**Ultimate X 2016 Blogger Outreach Plan**

# Blogs To Be Used:

**Mr Cape Town:**

* Facebook Page: 11,500
* Twitter: 13, 200

**The Klique:**

* Facebook Page: 81, 500
* Twitter: 1, 100

**MyCityByNight:**

* Facebook Page: 46,000
* Twitter: 22, 300

**Texx And The City:**

* Facebook Page: 18,200
* Twitter: 1, 450

**Stephanie Be:**

* Facebook Page: 6, 800
* Twitter: 22, 300

**Captain Kai’s World:**

* Facebook Page: 3, 500
* Twitter: 3, 400

**Boring Cape Town Chick:**

* Facebook Page: 2, 600
* Twitter: 6, 200

**Life Is Savage:**

* Facebook Page: 2, 000
* Twitter: 14, 500

**The Pundits:**

* Facebook Page: 1, 300
* Twitter: 3, 000

**Dirty Pink City:**

* Facebook Page: 750
* Twitter: 1, 600

# Campaign Duration:

The #UltimateX 2016 blogger campaign will run from 1 February – 21 February. Winners will be announced on Monday 21 February, which gives the winners a week to collect their prizes from the Ultimate X offices. This will be communicated at the bottom of each blog post, to ensure their prizes are collected on time!