**  
MORE THAN  
50,000

# The Results

## 1. Bloggers continue to ride the social media wave

As expected, Facebook, Instagram and Twitter remain the top three social media platforms used by bloggers to accompany their blogs.

Interestingly, more than half of their blog traffic comes from clicks from other social media platforms, such as Facebook and Instagram.

Eighty percent of bloggers use Instagram in connection with their blog, an enormous jump from only 50% in 2013.

The last two years have seen a drop in bloggers using YouTube, Google+, LinkedIn and Tumblr to support their blog.

In addition, bloggers are using new social media platforms, such as Periscope, GoodReads and Snapchat, to interact with their audience.

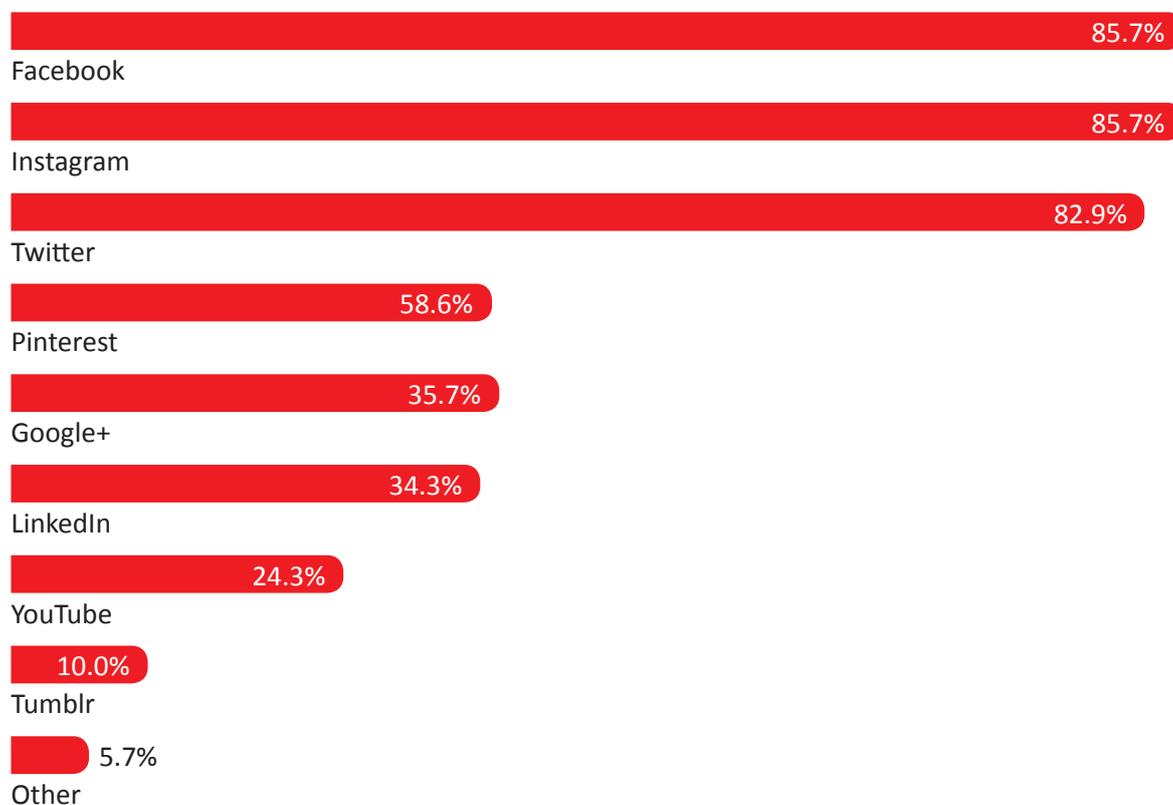
### BBS Insight

When asked what PR practitioners can do to better assist them, more than half of bloggers suggested they could reciprocate by promoting their blog posts to their contacts and social media networks.

