
ABOUT COOPERATIZE

Cooperatize is the easiest way to publish branded content on thousands of blogs. Using the Cooperatize platform, brand managers can reach their target audience by finding relevant blogs, get sponsored posts written by the bloggers themselves, and track the performance of their posts. All sponsored posts integrate the brands seamlessly and abide by all FTC guidelines.

For more information, visit <http://www.cooperatize.com>

Activating Influencers In Major Cities

LG needed to find bloggers to attend their product demonstration events in less than one week in cities like Chicago and Boston. They were utilizing traditional PR media lists but were simply running out of time. Through Cooperatize, LG was able to geo-target their campaign and invited 30+ bloggers whom were able to attend the in-person events in to see and experience the product first hand.



Entire Process is Streamlined and Standardized

LG did not have to reach out to bloggers individually to invite them to their events. Cooperatize handled everything from finding relevant geo-targeted bloggers to getting the stories published by the bloggers within a few days of attending the product events. LG could see the excitement from the stories the bloggers were writing. **30+** personal stories were written about the exciting product demo events and the product specifications of the OLED TVs all within **1-2 weeks**.



Cooperatize

OLED TVs get the personal touch with bloggers taking pictures and writing about their experiences