

# *Not* just another THEME PARK BLOGGER

Setting Yourself Apart in the Space of Theme Park Bloggers

By Pattie Cordova & Jill Parkin



## MEET US

### Pattie Cordova

@PattieCordova | [LivingMiVidaLoca.com](http://LivingMiVidaLoca.com)

- Content creator/blogger/speaker
- 10+ years in the blogging industry
- Three-year Knott's Berry Blogger
- Travelocity Ambassador
- Blogger and Influencer Relations

### Jill Parkin

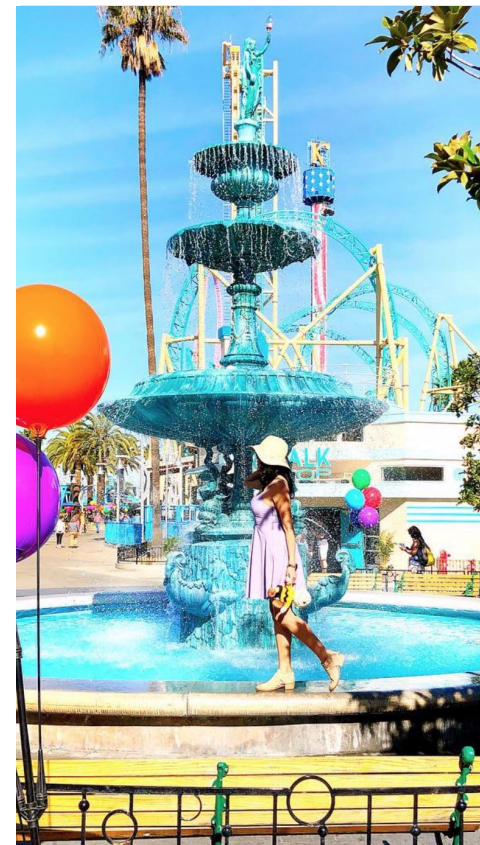
@PopsicleBlog | [PopsicleBlog.com](http://PopsicleBlog.com)

- Content creator/blogger/speaker
- 10+ years in the blogging industry
- Three-year Knott's Berry Blogger
- Hyper-local focus in Southern California
- Blogger and Influencer Relations



# SETTING YOURSELF *Apart*

WHILE STAYING AUTHENTIC TO YOURSELF  
AND YOUR COMMUNITY





# SET YOURSELF APART

## WHAT DOES THIS MEAN?

- Personal Branding
- Different perspectives
- Fill in the blanks
- Q & A







# LITTLE GRAY THREAD

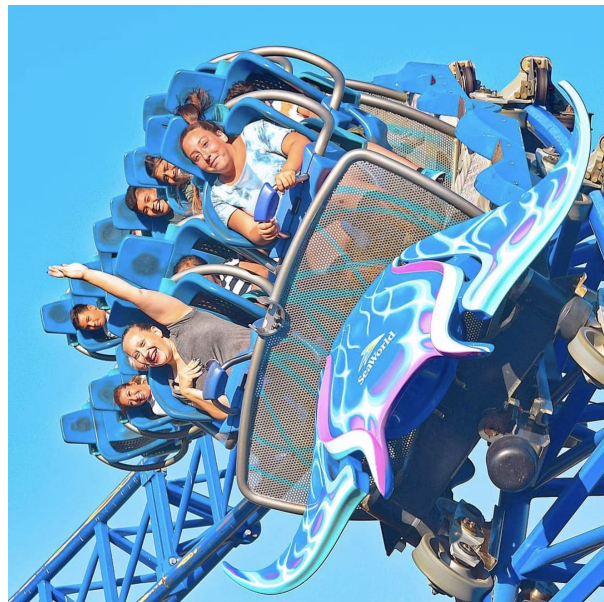
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# THEME PARK REVIEW

@themeparkreview





# CA COASTER KINGS

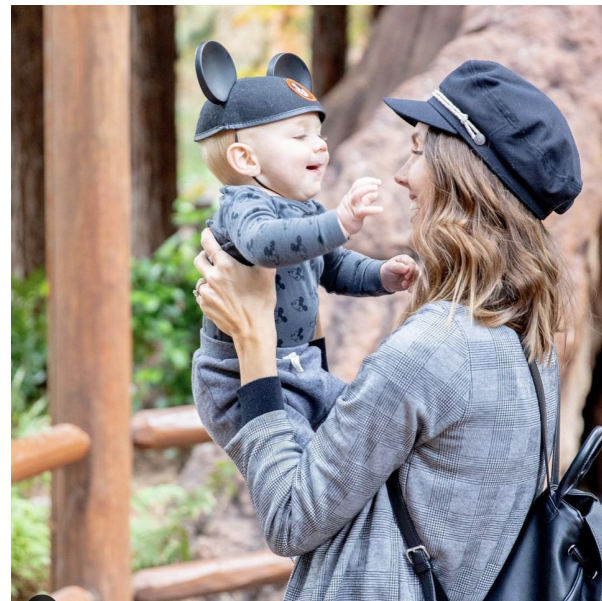
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# PAREJA CON OREJAS

@parejaconorejas



# MAGIC KINGDOM MAMAS

@magic\_kingdom\_mamas





# REBEL IN NEVERLAND

@rebel\_in\_neverland



# CONTENT THAT WILL *"wow"* THE CLIENT



# A CLIENTS' BTS LOOK

## WHAT WE'VE LEARNED

- Beyond a press release
- Remembering the basics
- Deliverables
- Follow up
- Q & A



# READY, SET, GO... ACTIONABLE ITEMS YOU CAN DO *today*





# THE HOW-TO

## GAME PLAN

- Refresh old content
- Plan ahead
- Story angles
- It's not only about you
- Don't forget your brand
- JOMO not FOMO





QUESTIONS?



# GET IN TOUCH!

HAVE QUESTIONS?  
EMAIL OR DM US...

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