

Chrystal Baker

Freelance Writer

CBSLA.com

BasilMagazine.com

FrugivoreMag.com

Food & Lifestyle Blogger

DuoDishes.com

AnyandEverywhere.com

Easy To Reach

chrystal@duodishes.com

chrystal@anyandeverywhere.com

What Do We Want

- The emotional connection...Why, why, why?
 - Make a day pampering last a lifetime
- Local, small business features
 - What is happening in the neighborhood or smaller towns to make big changes?
- Influencing examples that bridge the spa to everyday
 - Are any efforts put forth within the business applicable to home life?

Social Media As A Tool

- The me in social MEdia
 - Share, brag, share, brag
- Personalized experiences stay in the readers' minds
 - Anything you can do...
- Facebook, Twitter, Pinterest, Flickr, Instagram, Tumblr, Google+, Youtube
 - The more outlets, the bigger the reach

Beautiful Images, Beautiful Story

- Visually arresting
 - Colorful, impactful, emotional
- Images that stand alone
 - Create a photo essay, allow the images to speak
- Capture the big and small
- Always share with others

The Best Way To Go

- Tell your story across various platforms
 - No, Facebook is not enough
 - Take advantage of multiple social media outlets
- Tell your story to various groups
 - Everyone will receive your message differently
 - Planet-friendly rejuvenation packages to parenting/family writers, collaborations with local purveyors to food writers, new all-natural and organic products to beauty/lifestyle/health writers
- Tell your story from various POV's
 - From the CEO to the masseuse