**85.7%** say they use Facebook and Instagram to support their blog

**52.2%** say the majority of blog traffic comes from social media

**Bloggers were asked:** What social media platforms do you use in connection with your blog?



## 2. Blogging on the side

In the 2013 BBS Blogger Survey, almost one-in-five bloggers identified blogging as their full-time profession. However, in the 2015 survey, this dropped to almost half that amount.

More bloggers are now categorising their blog as part-time work (34% compared to 25% in 2013) in addition to other work, studying, parenting etc.

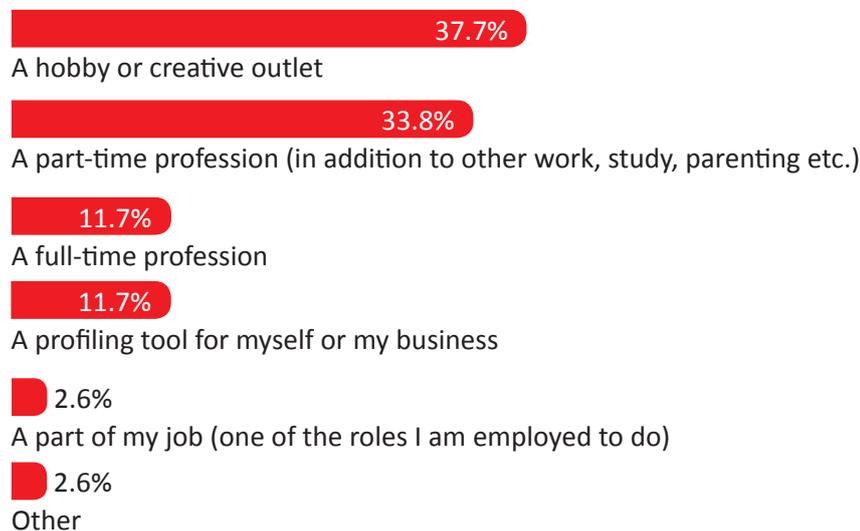
### **BBS Insight**

Most bloggers report that they self-manage their blog and prefer to be contacted directly. However, remember that pitching to a blogger is different to pitching to a newspaper editor.

**11.7%** of bloggers categorise their blog as full-time work

**33.8%** of bloggers categorise their blog as part-time work

**Bloggers were asked:** Is blogging your full-time job or do you blog in addition to other work?



### 3. More bloggers are receiving compensation for their work

An overwhelming number of bloggers stated they receive some sort of compensation from blogging, such as income, gifts, product sales etc.

Almost one-third of bloggers identified generating an income as the key reason for blogging.

 **BBS Insight**

Bloggers reported that one of the key ways PR professionals could assist them was by understanding the monetary value of their blog and its reach, and providing payment or sponsorship opportunities.

**69.6%** say they receive some sort of compensation from blogging

**Bloggers were asked:** If you receive any income from you blog, where does it come from?



## 4. Passion drives bloggers

More than half of bloggers said their blog focused on a topic they were passionate about.

