

We Partner With



Over a dozen
VLOG*ers
(VIDEO BLOGGERS)



We've been working
together since



AND
**ALMOST
100
BLOGGERS**

IDAHO POTATO COMMISSION BLOGGERS




TOP TEN REASONS WE WORK WITH BLOGGERS

10 Digital media is up. Social networking accounts for one in every five minutes spent on the internet. 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 **ALMOST 400** have been created by the IPC bloggers! **RECIPES**

 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! **1**

* **KITCHEN LIVING
with Coryanne**

KitchenLivingwithCoryanne.com

Fingerling Potato Salad
video has almost

300K VIEWS.



averagebetty
AverageBetty.com

has more than
2 MILLION
views on the videos she's
done for Idaho® potatoes.

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:



@farmtofoodidahopotatoes



@idahopotatoes



@idahopotatoes



idahopotato



IdahoPotatoVideos