



Mom Bloggers: Their influence & reach



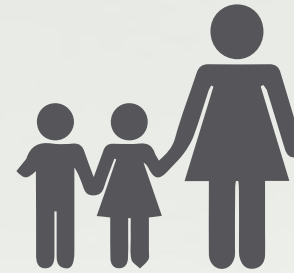
WOMEN'S MARKETING

WELCOME!

Women's Marketing is the leading **media strategy, planning, and buying** organization for emerging and high growth brands. We offer a deep understanding of how women consume, engage, and take action with media with unmatched experience in beauty, health, fashion, food, and beverage



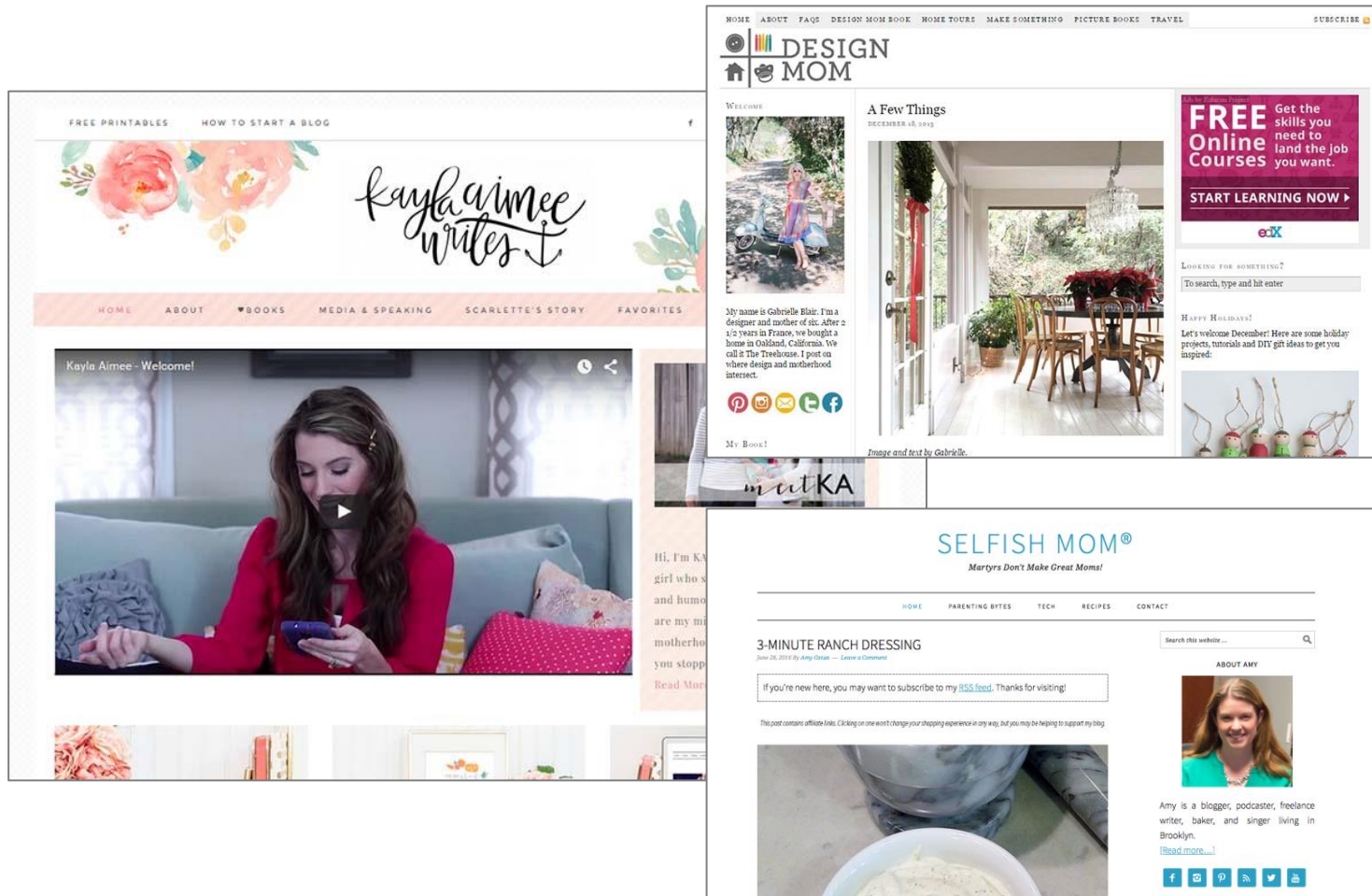
THE INFLUENCE OF MOMS



Moms have always relied on the wisdom of other mothers for **product recommendations** and **parenting advice**

