




How To Capitalize On The Massive 'Mommy Blog' Network

The Truth about Women and Moms Online
and How Your Business can
Profit in the Momosphere.

by Janice Croze
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[@5minutesformom](https://twitter.com/5minutesformom)

Susan and Janice, the twin bloggers behind 5 Minutes for Mom.com



A photograph of two women standing close together and smiling. The woman on the left has blonde hair and is wearing a purple sleeveless top. The woman on the right has brown hair and is wearing a black sequined dress. They are standing in front of a blurred city street at night, with a yellow taxi visible on the left and various city lights in the background.

In addition to 5 Minutes for Mom, we
own two ecommerce stores
PedalCarsandRetro.com and
A-Rocking-Horse-to-Love.com

The Truth about Moms Online

– Understanding the Momosphere



“Mommy Blogger”

Who ARE Mommy Bloggers? And are they “Mommy Bloggers” at all?



Why women ROCK social media...



We are ALL about relationships!

Women may not have the majority when it comes to building the apps, software and platforms, but we do have the MAJORITY when it comes to USING social media because, at our core, *women ARE social!*

Why companies are desperate to
get noticed in our inbox...

Mom Bloggers are Hot

Not only is Google listening to Mom Bloggers, but Mom Bloggers' main audience are... moms.

And today's mom, Mom 3.0 -- according to BSM Media Founder Maria Baily, *"is a powerful consumer who not only purchases products but **influences the decision making process of her peers** through the use of new media and content that is relevant, intuitive and delivers herself and her peers ecosystems of solutions."*

Mom 3.0:

- Generates content
- Comfortable with technology
- Techertainment and Techtasking

Source: Maria Bailey, BSM Media

Mom 3.0

- Over 55% of moms are online over 20 hrs per week
 - Moms of school age children average 2 hours daily
- ***Thirty percent of moms are online from 8pm until 10pm***
- About 34% of moms are engaged in writing or reading blogs
 - 53% of new moms begin a blog
- ***Over 55% of moms have posted photos online***
- Sixty percent of moms participate in online gaming
 - Decreases with income level
- ***Eighty two percent of moms have watched an online video in the last 7 days***
 - ***65% of moms have uploaded a video or photo to enter a contest***
- Thirty-five percent of moms listen to podcasts
 - Download at least two shows a week
- Sixty-two percent of moms use Facebook

Source: Maria Bailey, BSM Media

Moms and Social Media

- Traditional or push marketing does not work well with today's "multi-minding" mom
- Moms want to engage in multi-way dialogue with brands and to have brands listen and participate
- Moms have an insatiable appetite to create & share content –twice the average US adult.
 - Social media is the way moms meet and exchange information
 - Online conversations move offline quickly and influence conversations between moms and others
- 45% of moms shop for their children online.
- 49% of moms research products online prior to purchase.



Source: Marketing to Moms Coalition State of American Mom Survey

Women + Social Media x Exponentially = IMPACT

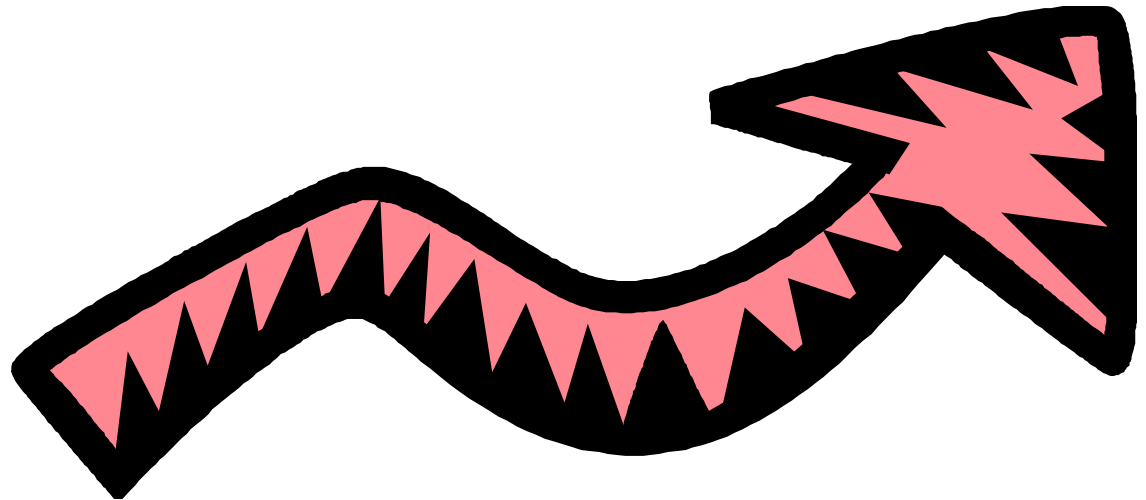


Over 2,300 bloggers participated in 2010, posting UBP parties on their own sites.

The hashtag #ubp10 generated **15,704 tweets** from 1,204 attendees, combined reach **1,159,469 followers, 29,397,282 unique messages.**



How YOUR business can PROFIT in the Momosphere...



What Bloggers are Doing for Companies...

- Link Building – Reviews, Giveaways, Sponsored Posts
- Affiliates
- Advertising
- Awareness Campaigns
- Buzz
- Feedback and Focus Groups
- Freelance Writing
- Consulting
- Community Building
- Brand Ambassadorships and Spokespersons
- And it all comes down to MORE Customers

Original, Personally Crafted Content has Credibility



5. Scarves, Sweaters, and Gloves

It is time to get cozy! Hubby can't go wrong wrapping you up in warmth.