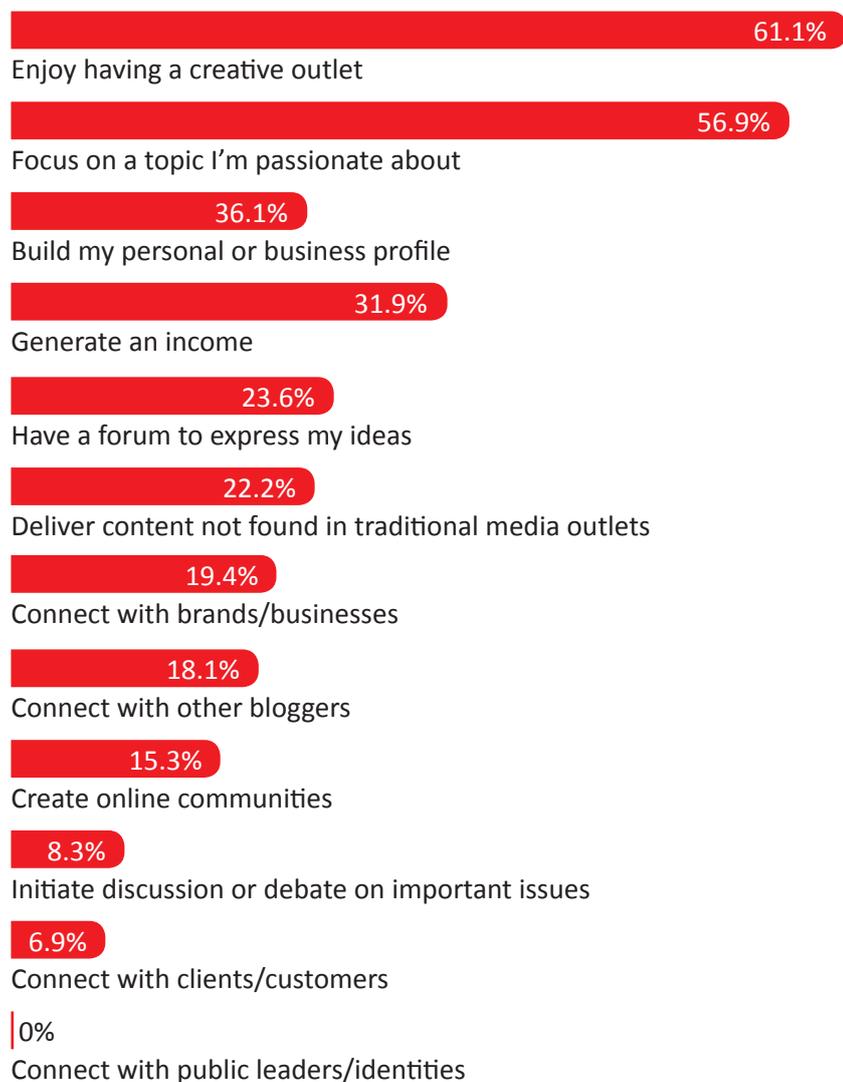
Others considered their blog as a means of building their personal or business profile, and a way to deliver news content not typically found in traditional media outlets.

### BBS Insight

PR professionals and their clients need to tailor content so it better aligns to the bloggers' specific interests.

**56.9%** say their blog focuses on a topic they are passionate about

**Bloggers were asked:** What are the key reasons you blog?



## 5. Readers are embracing sponsored posts

Around two-thirds of bloggers upload sponsored posts to their blog.

Of those who post sponsored content, 40% do so monthly or more frequently.

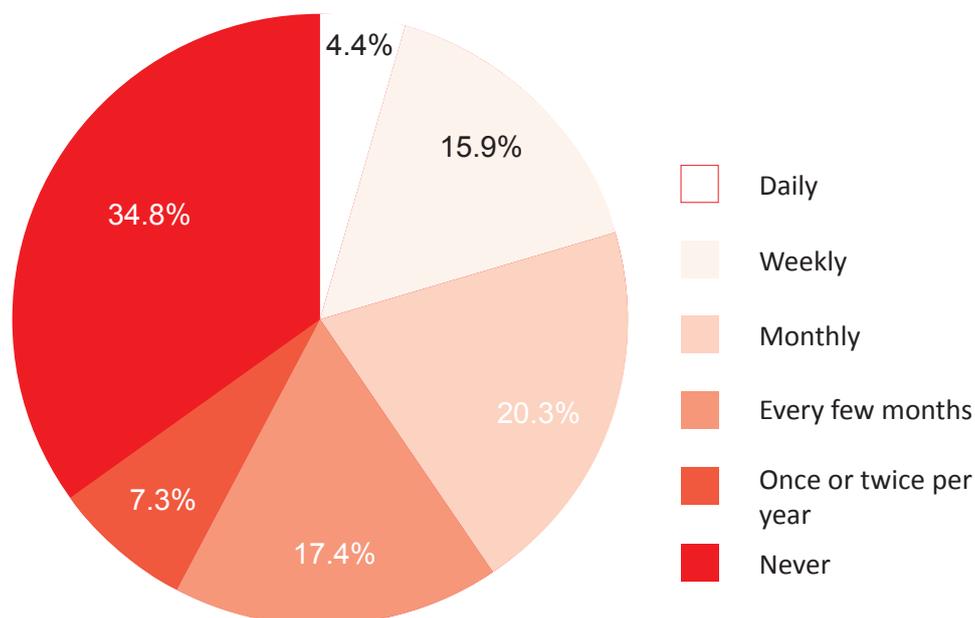
Interestingly, sponsored posts do not seem to have a negative effect on readers' interactions with blog posts, with almost half of bloggers suggesting that their sponsored posts performed just as well as regular posts.

