



Case Study: Snooth

Introduction: Snooth (<http://www.snooth.com>) is revolutionizing the wine-loving community by connecting enthusiasts all over the world with vintners and merchants. Part tasting guide, part social shopping experience, Snooth is simplifying how people select, interact with, and purchase their favorite wines. Read more [about Snooth here](#).

Situation: Like many online communities, Snooth prides itself on great content that speaks to its core audience: in this case, wine lovers. Snooth's editors have decades of experience in the wine world, but managing assignments and payments to far-flung correspondents was a distraction from their mission. Even tougher was finding great writers with wine expertise in locations where Snooth had few resources.

Solution: Snooth tapped the Ebyline platform and its more than 1,700 professional journalists and bloggers to help them find new writers to expand their coverage. Snooth took advantage of Ebyline's Pitch Board feature to solicit story ideas and used Freelancer Search to target writers in specific locales. Inviting their existing team of writers onto the platform, Snooth streamlined the editorial process of assigning and editing stories and handling payments became an automated process, not a distraction.

Results: Snooth started using Ebyline in early 2012 and quickly found new writers to widen their online wine coverage. Looking to add stories from the south, they connected with a journalist from a local newspaper in Savannah, Georgia. The resulting story was a success and now they have a trusted new resource in the region.

SAVANNAH STAYCATION

[Suggestions for a winecation down south](#)

By Shawndra Russell

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