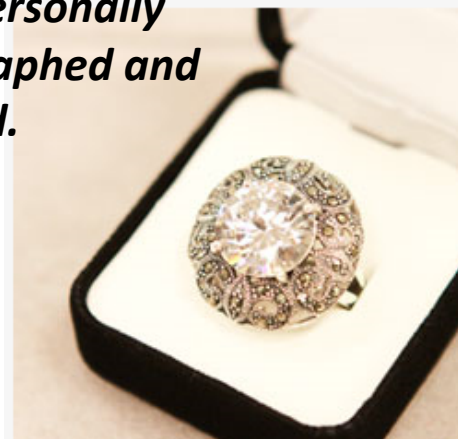
Assorted Cashmere Scarves \$29.99 at T.J. Maxx

I just love cashmere — who doesn't? So getting cashmere scarves and sweaters for such great prices is fantastic! I was in such a hurry taking the photos for this guide I didn't have time to shop, but I did grab a pair of these super soft Thinsulate gloves. So incredibly comfy!



Thinsulate Gloves \$12.99, Assorted Scarves \$9.99-\$19.99 at T.J. Maxx, Cashmere Sweaters \$39.99 at Marshalls

One of a kind campaigns and content, such as our Holiday Gift Guides for T. J. Maxx, personally photographed and designed.



Fashion Ring \$29.99 at T.J. Maxx

For Her (or You!)

1. Jewelry

A woman always wants to play dress up, right?



Lucy & Laurel Necklace \$49.99 at T.J. Maxx

What I love about the fabulous jewelry I found at [T.J. Maxx](#) is that while they have high end pieces, they also have affordable gold and silver items, and fun fashion jewelry — so there are all different budget options.



Swarovski Crystal Ball Necklace \$129.99, Lucy & Laurel Necklace \$29.99, Fashion Ring \$29.99

to buy so many pieces... especially the bracelets below. Love them.

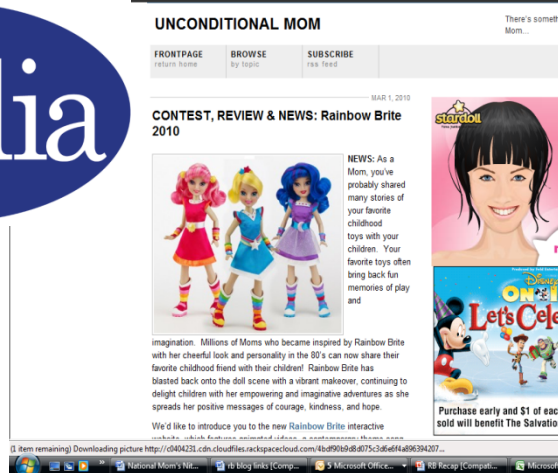
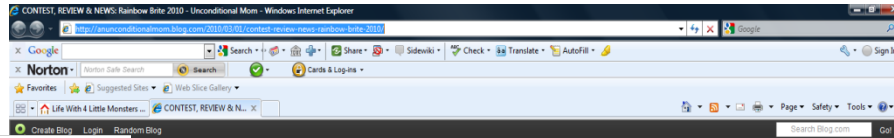


R.J. Graziano Bracelets \$19.99, \$39.99 at T.J. Maxx

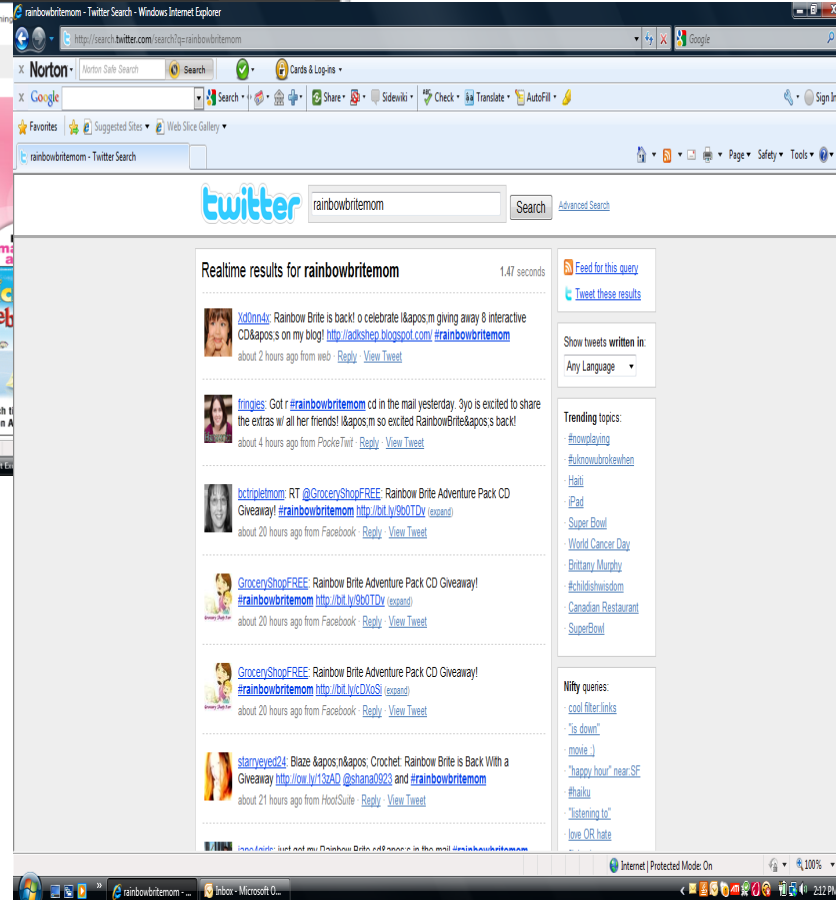
\$5

phones keeping us on time, watches may seem less essential these days. But that doesn't mean they don't make fun fashion statements!