### BBS Insight

Bloggers said their most viewed or shared posts, after personal experiences, were posts with pictures, do-it-yourself posts, news, recipes, tutorials, sponsored social media posts (Facebook etc.) and free resources. Keep this in mind when pitching sponsored posts – can you provide stock photography, a step-by-step project or recipe, or free resources?

**65.2%** say they upload sponsored posts

**Bloggers were asked:** How frequently do you post sponsored posts?



## 6. The role of the PR professional

One-in-three bloggers have generated content for their blog based on an idea from a PR practitioner, pitched via email, phone or press release.

Other bloggers cited mainstream media stories (23%), other blogs (24%), reader feedback (29%), discussions on social media (32%), and online research (42%) as main sources of inspiration for their blog content.

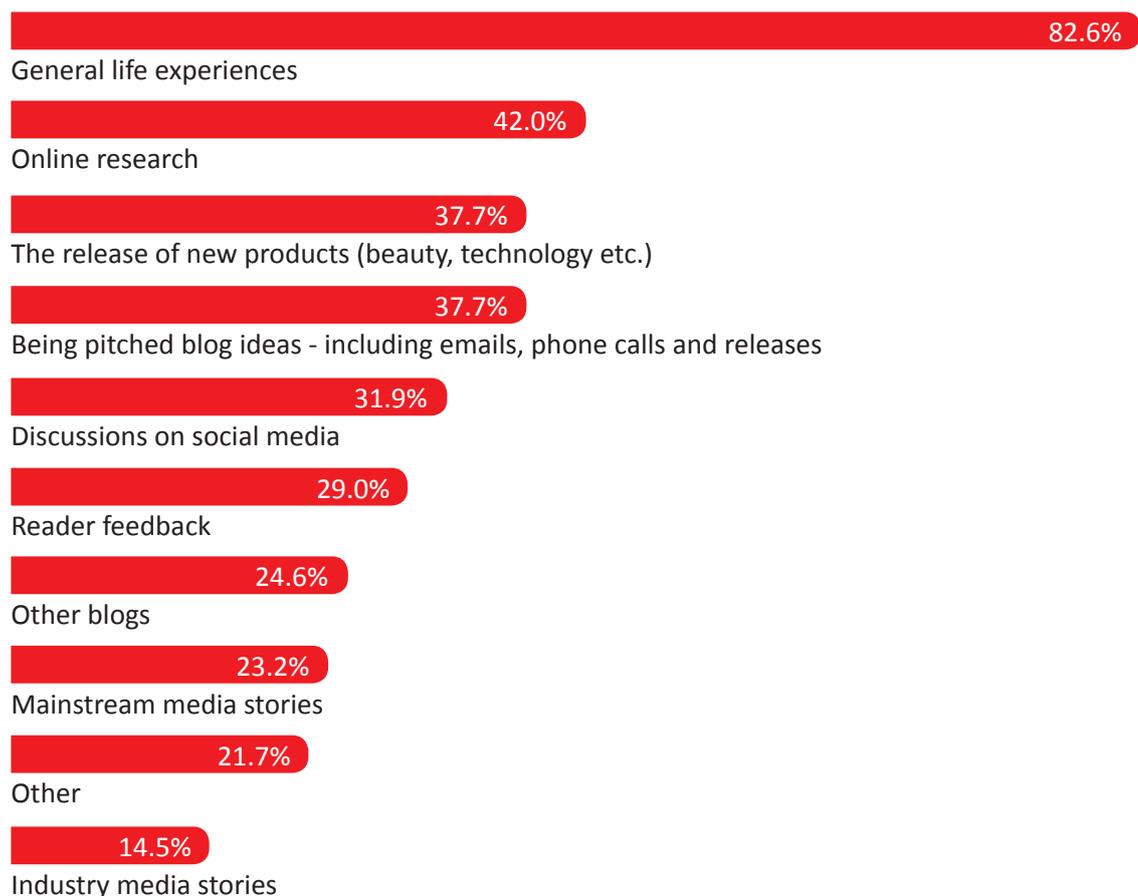
Only 6% of bloggers wished not to be contacted by PR professionals for sponsorship opportunities or general PR enquiries.

