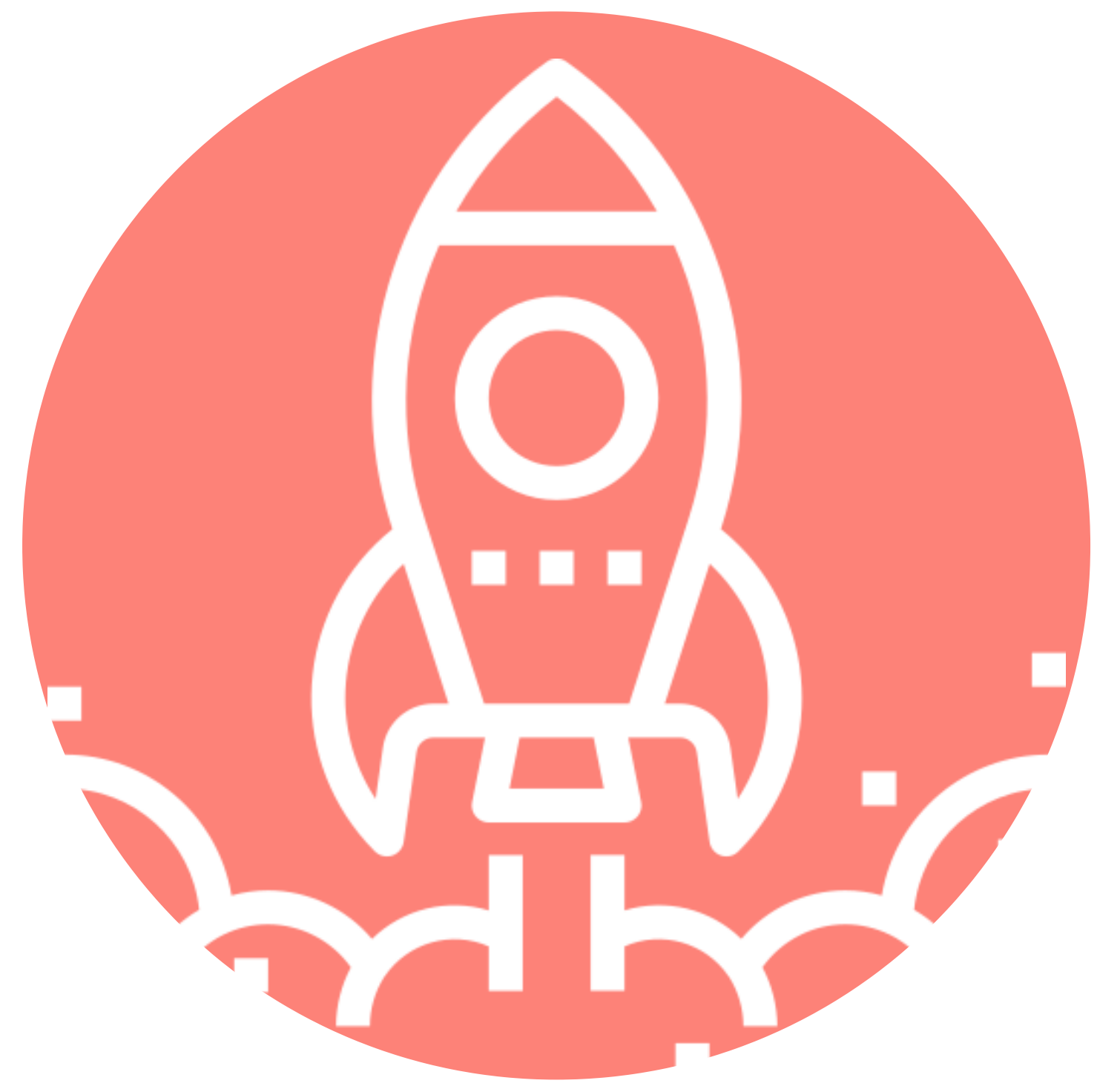




# Editorial Guidelines FOR BRANDS

We support the mindful makers, the movers, the shakers... the independent businesses, the world changers, the hard workers, the do-gooders & the trying-to-do-better-ers.

ourgoodbrands



# LET'S HAVE A GOOD START!

It takes good parties to have what we like to call “Ourgoodpartnership”. We know we are officially good because we are positive, we are loyal, we walk our talk, we are honest, and we really care. We feature brands that are ethical, sustainable, eco and social-conscious. We want to know if YOU are good enough & the right fit to be showcased on our platform.