Blogger Outreach Campaigns Create Buzz, Links, Tweets, and more



Rainbow Brite: 300 blog posts,
500K tweets,
5,071 Mom Influencers reached,
6 million total impressions



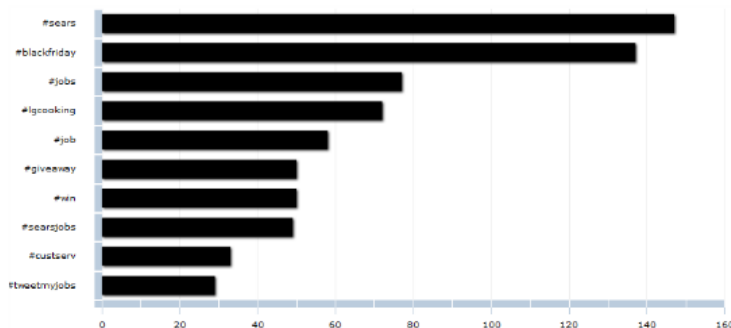


Sears engaged the Mom Bloggers Club to help promote their month-long Thanksgiving LG appliances giveaway.

- 1st week -- 850 unique tweets w #lgcooking hashtag & generated 450 contest entries.
- Twitter reach of 1.64 million during Thanksgiving week and double that the week before.
- Helped Sears become the 6th most talked about retailer during Black Friday on Twitter - elifemonitor.com.



Here are the top Hashtags:



Enter to win an LG Microwave from @SearsBlueCrewHA! #LGCooking #spon

by CRISSY on NOVEMBER 29, 2010 · 15 COMMENTS
BRAND NEWS

What a fun month of giveaways it's been during my run as a Sears Brand Ambassador! Luckily, the festivities aren't over yet, because this week you can enter to win a wonderful **LG Stainless Steel 30 in. Microhood Combination with Warming Lamp!**

Oh, how I would *love* to have an over-the-range microwave oven, and this one is a real beauty. What a perfect way to completely change the visual dynamics of your kitchen, not to mention, gain a high-quality appliance that is sure to please your entire family!



LG REVOLUTIONIZES **MICROWAVE COOKING** WITH THE INTRODUCTION OF THE FIRST WARMING Lamp. The warming lamp uses a radiant heating element to keep food warm, as opposed to microwaves or a hot bulb. Eliminate the guesswork in cooking. Humidity-sensing technology determines when food is cooked and automatically turns off the microwave to prevent the over- or under-cooking of meals.

This final leg of the sweepstakes ends on Friday, December 3rd, so enter quickly for your chance to win big!

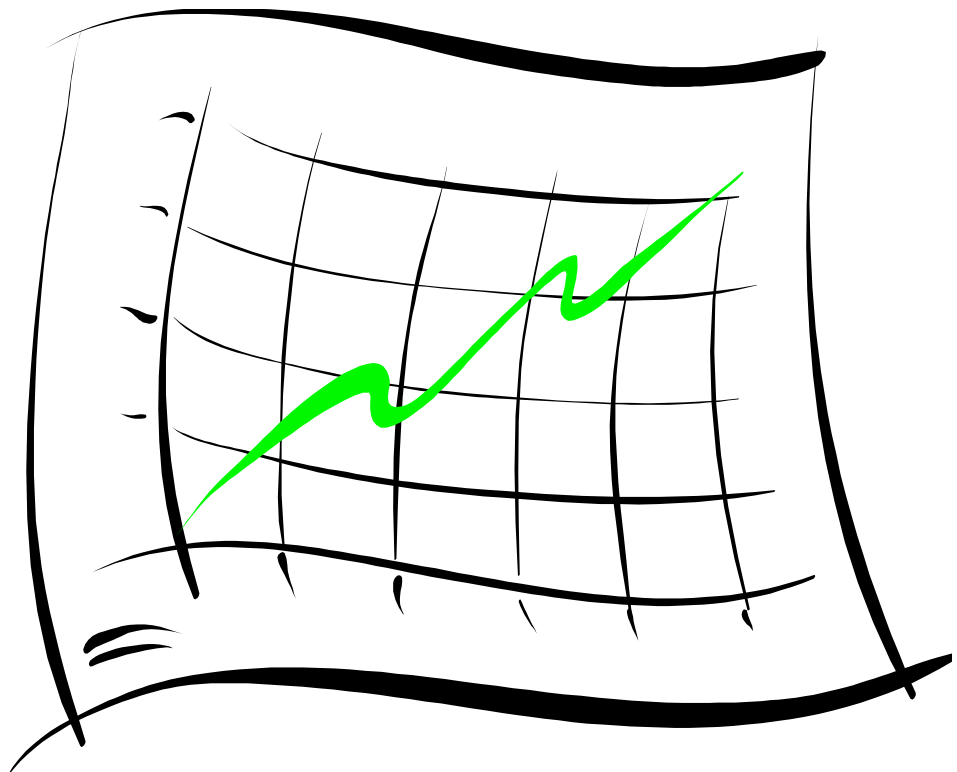
Be sure to join the #LGCooking conversation on Twitter after entering! There are examples and more information on the **Sears and LG Thanksgiving Twitter Party Sweepstakes** page! Big thanks to @SearsBlueCrewHA for sponsoring this fantastic series of contests! Happy holidays, and best luck to all who enter.



This is a sponsored, compensated post on behalf of Sears, in affiliation with Mom Bloggers Club.