THE INFLUENCE OF MOMS

But blogging has **amplified their voices** beyond the playground



MOM VOICES MATTER

- ★ The estimated **4.3 million** U.S. Mom Bloggers have become a trusted resource for learning about the latest brands, products, and trends
- ★ And brands are increasingly turning to them to introduce new products and services
- ★ In fact, **84%** of brands polled said they launched at least one influencer marketing campaign last year and **81%** of those brands saw increased website traffic and sales

THE INFLUENCE OF MOMS

Moms have always relied on the wisdom other moms for product recommendations and parenting advice. Beyond the playground, mom bloggers have become a trusted resource for learning about the latest brands. Below we look at the influence professional bloggers have on their followers and how they impact purchases.

BY THE NUMBERS



Number of mom bloggers in the U.S. in 2016: **4.3 million**



U.S. moms who read blogs in 2016: **12.4 million**, this number is expected to reach 12.5 million by 2018

TYPES OF MOM BLOGGERS



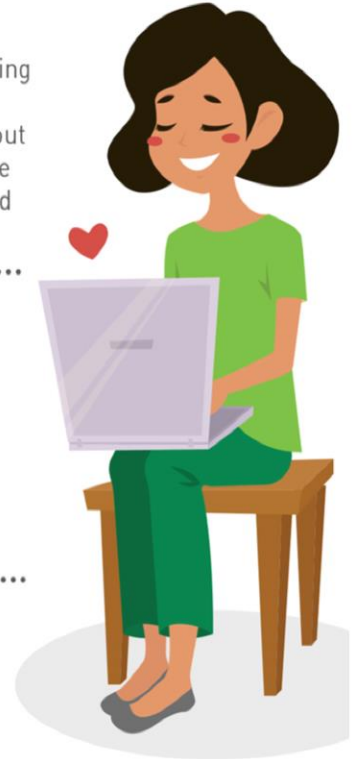
Prenatal/New Mom
shares her transformative experiences



Social Mom
writes about her children and family, product reviews, & parenting tips



DIY Mom
instructs followers on crafts, cooking, & projects



THE INFLUENCE OF MOMS

To better understand their scope of influence, we partnered with BrandBacker, one of the fastest-growing blogger networks with more than 10,000 influencers in their database, and asked almost 200 Mom Bloggers nationwide about their experience

This is what we learned...



A woman with blonde hair and a young girl are sitting on a light-colored sofa. The woman is wearing a blue and white striped long-sleeved shirt, and the girl is wearing a blue and white striped tank top. They are both looking at a white laptop that is open on the girl's lap. The woman is smiling and looking at the laptop screen, while the girl is looking directly at the camera. A white knitted blanket is draped over their laps. The background is a bright, out-of-focus window with white curtains.

WHO ARE MOM BLOGGERS?

THE INFLUENCE OF MOMS



They are **young moms** who are just starting their families

- 69% are **Millennials** (18-34)
- 52% between **25-34**
- 58% have **one child** in their household, 23% have **two children**
- 38% are moms to **newborns and/or toddlers** under 3

THE INFLUENCE OF MOMS

They are **committed** to their craft



57% have been blogging between **1-3 years**



52% post blogs
3-5 times per week



THE INFLUENCE OF MOMS

They are “**brand friendly**” and their followers appreciate their candor

More than a quarter of respondents work with brands on sponsored posts three or more times per week

Do your followers rely on your expertise for product recommendations? How do your recommendations help them decide on purchases?



“Absolutely, we have built up a loyal readership that trusts the reviews we share. We only feature businesses and products that we would personally recommend”



“Yes they do! My followers take my advice seriously and have been very satisfied with all the recommendations I have made”



“My followers rely heavily on my recommendations. They will email me directly to get more information on what product I find to be the best”



“Yes, my followers are very interactive and shop my posts”

THE INFLUENCE OF MOMS

Generating Buzz: What Gets Consumers Talking About Brands

What types of posts generate the most engagement?