These are some of the criteria we are looking for, so if your brand is under any of these categories most likely you have a spot at Ourgoodbrands.

- 01 Fairtrade
- 02 Certified Organic
- 03 Eco-friendly Fabrics
- 04 Ethical Accreditations
- 05 Innovative Materials
- 06 Sustainable Production
- 07 Social Entrepreneurship
- 08 Circular Economy
- 09 Sustainable Business Models
- 10 Empowerment of Communities
- 11 Positive Activism
- 12 Green Politics
- 13 Environmentalism
- 14 Slow Fashion
- 15 Minimalism
- 16 Zero Waste
- 17 Veganism & Cruelty-free
- 18 Art & Educational Impact

While most of the Media with interests in sustainability are focused in a specific region or country, at Ourgoodbrands we know that Goodness has no borders and could be found anywhere. This is why we feature brands from all over the world, and also because being digital writers we are not limited by the fact we are currently based in Australia.

**Now, are you Keen to work together?**

Contact [hello@ourgoodbrands.com](mailto:hello@ourgoodbrands.com) and we will endeavour to respond within a week.  
Read our contact policy [here](#).



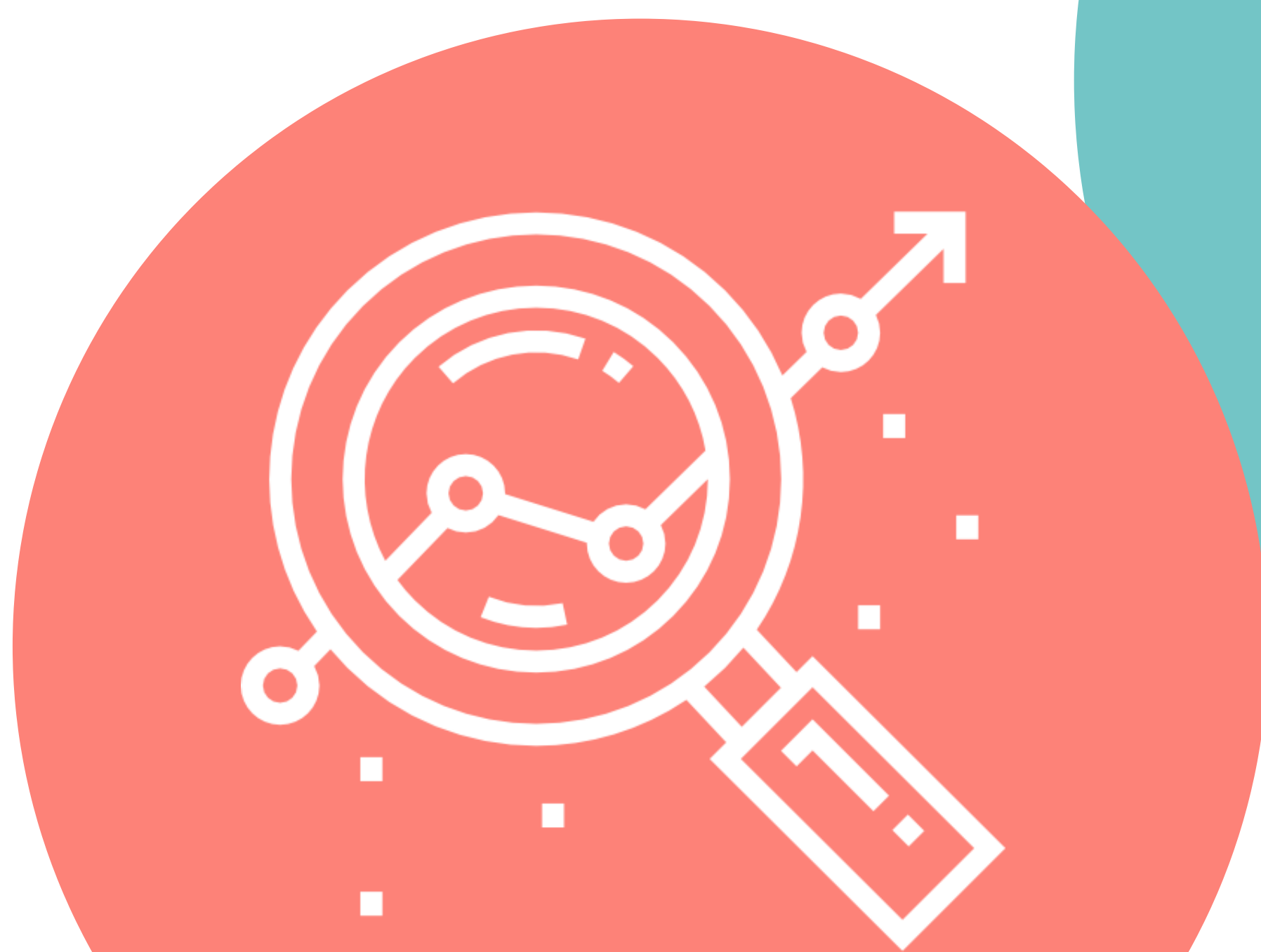
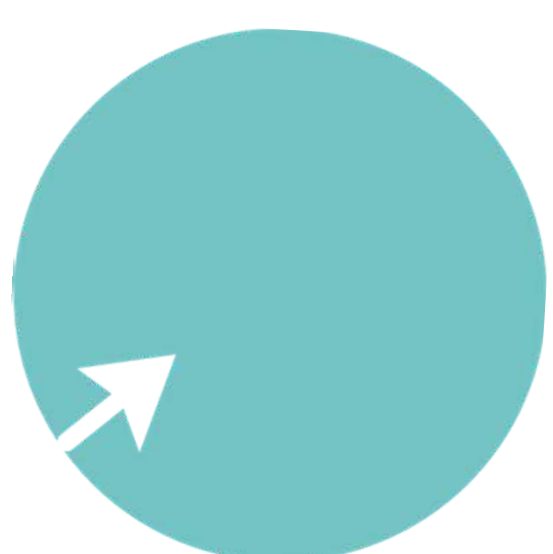
## SOCIAL MEDIA COORDINATION

