

Mom Blog Tour Super Colossal Giveaway Generates Qualified Leads for Brands

NEW YORK, N.Y., UNITED STATES, March 21, 2018 /EINPresswire.com/ -- [Mom Blog Tour](#), the unique program that brings teams of 10 Bloggers from around the U.S. to major food trade shows, has launched the Mom Blog Tour “Super Colossal Giveaway” to generate qualified leads for brands that join the Tour.

“Mom Blog Tour does an amazing job building brand awareness prior to, during and for several months after each trade show,” said Wendy Hirschhorn, CEO of Wendy’s Bloggers and co-founder of Mom Blog Tour.

“Our Bloggers meet with brands at their booths, review new and existing products, post hundreds of social shares and professional photos and video, and create original, authentic content and recipes. Every brand that signs on to Mom Blog Tour is guaranteed 15 million impressions and consumer engagements.”

With the addition of the Mom Blog Tour Super Colossal Giveaway that will be incorporated into the Natural Products Expo East and Expo West, Sweets & Snacks Expo and Summer Fancy Food Show, brands benefit from getting qualified leads. “This is a real game changer for many brands and greatly enhances the ROI they make in every show,” said Hirschhorn.

The new Giveaway feature will be launched with five brands that signed on as sponsors of Mom Blog Tour Natural Products Expo West. They include Back to Nature, Crown Maple, Dr. Praeger’s, Wyman’s of Maine and SelectFlex.

The brands collectively contribute products and prizes as part of the Mom Blog Tour Super Colossal Giveaway. The Bloggers – who collectively have more than three million followers – promote the Giveaway on their respective blogs and social shares for three months.



Consumers who enter the Giveaway have the opportunity to hear directly about special offers from participating brands.

“We anticipate at least one million Giveaway entrants,” said Hirschhorn. “If just three percent opt-in to hear from our Sponsors, that’s 30,000 leads. Our sponsors do not have to contribute any time or effort to generate these leads. We do all the work.”

The next Mom Blog Tour is at Sweets & Snacks Expo in Chicago, May 22-24. Brands that sign on to the Tour by April 20 will receive qualified leads at no additional cost.

For more information about Mom Blog Tour at Sweets & Snacks Expo, Summer Fancy Food Show, and Natural Products Expo East, contact Wendy Hirschhorn, wendy@wendysbloggers.com, 212-826-8790.

About Wendy's Bloggers

Co-founded in 2015 by Wendy Hirschhorn, Mom Blog Tour brings some of the most influential Mom Bloggers to trade shows across the country where they interact with brands, review new and existing products and create original, authentic and shareable content, photos and videos. The sweet spot for Mom Blog Tour is food and lifestyle. Follow the conversation at [#MomBlogTourFF](https://twitter.com/MomBlogTourFF). For information, contact Wendy Hirschhorn, 212-826-8790 or wendy@wendysbloggers.com

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