54% Giveaways & Contests



35% Sponsored Content (how-to, recipes, product reviews)

THE INFLUENCE OF MOMS

It's **Brandtastic!**

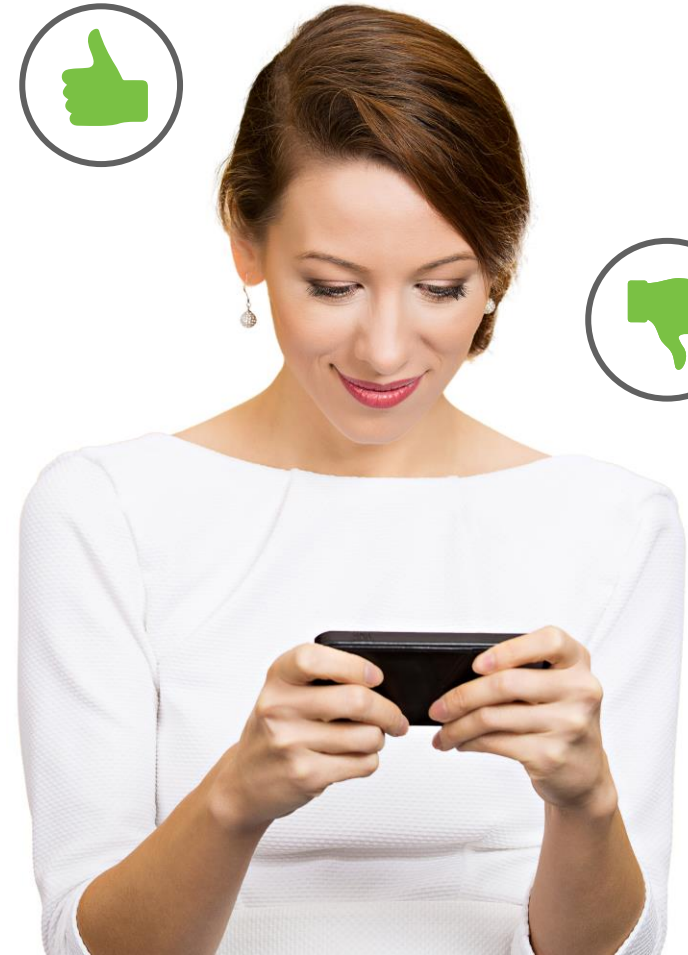
"I enjoy working with brands that respect me enough to tell my honest opinion to my followers. I don't like brands that try to control all aspects of my content on my platform"

"What I enjoy most about working with a brand is creating cool content for them; my least favorite thing is time restrictions on posting to social media"

"I enjoy being able to promote brands and products that I trust and believe in. I also enjoy receiving discounts/coupons to pass along to my followers"

"I enjoy trying new products and providing my honest feedback. The thing I enjoy least is how quickly they want you to review a product. Sometimes you really don't have enough time to use the product to form an opinion"

What Mom Bloggers enjoy most, and least, about working with brands



THE INFLUENCE OF MOMS

What we **learned**



Mom Bloggers love having the “inside scoop” and feel special when they work with brands



Don't offer too many guidelines or talking points. Allow them to communicate with their followers in their authentic voice

Giveaways and contests generate the most engagement



Give bloggers ample time to use, review, and post about your product

They enjoy building relationships with brands and *want to work with you*



A woman with long dark hair, wearing a white shirt, is sitting on a beige couch. She is holding a smartphone in her hands and looking at it with a smile. In front of her, a young girl with long brown hair is lying on her stomach, wearing a light blue shirt. She is holding a blue pencil and coloring in a book that is open on the couch. The background is a simple indoor setting with a window and a curtain.