### BBS Insight

Most bloggers are happy to be contacted by PR practitioners so long as the PR practitioner understands what their blog is about, understands how the blogger can be remunerated, and thinks about what the blogger can provide to their readers.

**37.7%** of bloggers generate content on their blog after being 'pitched to'

**Bloggers were asked:** How do you generate content/ideas for your blog?



## The Questions

1. What is your age category?
2. Is blogging a full-time job for you, or do you do it in addition to other paid work?
3. Do you have a target readership for your blog?
4. What is the key reason you blog?
5. Do you actively track your blog readership? If so, how many people would you estimate read your blog each month?
6. What social media platforms do you use in connection with your blog?
7. How do you generate content/ideas for your blog?
8. In the past 12 months, which groups have engaged with you (sought sponsorship opportunities, provided products for review, pitched post ideas) in your role as a blogger?
9. How frequently do you post sponsored posts?
10. Do your readers engage differently with sponsored posts?
11. If you receive any income from your blog, where does it come from?
12. Do you self-manage your business enquiries (sponsorship, PR enquiries etc.) or do you prefer enquiries to be directed through an agent?
13. Which types of posts generate the most views/shares?
14. When do you spend the most time working on your blog (reading emails, writing, drafting, posting etc?)
15. Where does the majority of your blog traffic originate from?
16. How has your blog evolved since it began?
17. What can PR practitioners do to better assist you?

## What BBS reads...



*I can never go past a good lifestyle blog, especially about DIY, home improvements and crafting, like:*

- *A Beautiful Mess*
- *BabyMac*
- *Give a Girl a Blog*

**denica goldsbrough**  
consultant

*I subscribe to a range of industry, lifestyle and food blogs. Some favourites include:*

- *Mumbrella*
- *Fat Mum Slim*
- *Chocolate Covered Katie*

**amanda firth**  
account manager



*I mainly follow travel, food and fashion blogs, as these are three of my all-time favourite things. Blogs I follow include:*

- *Tuula*
- *Gary Pepper Girl*
- *Style Me Pretty*
- *The Urban List*

**laura hawksworth**  
consultant

*I'm partial to fashion / lifestyle blogs myself and read the following religiously:*

- *Faux Fuchsia*
- *Pink Peonies*
- *Lion in the Wild*

**sara benallack**  
senior consultant / production coordinator



*I'm a keen reader of travel, gadget and news blogs. Here are some of my favourites:*

- *Nomadic Matt*
- *D'Marge*
- *Crikey*

**ben mcconaghy**  
account manager