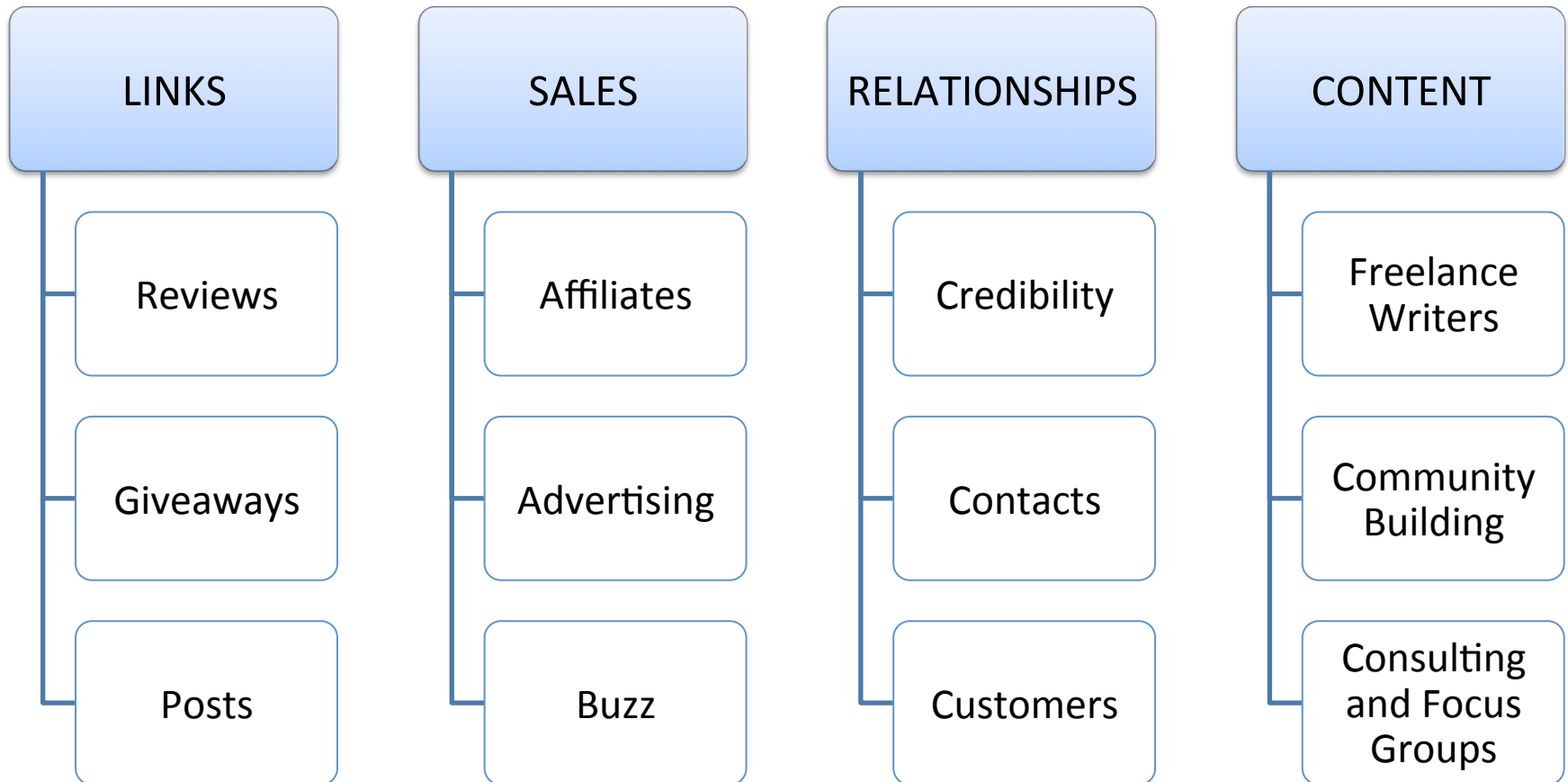


How to Harness the Massive Network and Power of Bloggers to Grow YOUR Business.



What do YOU need?

What Bloggers can do for YOU



Who are the Right Moms for Your Business?



Child **MODE**



Real Life

*Live it * Love it * Laugh Out Loud!*



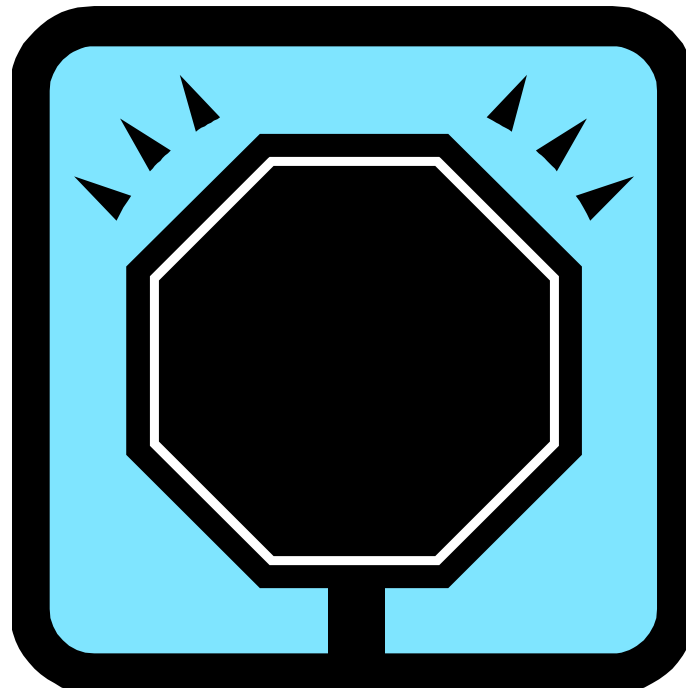
*"She can
laugh at the
days to come"*

It is really about YOU.