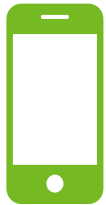
MOM BLOGGERS & SOCIAL MEDIA

MOMS BLOGGERS & SOCIAL MEDIA

Bloggers are **social!**



98% of the Mom Bloggers in our survey said they **follow brands on social media** and learn about **new products** through their social feeds



68% say they are **active** on **social media** “all the time”



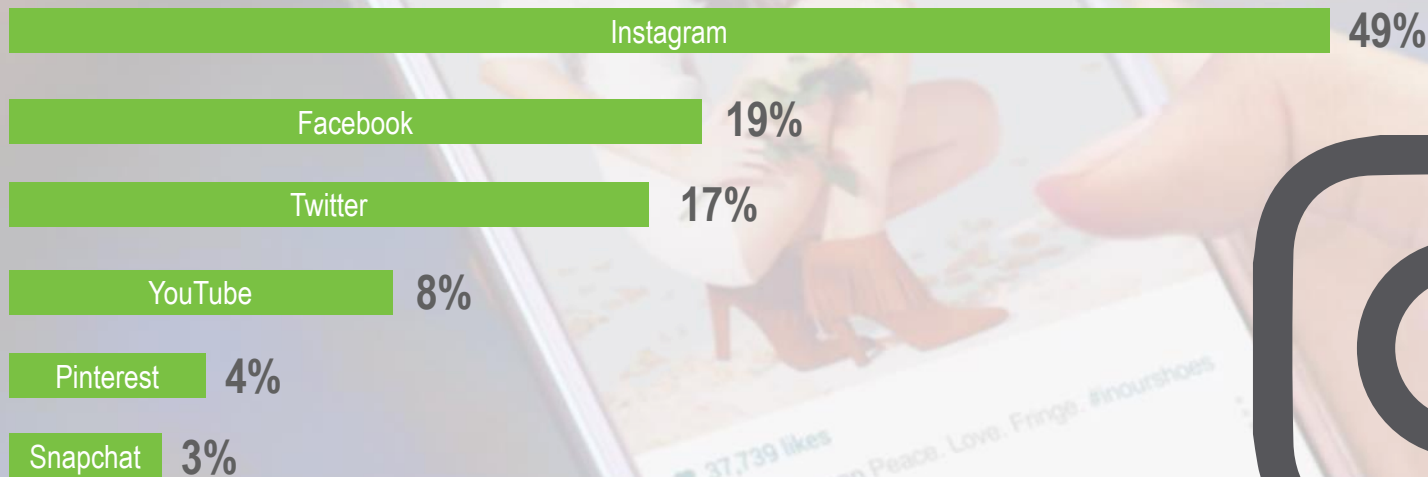
60% access social media via **smartphone**, **23%** from a laptop