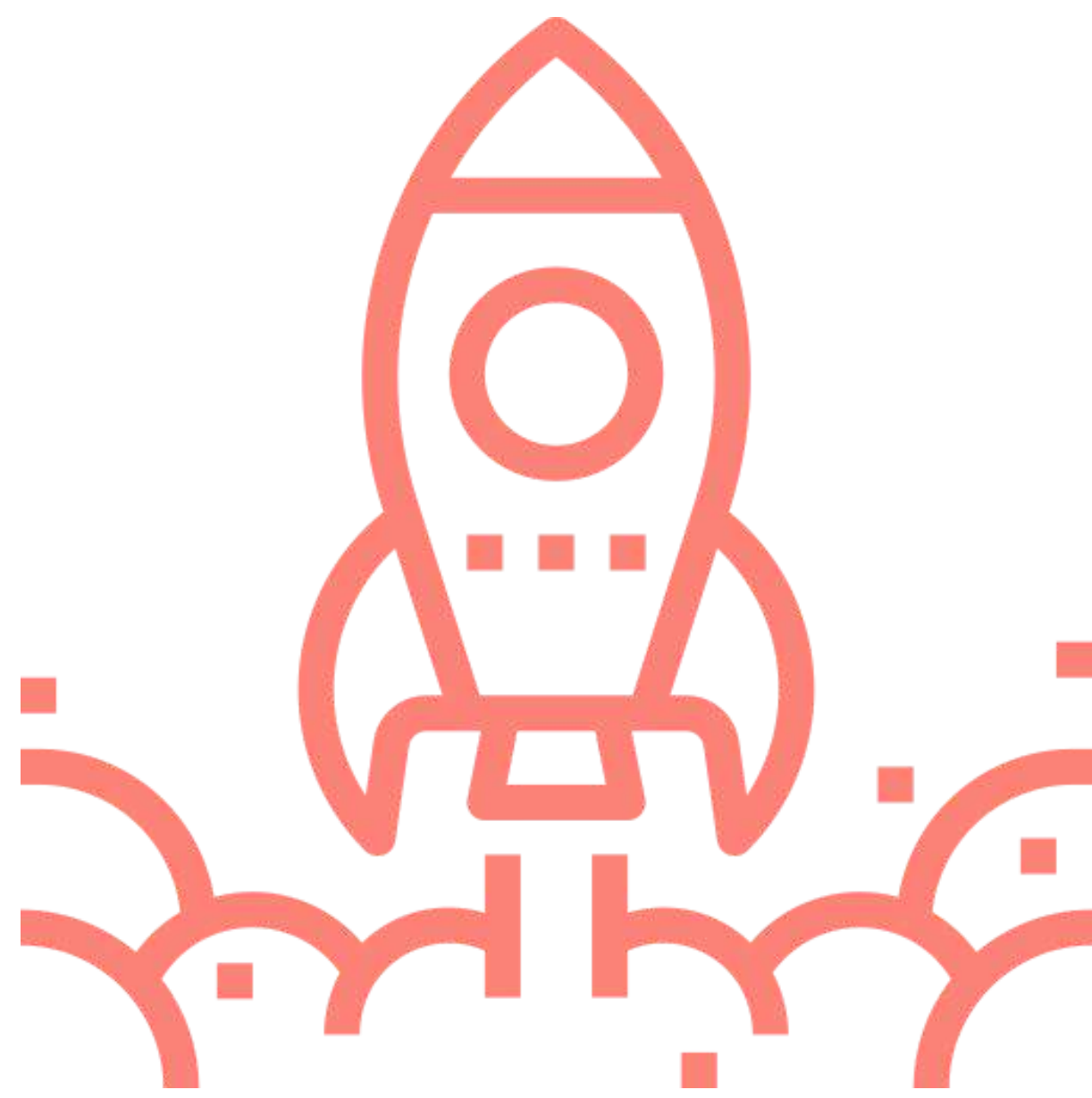
If we start a partnership and dedicate time and love to feature you on your website, we only ask for the following:

- A mutual social media coordination is expected. We encourage you to tag @ourgoodbrands across any social media channels (Twitter, Instagram, Facebook) with your social networks to improve chances of it being read and circulated on social media.
- Ourgoodbrands will regularly push published content on Twitter, Instagram, Facebook and Pinterest. Please follow and engage once your article is published.
- We highly recommend commenting on the blog post with your personal user once the article is published. And same, if you receive a comment on your post/article, we encourage that you respond as this facilitates genuine engagement with our community. This is something we take seriously given that we care about being part of a community that deeply cares about substantial topics, not shallow.
- Please don't forget to subscribe to our e-newsletter for all the latest eco-friendly tips, news and giveaways. If you run a business or come on board as a blogger contributor we encourage you do this as you'll get a clearer idea of the kinds of things we share with our readers and what they care about. This way you'll know whether your product, service or contribution is right for the Ourgoodbrands community.

- Do you have a PRESS section on your website?  
Then, we would appreciate if you could share the link of your feature including our logo or a pre-design, which we could happily create for you to include and backlink on your website.

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## OTHER SERVICES TO GET YOU LAUNCHED

- 01 Optimised Contents for YOUR Blog or Website
- 02 A Key person or PR influencer of your Ethical Business creating regular Content at Ourgoodbrands for Cross-Promotion
- 03 Sponsored Posts with Relevant Branded Contents
- 04 Product Reviews, Testing & in-depth Evaluation of the Product
- 05 Giveaway & Contest with a Well-Created Campaign
- 06 Provide a Discount Code & Affiliate Marketing Engagement
- 07 Exclusive Social Media Package
- 08 E-Newsletter Banner & Feature
- 09 Brand Consultation Services