- What are your goals? -- Do you need links, exposure, traffic, sales?
- Who has your target market?
- Who has authority in your field?
- What specialties do you want?
- What is your budget?

How to Approach and Impress Bloggers

Get READY – the MOST important
Slide is coming NEXT...



The DIFFERENCE between Internet Marketers and Mom Bloggers...

A Blogger is building her BRAND!

The MOST valuable product a blogger has is her INTEGRITY – the trust she has built with her readers.

A GOOD blogger will NEVER risk damaging her integrity.

In blogging, it isn't about convincing sales letters, it is about giving her endorsement.

We don't work for free, but we aren't for sale.

So, when approaching a mom blogger, you will not woo her with your huge sales numbers, your 50% affiliate commission, and your smooth talking sales letters.

A mom blogger will want to know the story, she will need to believe in the product before she sells it.

BUT, don't misunderstand, we don't work for free either. The ROI MUST be there or else "Bye Bye."

So, subject lines should usually include references to compensation, advertising, or paid work.

What do Bloggers need?

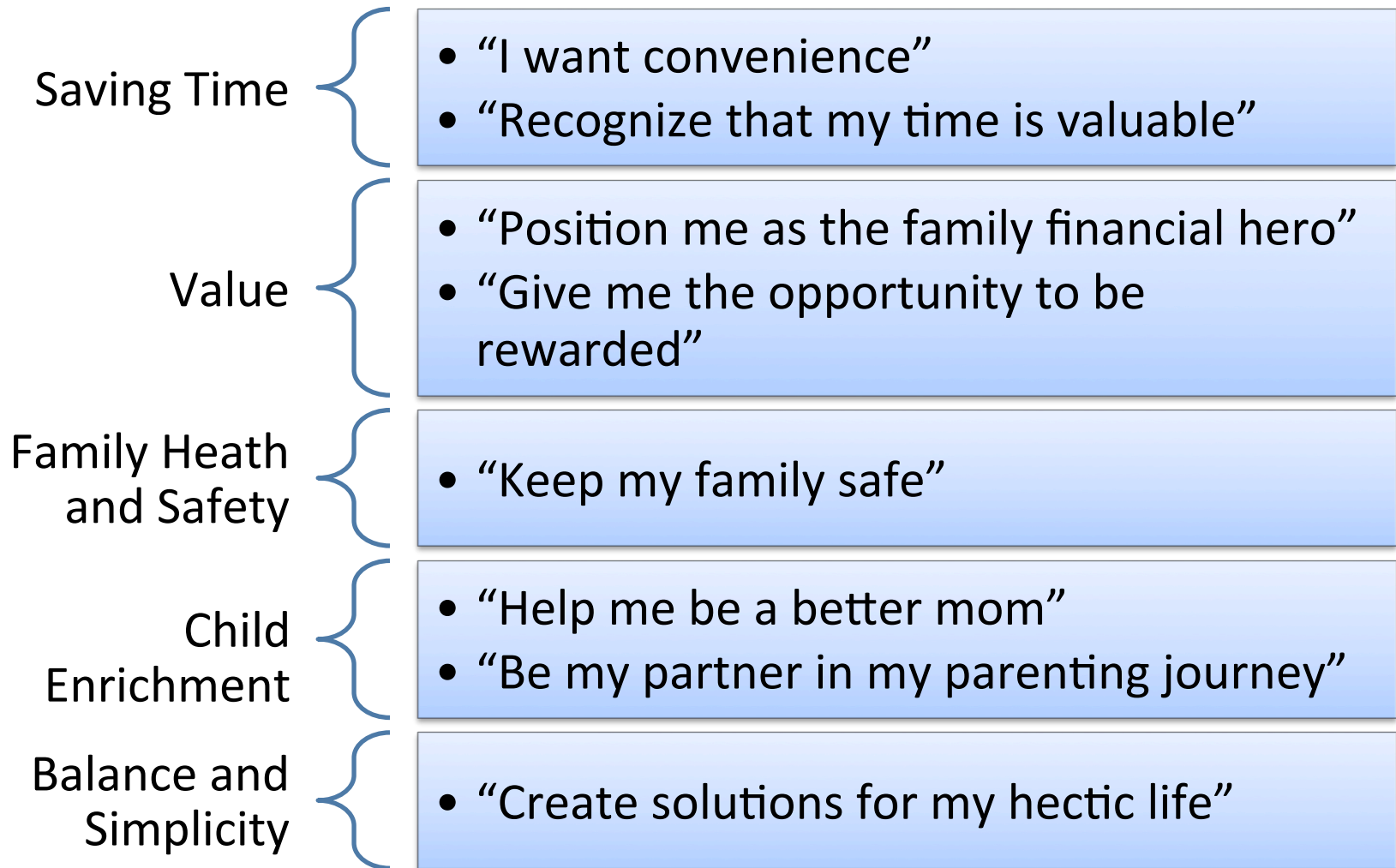
What can YOU offer THEM?

**A Mom Blogger needs to keep two things in balance:
her readers and her ROI**

So, you need to offer her projects that are valuable to her readers and don't damage her credibility, WHILE providing opportunities to pay her bills.

We DON'T need you for content. We can find that on our own. But we DO need you for compensated, relevant campaigns.

Mom's Core Values – BSM Media



What works and what doesn't

DO's

- Personalized, Relevant Emails & Campaigns
- Referrals! The best “in” is through a respected and trusted blogger.
- Fair compensation. We are smart girls and we know our worth probably better than you do!

DON'Ts

- Dear {Mommy Blogger}
- “Opportunities” – the word has been damaged
- “Spray and Pray” – mass email lists
- Bad Deals! If you want to get us to work with you, show us the money!

