



Hey, Brands

Mountain Top Summit

Walden Hyde hosted an influencer summit in the mountains above Boulder, Colorado. This is what they had to say ...

Joelle, *Scarry Mommy*
Jorrie, *Close to Classy*
Amy, *The Outnumbered Mother*
Kate, *Foxy Wine Pocket*
Joanna, *Rambling Mama*
Laura, *Sammiches and Psych Meds*
Karen, *21st Century Sahn*





1

We Know Our People

Brands often want us to use their content, but we are more successful promoting products when we generate the content on our own.

We know our audience and how best to engage them. And they know us—our voice, our tone, our style. They can tell when our support of a brand is genuine.

2

We Support Each Other

Most of us are part of influencer networks that often share each other's posts. We are willing to help push out another blogger's paid content.

Tapping into these networks can help brands amplify their message and get the most out of their investment.

3

Small Still Counts

Some bloggers have smaller followings, but a high level of engagement and influence with their audience.

In most instances, high engagement is more valuable than a larger following with less interaction.

4

Bend Your Rules

We're most successful when we keep it real. As a brand, you might have to walk the straight and narrow, but our followers love it when we are our irreverent, imperfect, honest selves.

You'd never show a mom using your baby products with a glass of wine in her hand. But we would. Because it's real life. Pick the right influencers—those that fit your brand—and then let us bend the rules a bit.

5

You Get What You Pay For

Brands often ask influencers to work for free, for product, or for as little as \$50. Pay should be commensurate with the amount of work and exposure involved—and by the

extent of the blogger's influence/fame.

The audience we create takes time and, for many of us, it's our full time job. You don't work for free, and neither do we.



Good brands need good agencies.



Based in Boulder, Colorado, Walden Hyde is a different kind of agency. We use research, strategy, and creative to build better businesses, better products, and better lives. Our team is made up of designers, producers, anthropologists, and sustainability experts.