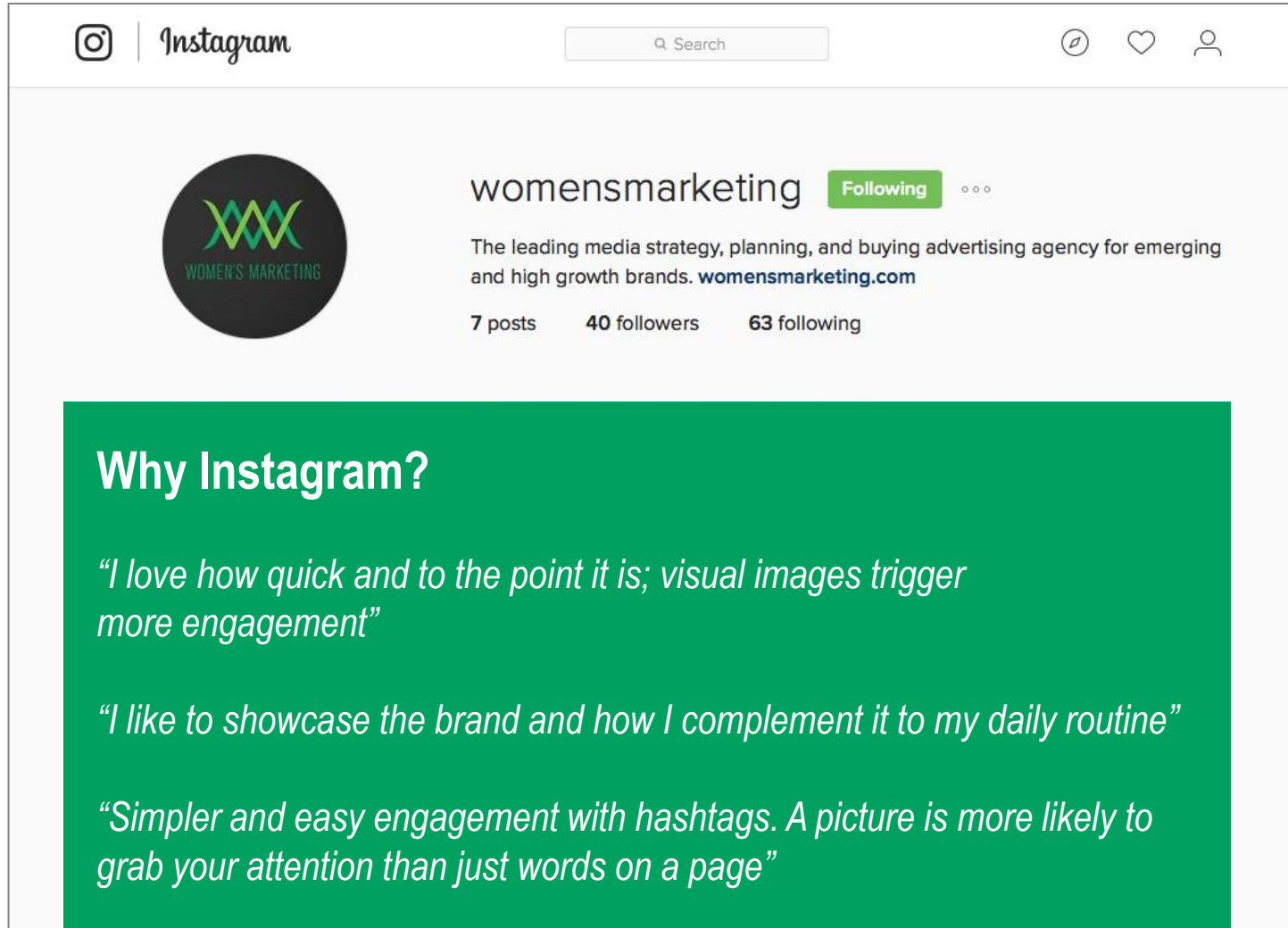
Mom Bloggers & Social Media

Favorite Social Platform? It's Instagram by a landslide!

Mom Bloggers say Twitter, Instagram, and Facebook are their go-to platforms but Pinterest and YouTube are also important for promoting their blog or vlog



MOM BLOGGERS & SOCIAL MEDIA



MOM BLOGGERS & SOCIAL MEDIA

What do you want to learn from brands on **social media**?



34%

new products



28%

coupons
or discounts



20%

useful content such
as parenting tips



18%

funny and engaging
content that makes
me smile

They don't keep this great information to themselves,
they share it with their **followers!**



73% frequently share brand
content with their followers



23% occasionally share –
but only if it “feels right”

MOM BLOGGERS & SOCIAL MEDIA

They can be your biggest **advocates!**



91% of Mom Bloggers surveyed said they regularly comment on brand social media posts

THE INFLUENCE OF MOMS

What we **learned**



Mom Bloggers are active on social media throughout the day and access their accounts on mobile

Brands should create a mix of content types (product introductions, sales/coupons, humorous content, and tips)



The visual aspect of Instagram appeals to bloggers and hashtags allow brands to easily track campaigns and connect with new consumers

Engage with influencers to create user-generated content that can help your brand extend its reach

Bloggers engage with both brands and their followers on social media and don't hesitate to share information





HOW INFLUENCERS ARE INFLUENCED

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62% of Mom Bloggers say their purchasing decisions are influenced by **reviews on websites** and **social media**



75% ask their friends and family for **opinions on products** before purchasing... and their experience matters!



93% say a friend or family members' positive or negative experience sometimes or frequently influences their purchase decision

"If a friend's experience was positive, I'd be more inclined to try the product or service"

"Yes, but I also search online to see what others think. I love having as many facts as I can especially if it's an expensive product or something I don't know about or haven't used."

"If I hear they have a horrible experience, I'll avoid using that brand/product. If a brand goes above and beyond to satisfy a customer, I'd be much more likely to use them."

How Influencers Are Influenced

Value is **Important**

71% use store apps to plan purchases

- **46%** check *before* shopping to discover what's on sale
- **31%** check store apps while *in-store* to see if there's a coupon for a product she's interested in purchasing

81% regularly use coupons

Coupons delivered to your mobile phone...creepy or cool?