All the secrets of working with mom bloggers (and getting them to LOVE you!)



Photo credit: www.thearthurclan.com

11-04-01

www.5minutesformom.com

How to do it all so well, women can't
stop talking about you



How to do it all so well, women can't stop talking about you

- Benefit them
- Value them
- Make them more successful
- Build authentic relationships

Doing it Right...



Stop Marketing. Start Engaging. – Scott Stratten



About @unmarketing

68,369

Tweets

34,105

Following

82,120

Followers

7,558

Listed

Chris Mann is respected and adored in the Momosphere – thanks to One2One Network *and* Chris's incredible engagement with and commitment to the mom blogging community.



chris
mann

Mabel's Labels



*"We have worked long and hard to **build quality relationships** with the mom community. It has always been about respect, understanding and relationship building. We are **actively involved in the community** from having our own blog - The Mabelhood, daily participation online (twitter/FB) to attending conferences and events."*

How to meet the RIGHT women

You need an “In” and how to get it!

- Go directly to the source – and hire the experts
- Your two best options are...

Option #1 – Hire an Outreach Company such as One2One Network

The screenshot shows the One2One Network website. At the top right, there is a red button labeled "Join | Login". Below this, a "Just In" section features a poll: "he If you blog, what time of day do you usually work most on it? poll". A search bar with a "Go" button is also present. The main navigation bar includes links for "Behind the Scenes", "Client Café", "Member Benefits", "Happenings", "O2O Blog", and "Join Us". On the left sidebar, there are two sections: "Happenings" with a calendar icon showing "19" and the text "Mom 2.0 Summit April 14", and "O2O Blog" with a microphone icon and a post titled "NA SCAR and the Women Who Love It" dated "The 2011 beginning of the NASCAR racing season is just two days away. The season starts in mid February with the Daytona 500, held in Daytona Beach, FL and lasts most of the year ending Thursday Feb. 17th 2011". The main content area features a large banner with the text "Have something to say?" and a photo of a smiling woman. Below the banner, it states "O2O is a network of influential, socially connected women who ignite conversation and spread awareness about the brands they love." and lists "Why join?" with three bullet points: "Learn about and try new products", "Get VIP access to events", and "Earn rewards for using your social media skills". A red button at the bottom right of the banner says "See how it works >>>".

beta

Join | Login

Just In he If you blog, what time of day do you usually work most on it? poll

Search Go

Behind the Scenes | Client Café | Member Benefits | Happenings | O2O Blog | Join Us

one2one
NETWORK

Happenings 19

Mom 2.0 Summit
April 14

O2O Blog

NA SCAR and the Women Who Love It
The 2011 beginning of the NASCAR racing season is just two days away. The season starts in mid February with the Daytona 500, held in Daytona Beach, FL and lasts most of the year ending Thursday Feb. 17th 2011

Have something to say?

O2O is a network of influential, socially connected women who ignite conversation and spread awareness about the brands they love.

Why join?

- Learn about and try new products
- Get VIP access to events
- Earn rewards for using your social media skills

See how it works >>>

Or the original “Marketing to Moms” company -- BSM Media

BENEFITS

- Saves you time
- Huge database of bloggers
- Pairs you with the ideal bloggers for your project
- Manages and monitors campaign
- Gets results!



The image is a screenshot of the Marketing to MOMS website. The header features the logo "Marketing to MOMS" in a mix of blue, white, and red fonts. To the right, there is a sign-up form for a free email, with a text input field and a blue arrow button. Below the form is a link to "Read past issues". A navigation bar in the center contains links: MOM MARKET • SERVICES • APPROACH • CASE STUDIES • EVENTS • WHO WE ARE • BLOG • CONTACT US. The main content area has a blue background with the text "BSM Media is the global leader in engaging moms". Below this are three award logos: "PR News Platinum PR Awards Finalist in Social Media", "THE MARKETING COMPANY BEHIND THE 2010 TOY OF THE YEAR" (with a starburst graphic), and "Mommy Parties Engaging Mom Influencers Where They Live & Play! LEARN MORE". On the right side of the main area is a portrait of Maria Bailey, CEO. Below her name, there is a quote from Ad Age: "Bailey is the creator of Marketing to Mom Industry" and "A creative mind that knows how to connect with the mom market." To the right of the quote is a list of bullet points: "Internationally recognized Marketing to Moms Expert", "5 time Award-winning author", and "Host of Mom Talk Radio".

Marketing to MOMS

Sign up for free Marketing to Moms email
Email: [→](#)
[Read past issues](#)

MOM MARKET • SERVICES • APPROACH • CASE STUDIES • EVENTS • WHO WE ARE • BLOG • CONTACT US

**BSM Media is the global leader in
engaging moms**

PR News Platinum PR Awards
Finalist in Social Media

THE MARKETING COMPANY BEHIND THE 2010 TOY OF THE YEAR

Mommy Parties
Engaging Mom Influencers
Where They Live & Play!
LEARN MORE

Maria Bailey, BSM Media, CEO

The Ultimate Mom
Speaking to 8 million moms a month
And the companies who want to connect with them.

“Bailey is the creator of Marketing to Mom Industry”
- Ad Age

“A creative mind that knows how to connect with the mom market.”

- [Internationally recognized Marketing to Moms Expert](#)
- 5 time Award-winning author
- Host of [Mom Talk Radio](#)

Option # 2 – Hire Experienced Bloggers and their Media Companies Directly



BOOKIEBOO

mamavation™ | fitness | family

BENEFITS:

- Saves you money
- Experienced bloggers are social media experts
- Bloggers have the connections you need – they have direct lines to the influential bloggers
- Bloggers have the audience you need to reach



TODAY'S
Mama



Bloggers are multi-talented!