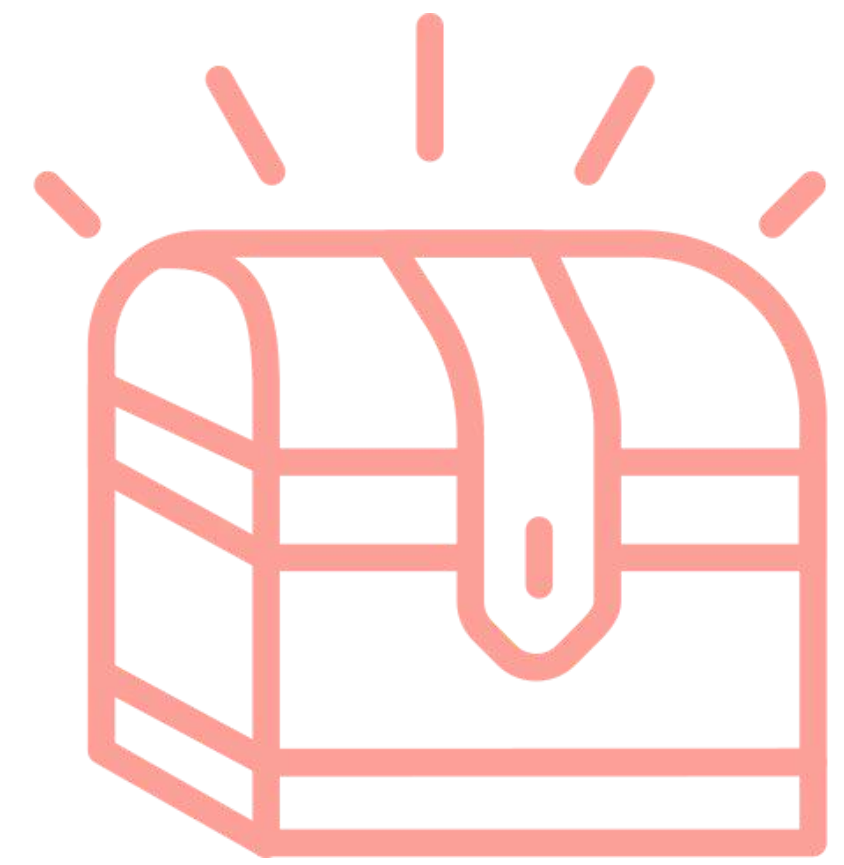
For any Special Services  
contact [hello@ourgoodbrands.com](mailto:hello@ourgoodbrands.com)





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## ECO GIFTS FOR GOOD



We are always happy to accept gifts, as long as these are ethical, sustainable, eco and social-conscious. But please note gifts are that, GIFTS! So if we LOVE your brand & product we might write an article about it!

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## ECO RELATED EVENTS



If you're contacting us about an event it's important to note that we generally need a month's notice before we can publish, as we are especially Good at planning our editorial calendar in advance.

If you require a larger support from us throughout a well planned campaign for your event, we are happy to make a sponsorship exchange with you. Basically, we would request to include the Ourgoodbrands logotype as your Media partner on all your digital and printed supports.

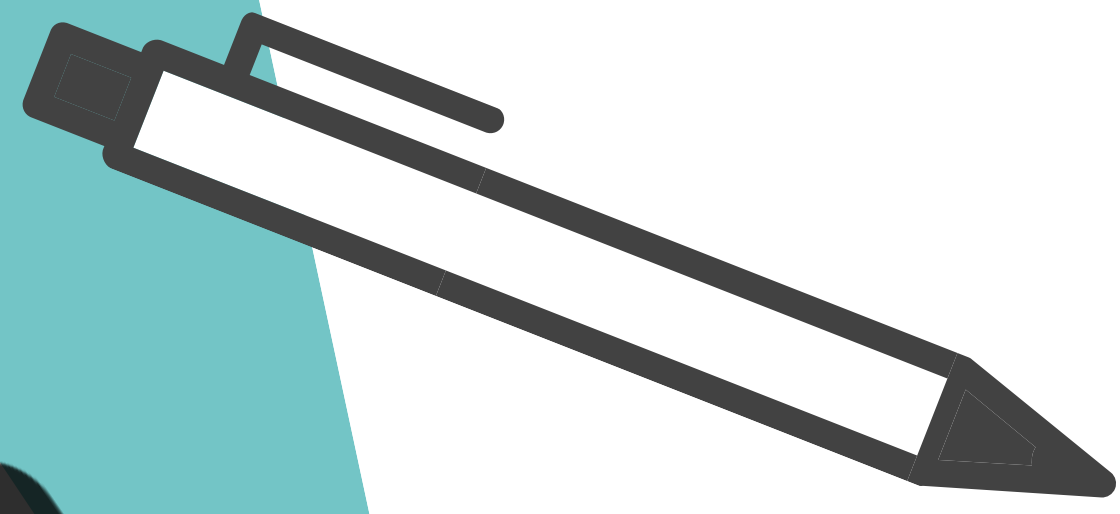
We can also consider exclusive event coverage based on previous negotiation.



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## KICKSTARTER CAMPAIGNS

Are you onto something truly amazing or really GOOD that the world needs to know about? Well, we are happy to feature your future brand or project... however we become very sad if we don't have enough time to support you! So make sure you include us on your Media list for your PR strategy as well as including the Ourgoodbrands logotype on your list of media and magazines that have featured you in the "As seen section" of your Kickstarter campaign.



THANK YOU!

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