Mom Bloggers: Their influence & reach
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.
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.

Source: eMarketer, US Millennial Mothers Trust Bloggers and Influencers for Authentic Reviews, December 2015
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…

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
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”
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)
“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”
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.
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.*

- Instagram: 49%
- Facebook: 19%
- Twitter: 17%
- YouTube: 8%
- Pinterest: 4%
- Snapchat: 3%
Why Instagram?

“I love how quick and to the point it is; visual images trigger more engagement”

“I like to showcase the brand and how I complement it to my daily routine”

“Simpler and easy engagement with hashtags. A picture is more likely to grab your attention than just words on a page”
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”
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
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.”
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**

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.

Product reviews play an important role in her decision to buy. Reviews across all platforms – from Amazon to social media – should be overwhelmingly positive.
Our strategy and planning process takes a consumer-centric approach

**INSIGHTS & ANALYSIS**
- Consumer profile analysis,
- Marketplace overview:
  - Media Investment Trends &
  - Competitive Media Analysis

**MEDIA CONSUMPTION PATH**
What is her path and what drives her to action

**CLIENT BUSINESS GOAL**
We overlay client’s business goal and our aggregated buying model for maximum buying effectiveness

**STRATEGIC MEDIA MIX**
Identify key channels across multiple touchpoints
WANT TO LEARN MORE?

Have questions or want to learn more about influencer marketing or any of our services? Contact Marlea Clark at mclark@womensmarketing.com

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