We do MORE than just write posts!

We are Social Media Influencers

facebook 12 4 99 Search

Renee Ross
Studied at American University Lives in Atlanta, Georgia Born on February 26




Share: Post Photo Link Video

Write something...

facebook 12 4 99 Search

Catherine Connors
Works at Social Media Busybody Studied Political Science at University of Toronto Toronto, Ontario Married to Kyle Magill Knows English, French, Latin From British Columbia Born on May 21




Share: Post Photo Link Video

Write something...

INTEL INSIDER

Audrey McClelland
@AudreyMcClellan Rhode Island
Mom of 4 boys. Writer. Former Fashion Exec. Fashionista. Vlogger. 365 Days of Fashion Advice for Moms. 2009 Nielson Power Pack Moms. Happily ever after believer
<http://www.mom>



Following

About @bookieboo

49,344 Tweets 1,385 Following 13,052 Followers 1,577 Listed

Vera Sweeney

@VeraSweeney NY, NY

Mom of 2. LATB focuses on Fashion, Food and Family. Latest trends, sales & easy to make recipes. Also owner of @imnotobsessed @getgorgevents @giftguidegirls
<http://LadyAndTheBlog.com>

About @typeamom

33,674 Tweets 22,804 Following 26,303 Followers 1,18 Listed



herbadmother Catherine Connors

Saw this at #TEDWomen. @explorerlindsey is amazing RT @clare_munn: Elizabeth Lindsey: Curating Humanity's Heritage: <http://ow.ly/42LCR> #TED
26 Feb



faintstarlite

Subscribe

Add as Friend | Block User | Send Message

Profile

Name: Esther

Channel Views: 613,423

Total Upload Views: 9,081,423

Style: VLogging

Age: 27

Joined: Jun 28, 2006

Last Visit Date: 5 months ago

13,568

<http://www.faintstarlite.com>

<http://www.faintstarlite.com>

<http://www.faintstarlite.com>

We are Photographers



We are Fashionistas



**Blogging Members of Ecco Domani
Fashion Foundation Style Squad**

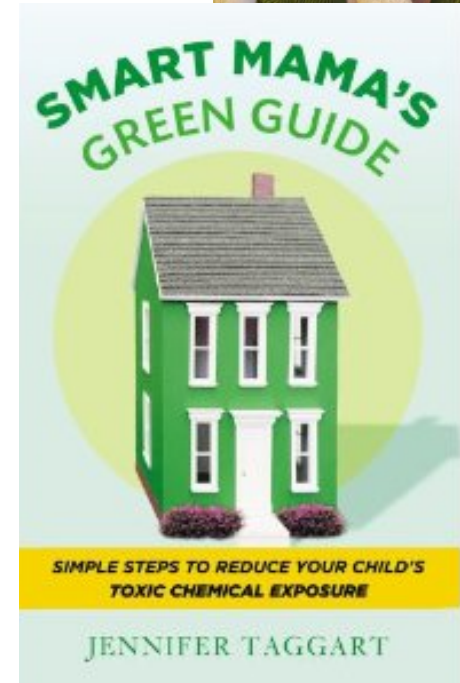
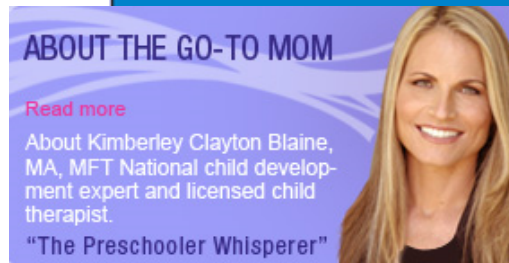
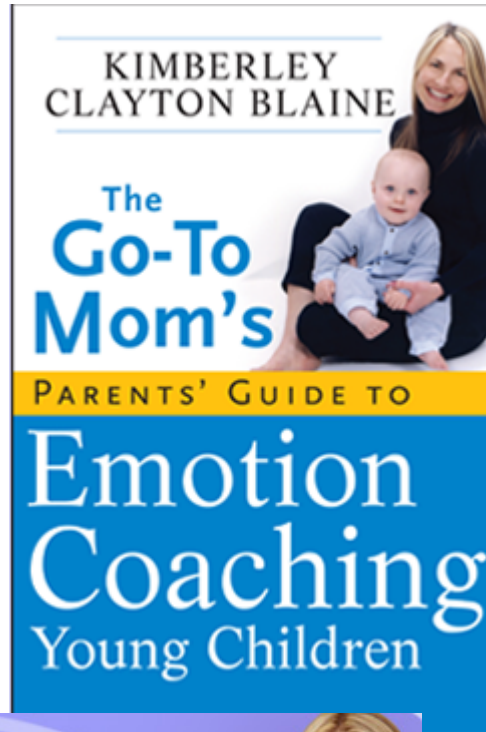
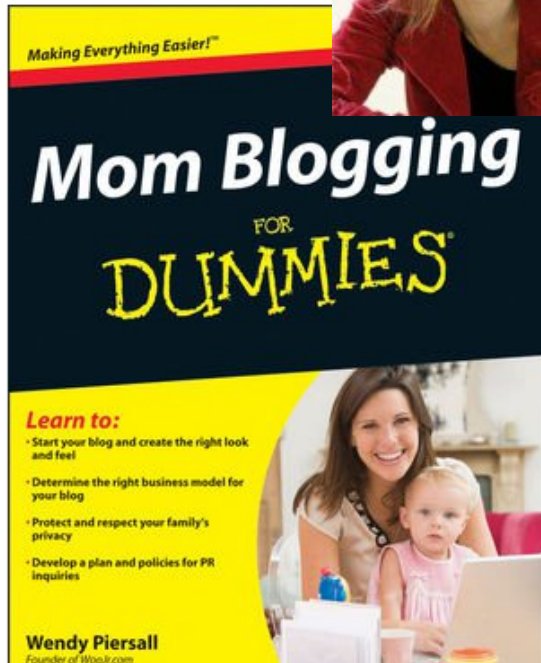


We are Authors

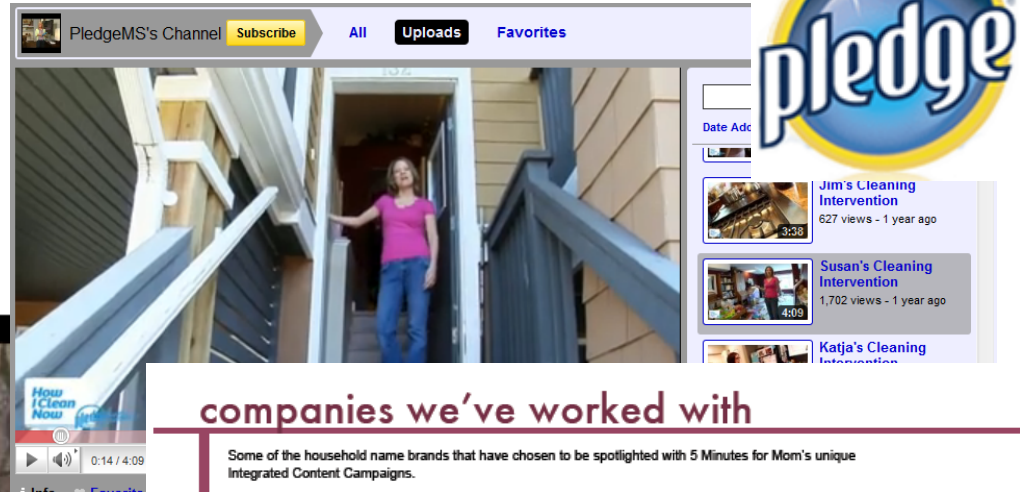


New York Times Bestseller, *One Thousand Gifts*, by blogger Ann Voskamp

We are Experts



We are Spokespeople



companies we've worked with

Some of the household name brands that have chosen to be spotlighted with 5 Minutes for Mom's unique Integrated Content Campaigns.



bringing *mom*s together

Janice Croze: info@5minutesformom.com or 604.377.6590

We are Video Creators



jennyonthespot

Subscribe

Add as Friend |
Block User | Send Message

YouTube



A coffee-drinkin' woman, ga
jennyonthespot's Channel

All Uploads Favorites



Jenny Mörtzell

Illustrator Represented by Jed Root, Inc.
www.jedroot.com

Ads by Google

Mom Generations
 MomGenerations's Channel

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Uploads

Search

Date Added ▾ Most Viewed Top Rated

Leggings - A fashion DO!

MomGenerations
 Subscribe
 Add as Friend |
 Block User | Send Message

Profile

Name:	Audrey
Channel Views:	46,845
Total Upload Views:	610,449
Joined:	Oct 13, 2008
Last Visit Date:	2 days ago
Subscribers:	764
Website:	http://www.momgenerations.com

About Me:
 Mom, Wife, Fashion-obsessed, Video blogger,
 Blogger, Lifetime Mom, Product reviewer,
 entertainer

Country: United States

Occupation:
 owner, editor of MomGenerations.com;
 Beauty/Style editor of Lifetime Moms;
 spokesperson for Totsy.com

Companies: Mom Generations

Schools: Brown University

Interests:
 Fashion, Shopping, Reading, Running,
 Swimming, Watching TV

We are Consultants



Sarah Pinnix



Megan Jordan



Ana L. Flores



Amy Bellgardt



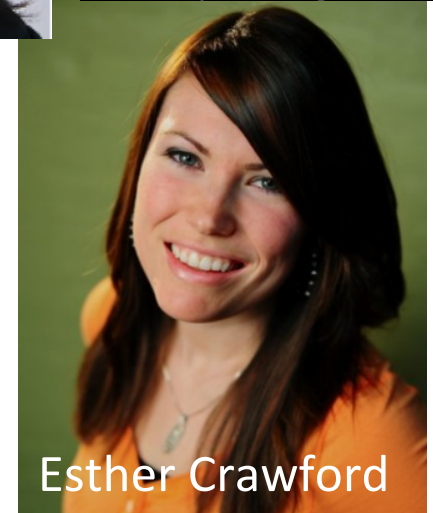
Angela Edwards



Danielle Smith



Barbara Jones



Esther Crawford

We are Bloggers!

With one blogger, or with a team of bloggers, you can add an incredible breadth of talent to your team!

Now, in case some of you don't have
blogs associated with your sites or
businesses...

Why YOU should have a Blog

Blogging Builds Your Brand

- Builds credibility
- Builds authority
- Builds links
- Builds PR
- A good blog can benefit every business!

“But I don’t have the time...”

- Outsource – hire bloggers and freelance writers
- Even a blog updated weekly will help build Page Rank and bring in Google traffic.
- Set a few hours aside weekly for content generation and social media



Where do I start?

- Research and read blogs
- Hire a blogging consultant
- Comment on blogs
- Buy your own domain – and any related domains, i.e. misspellings, etc.
- Use Wordpress
- Consider using freelance writers
- Attend conferences!

Let us help you...

We can introduce you to these powerful women bloggers -- and we can make them love you!

If you want to capitalize on the massive online mom community, let us know... We want to make your business profit in the momosphere!

Contact me at my personal email address:

janicecroze@gmail.com

5 Minutes for Mom.com

bringing *mom*s together