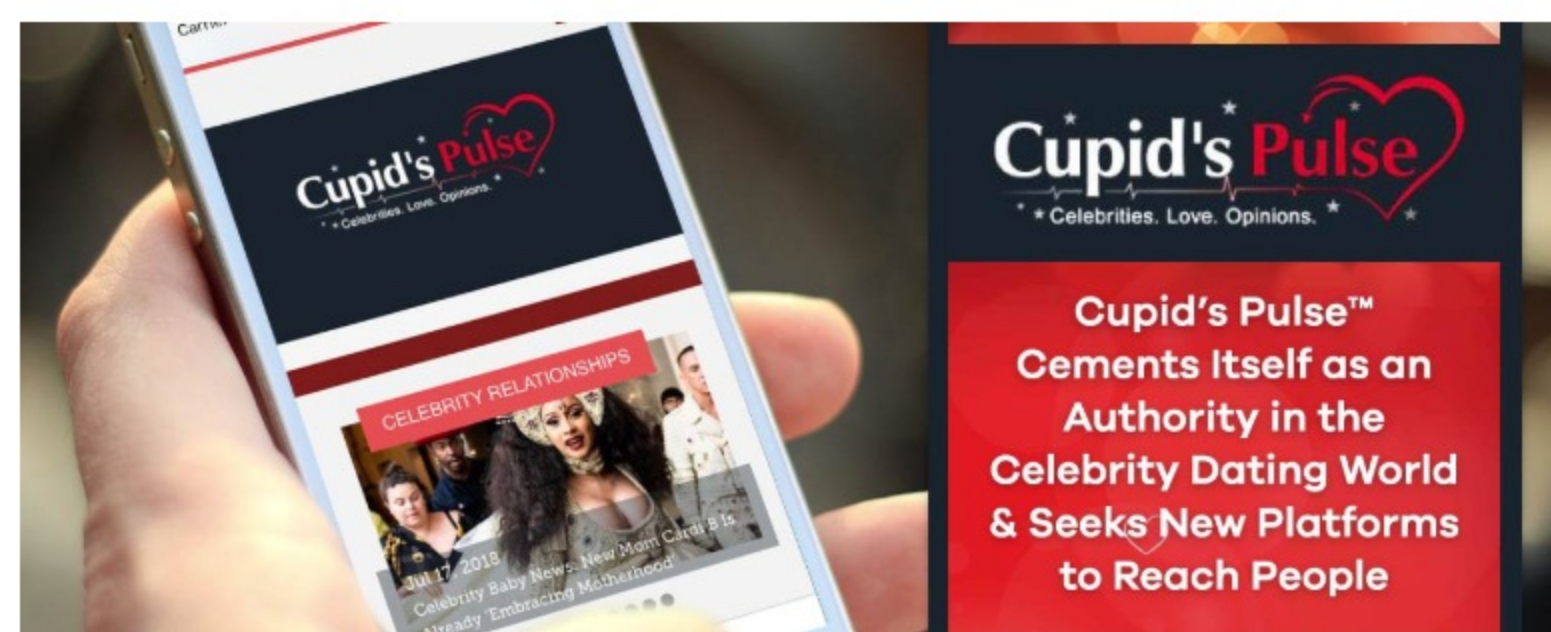


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Cupid's Pulse™ Cements Itself as an Authority in the Celebrity Dating World & Seeks New Platforms to Reach People

By: Hayley Matthews | August 1, 2018



The Scoop: Since 2010, **Cupid's Pulse** has published celebrity-inspired advice articles about beauty, fashion, fitness, diet, and romantic relationships. The website has helped readers of all ages improve their lives by providing useful tips from lifestyle and relationship experts. Although written content has been the blog's bread and butter from the beginning, Executive Editor Lori Bizzoco plans to shake things up by producing more video content and podcasts in the coming months. She told us shifting toward visual mediums is a natural evolution of the Cupid's Pulse brand. These eye-catching videos will help the website deliver its positive message to a broader audience and stay on the pulse of the modern dating world.

Celebrity gossip isn't just entertaining, it can be enlightening too. Hearing about someone's personal successes and failures can make people think more deeply or clearly about their own lives. This is especially true when it comes to love and relationships — an essential aspect of life that often surprises, frustrates, and mystifies people.

For example, Brad and Angelina surprised their fans when they announced they were getting a divorce after being Hollywood's most glamorous power couple for over a decade. The split send shock waves through the world of entertainment, and the news prompted some couples to reevaluate their own marriages and learn from the celeb couple's experiences.

“Bratt Pitt has never been happier. What are some ways to know it's time for a change in your relationship status?” — Haley Lerner, a writer for Cupid's Pulse

In July 2018, after the dust had settled, Cupid's Pulse wrote up a thoughtful article on **how the breakup could actually be good news** for Brad, Angelina, and their children because it allowed them to be happier — even though Brad and Angelina were no longer together. After summing up Brad's point of view on his divorce, the article moved on to advise readers who may want to follow Brangelina's lead and call it quits with a longtime partner.

“If you and your partner are constantly fighting, it may be time to end the relationship,” according to the article. “You shouldn't be in a relationship where you are unhappy.”

Cupid's Pulse excels at tying current celebrity news to its readers' real-life experiences and emotions. The news outlet curates the most shocking, heartwarming, and inspirational headlines from big names in the entertainment industry, and then offers helpful takeaways that readers can apply to their own lives.

Lori Bizzoco founded the site in November 2010 and has been instrumental in growing its influence by highlighting hot topics from the perspective of well-known actors, reality stars, athletes, royals, and other celebs.

A Growing Influence Among Single Women Over 40

From advice articles to restaurant reviews, Cupid's Pulse has written hundreds of informative and entertaining blog posts geared toward women who love to stay on top of the latest celeb news.

While Cupid's Pulse has a young and hip flair to it, Lori said she's interested in reaching out to a more mature single population as well as young daters. Right now, the average age of visitors to the site is around 18 to 34, but a growing number of women over 40 have begun perusing the articles in recent months.

“I'm very interested in moving the conversation to include women over 40,” she said. “I want to hone in on that demographic and help educate them on how to find love and get out of their own way.”



Cupid's Pulse delivers celebrity news and dating advice to a diverse readership.

Cupid's Pulse offers an inspirational message to mature daters that it's never too late for love. Lori herself met and married her soul mate when she was 38, so this is a cause close to her heart.

“If I had my wish, what I'd really love is to see more women over 35 feeling more positive about finding love,” she said. “I want to see a shift in the mindset so singles who are 35, 45, or 50 still feel capable and worthy of finding Mr. Right.”

Of course, it isn't all single women on Cupid's Pulse. A loyal contingent of men also rely on the site to provide insight into the female psyche and dating world, and Lori plans to continue speaking to their issues and engaging with them on the site. “My theory is that male singles in our audience don't know how to relate to today's women,” she said. “Women today are self-sufficient, they're independent, and it's a little bit of a struggle right now for men to date them.”

Expanding Its Content to Become More Visual & Widespread

Since its launch, Cupid's Pulse has become an authoritative resource that dispenses celebrity gossip, parenting tips, relationship expertise, and other lifestyle advice. Now Lori seeks to supplement the site's online content with engaging videos.

Cupid's Pulse currently sees thousands of views on **its YouTube channel**, which has over 2,600 subscribers, and Lori said she expects that number to grow as she focuses on publishing more videos and podcast episodes in the coming months.

“We want to expand the broadcast opportunities of the site as an extension of the site,” she explained. “We've been around since 2010, and it seems like a natural organic progression to be more visual.”



Cupid's Pulse has maintained a consistent readership in the last few years, and the team is excited to add more followers, readers, and viewers by mixing up the site's content in more dynamic and creative ways. Lori said she even sees potential to turn Cupid's Pulse into a show where she interviews celebs and lifestyle experts to offer advice to singles and couples everywhere.

By highlighting fun, short videos, Cupid's Pulse can draw more eyes to its content and speak directly to singles facing a variety of dating dilemmas.

Cupid's Pulse Has a Lot to Say to Modern Daters

Cupid's Pulse is a growing media outlet on a mission to become a go-to source for celebrity gossip, lifestyle tips, and relationship advice. Its articles have a knack for tying big headlines — including the fallout from Brangelina's split — to everyday experiences. The men and women who read the site learn about what's going on in celebrity news, but they also learn about themselves in the process.

Whether she's interviewing celebrities about their exercise regimens or advising singles over 40 not to give up on love, Lori is a positive influence on the dating world. She created a website that authoritatively and passionately tackles today's hot topics and brings a unique, informative perspective to every article.

In the coming months, Cupid's Pulse intends to convert its readers into viewers as it publishes viral video content on how to find and keep love in today's ever-changing world.

“For us as a whole, as a company, it really is natural to take this next step, spread our wings, and grow a little bit,” Lori said. “I see this leading us to bigger opportunities with bigger celebrities.” ❤️

ABOUT THE AUTHOR

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Hayley is the Editor-in-Chief of DatingNews, and she handles editorial schedules, interviews, social media, and partnerships, among other things. She's been in the dating industry for more than six years, and her work has appeared in numerous publications, including Bustle, Cosmo, the Huffington Post, AskMen, and Entrepreneur.

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