53% love having coupons delivered to their smartphones in-store

41% say it's ok as long as the coupons are for products she usually buys

THE INFLUENCE OF MOMS

When shopping for baby gear, digital and mobile are essential tools in her **purchase journey!**

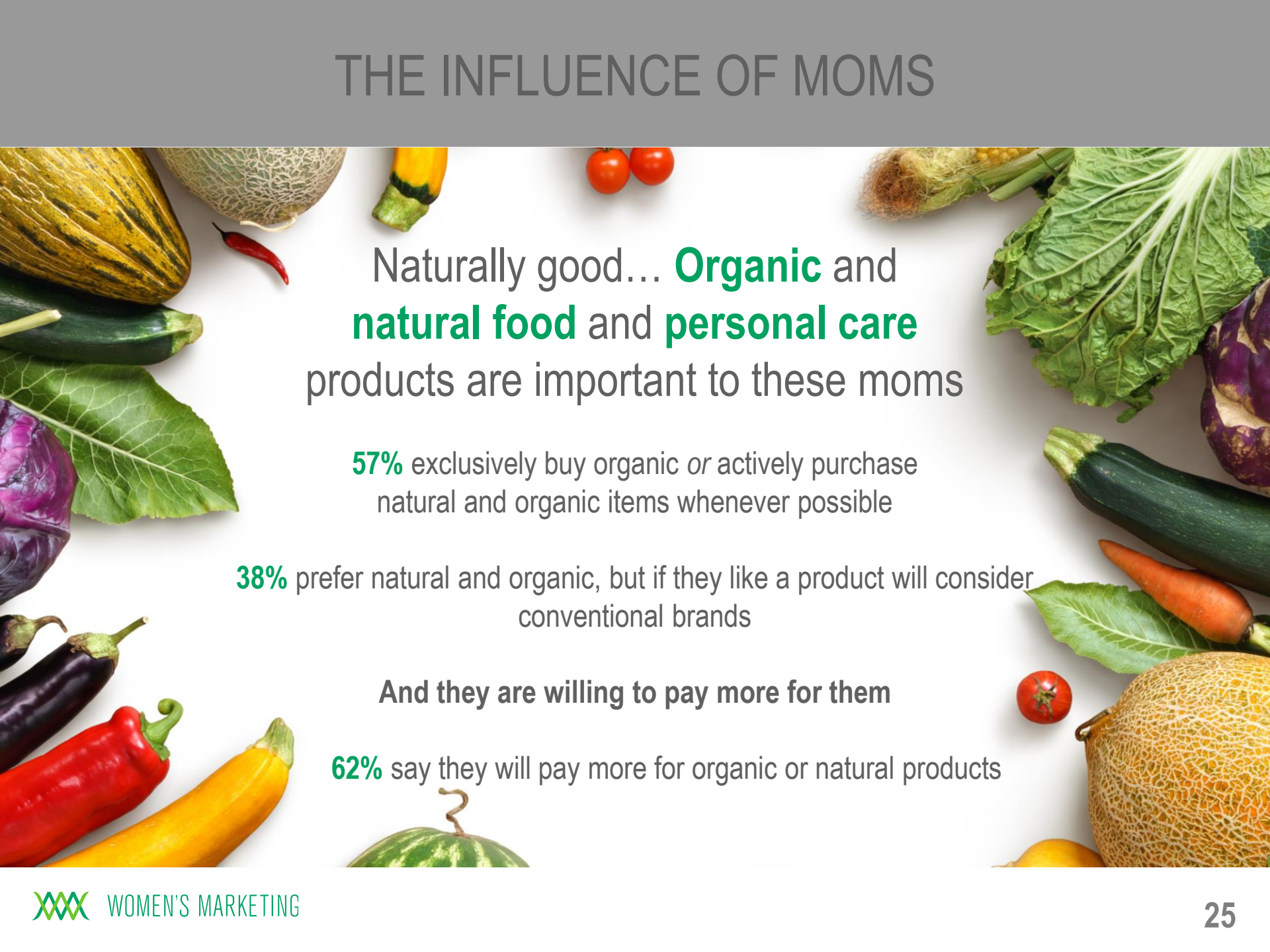
32% of respondents say they research online, visit a store to view the product, then search for the best price and buy online!

