

We Partner With



OVER
100
BLOGGERS



We've been working together since



AND

VLOG*ers
(VIDEO BLOGGERS)



IDAHO POTATO COMMISSION BLOGGERS



healthy nibbles

HealthyNibblesandBits.com

Aligot Potatoes video has

40K VIEWS



AverageBetty.com

has more than

3.5 MILLION

views on the videos she's done for Idaho® potatoes.

TOP 10 REASONS WE WORK WITH BLOGGERS

10

Daily social media usage of global internet users amounted to **135 minutes per day**.



It's an effective way to reach a younger audience.

9

8

Builds awareness of Idaho® potatoes in new audiences and reinforces it with current customers.

7

Working with bloggers is **modern, hip and forward thinking**.



They offer a lot of **bang for the buck**.

6

5

MORE THAN 500 RECIPES

have been created by the IPC bloggers!



Bloggers have their **fingers on the pulse** of what's *hot and trending*.

4

3

Bloggers are social media masters! Between posts on their websites and across various social media channels, our blogger content reaches 100's of thousands of consumers.



Bloggers are influencers!

They are a trusted source of information. If they like a brand or a product, that goes a long way with their fans.

2



It's always better to have a third party boasting about your brand!

Please visit IdahoPotato.com for more than 1,500 nutritious and delicious Idaho potato recipes. For daily updates and to be part of our social media community, follow us on:



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@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos