

# Taming the Wild West web of bloggers

 By [Ruth Cooper](#)

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What with accelerating technological developments and a mass of voices and content creators coming and going online, choosing who and what to pay attention to can feel a little overwhelming.

[iambassador](#) founder and publisher of [Velvet Escape](#) blog Keith Jenkins spoke how best to navigate the “Wild West” of the travel blogging world on day one of the 2017 [World Travel Market Africa](#).

Jenkins did this by pointing out new global developments and trends in the travel blogging sphere.



Image [123rf](#)

## Nine trends shaping the blogging world:

### Influencer networks

Companies such as [iambassador](#) are creating a network and database of bloggers and influencers for marketing campaigns and promotions. There is more deliberate collaboration between bloggers, and bloggers and brands.

### Blogging ethics

Bloggers are respecting their readers and the integrity of their blogs and usually only using paid-for content that makes sense for their brand. They are also being more transparent when posts are sponsored.

“ Excited to hear all about [#travelblogging](#) with Kieth Jenkins [@velvetescape](#) at [#WTMA17](#) [#WTMA2017](#)  
[pic.twitter.com/xQ9TrwSOI4](#)— Bizcom Tourism (@Biz\_Tourism) [April 19, 2017](#) ”

### Conceptualised campaigns

With travel promotions such as [#Blogville](#) and [#Stellenblog](#), we are seeing much better conceptualised campaigns that host bloggers and influencers and allow them to share their experiences of cities or events through well planned itineraries.

## Product creation

Bloggers are creating their own unique products from fashion items to fridge magnets and marketing and selling them through their blogs.

## Affiliate kings

Bloggers are placing a lot more affiliate links in their blog posts and utilising affiliate marketing for income.

## Print

Strangely enough, many bloggers are turning to print to help spread their content, creating travel guide books like the [Solo Traveller Handbook](#).

“ *Stay focused. Things change. Directions change. Keep your brand focus the same.* ” - [@velvetescape #WTMA17](#)  
[@WTM\\_Africa pic.twitter.com/T2OQBuhgNa](#)— *The Social Needia (@thesocialneedia)* [April 19, 2017](#) ”

## Broadcasting

Many bloggers, not shy in front of a camera, are taking part in or creating TV shows, radio shows and podcasts.

## Bricks and mortar

Some bloggers are even creating their own hostels or hotels such as travel blogger [Nomadic Matt](#) who opened his own hostel the [HK Austen](#) in Texas.

## New tech

Bloggers are also getting a lot more tech savvy when it comes to using technology such as drones, virtual reality and augmented reality.

[www.iambassador.net](http://www.iambassador.net)

[velvetescape.com](http://velvetescape.com)

[africa.wtm.com](http://africa.wtm.com)

## ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity. [ruth@bizcommunity.com](mailto:ruth@bizcommunity.com)  
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