27% Start their search online and buy in-store

13% Both research and shop online



THE INFLUENCE OF MOMS



Naturally good... **Organic** and **natural food** and **personal care** products are important to these moms

57% exclusively buy organic or actively purchase natural and organic items whenever possible

38% prefer natural and organic, but if they like a product will consider conventional brands

And they are willing to pay more for them

62% say they will pay more for organic or natural products

THE INFLUENCE OF MOMS

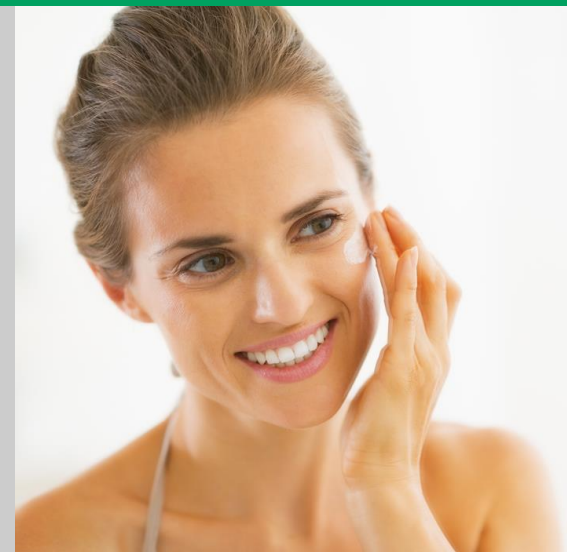
What we **learned**



Product reviews play an important role in her decision to buy. Reviews across all platforms – from Amazon to social media – should be overwhelmingly positive

Digital is an essential tool in every phase of the purchase journey. Optimize your website for mobile and offer ample product information and photos

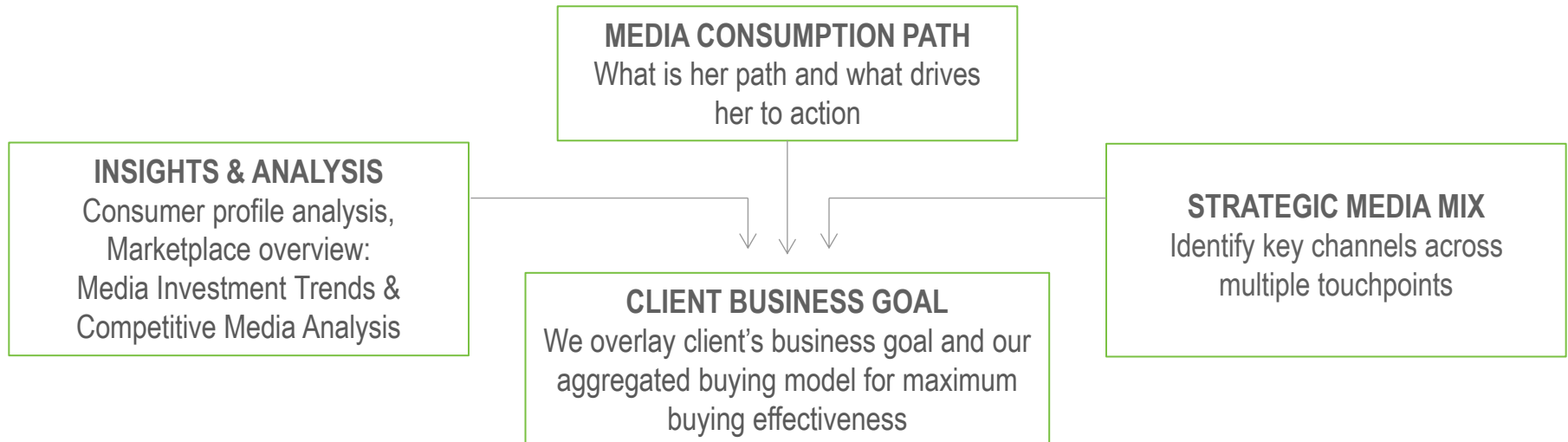
Natural and organic food and personal care products are a priority for Millennial Moms and they are willing to spend more for them



REACHING HER WHERE SHE IS



Our strategy and planning process takes a consumer-centric approach



WANT TO LEARN MORE?



Have questions or want to learn more about influencer marketing or any of our services?

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THANK YOU