**Objective –**

To let the user find a perfect blogger to promote their product, brand or service to increase awareness and trust for the product, brand or service.

**Problem -** Currently searching for a right fit blogger is very time consuming. The user has to Google search the bloggers, visit page of each blogger, and then start a chain of mails. It is a process of around 7 to 15 days. Also Google searches might not get the user to the best available resource.

If a deal is not negotiated with a blogger after spending certain time on communication, there is a need to start the process again.

And if a user wants multiple bloggers to write about them then the process is repeated for search of every single blogger.

Also, a user spends time on researching on particular blogger like his Facebook likes, alexa rank, twitter followers and various other social media indexes.  
  
There is always a risk regarding making an International payment to bloggers and the platform would help eliminate the chances of fraud.

**Impact –**

The user will save a lot of time and effort to search a perfect fit blogger who can help him /her to market or promote his/her product/service/brand.   
  
Alexa rank / website SEO and traffic to the website or service would increase.

**Solution –**

A well designed website that is easy to use that has huge database of bloggers from various countries and categories. A user can explore and find a blogger according to his requirement, budget and the amount of people he intends to reach.  
  
The user will have an option to search according to category of bloggers, budget, Alexa ranking and other social media channels of the blogger to create maximum impact for the company converting into website visits and sales, promotion of the products and increasing the trust factor of the service.   
  
Trust plays a big part for any brand or service and bloggers can provide that trust.

**Overview of tasks –**

* Creation of website.
* Creating and working on the UI for better usability of the product.
* Database management.
* Testing and iterating.
* Registering initial chunk of bloggers.

Communicating to our users.  
  
A user will also be able to select multiple categories while filtering. Also, he can use main search option to find his specific keywords.

Once the user selects a blogger, he can connect with his requirement using our internal messenger. Once the blogger is finalized he can make the payment through our system.

Blogger will provide a delivery timeline and we will make sure that blogger meets the deadline.

All our functionality should be building keeping in mind that our product is a global product and in future will be used in various countries and languages.

We will also assign a special ranking for each blogger which will be hidden from the user but will be applied internally for displaying the user search.

**Users (TG)** – Small Enterprises, Startups, brands, SaaS companies, big established companies. The users are any individual or group of people or company that wants to increase their social media reach and market their product.

**Description –   
  
Small enterprises / Startups.**

As a small or a new organization has a very limited marketing budget, it is very difficult for them to find the optimal resources to get the word out. Devoid of money to run print ads and TV based ads, many of these companies struggle to make sales even though the product or service might be helpful to users.   
Using the platform the user can reach his **target audience** by connecting to bloggers writing on the same category thus creating maximum impact. Blog is a very essential platform for social media marketing and improves SEO. All small organizations struggle to create awareness for their product/service.

**Brands / SaaS companies / Large companies.**

Large companies / brands spend a huge money to recruit social media marketing teams. This can now be avoided, as the world gets digital, soon companies and brands will have to market **through the public to the public.** Imagine selecting ten bloggers on one day and the work getting completed in three days. This would give huge website traffic and virality to the brand across social media channels of the bloggers.  **Future Plans -**

Pitch our idea to international (specially US based) startup accelerators like 500 Startups because the scope and the biggest market for this service is in USA.

Include (Non blogging profiles but high social media following)  
 **Instagram   
  
Youtube  
  
Twitter   
  
Pinterest  
  
Facebook Pages   
  
Snapchat**