

Blogger Outreach and the Mummy Blogger Phenomenon

with Louisa Claire
from Brand Meets Blog

It's great to have you here today

Some of the things you might be thinking, or that might have sparked your interest in today's webinar...

- Thousands of **Mummy Bloggers** but not really sure of their value
- What's the best way to work with them
- How does it work
- Who's Who
- How to measure the outcomes

Louisa Claire

the mostly truthful tales of a suburban housewife

Family

Did somebody say Fiesta?

POSTED NOVEMBER 28TH, 2013 IN FAMILY. TAGGED: BIRTHDAY CAKES, BIRTHDAY PARTIES, BIRTHDAYS, BLUEY.

The Architect and I have a little birthday tradition. Each year on the night before the kids birthdays we eat the same meal we had the night before each of the children were born. It started as a simple way to reflect back on that moment in time and has become a really fun family tradition – a simple but sentimental way to share with them the story of their birth and reminisce on what was happening on the “night before”.

With all three kids I kind of knew by dinner time that we were about to be “on” and so each of the night-before dinners were spent with me getting up to move, rock and breathe through the early contractions. The night before Bliss was born we had Thai takeaway – I was more than a week overdue so Mum and I went on a mammoth walk to get things moving and picked up take away on the way home. The night before Bear was born I was even more overdue than I had been with Bliss and we were completely over takeaway so, knowing I was booked in for an induction the next morning (which I didn’t end up needing) we just had what we had on hand – spaghetti (which we interpret more broadly as Italian). The night before Bluey was born I was still heavily in denial that he was coming but thankfully (because it’s a fave of mine) it was Taco night!

I decided to ramp things up this year and make it his birthday party theme so we celebrated with a Fiesta party complete with a Taco lunch, a pinata and the best little Sombrero cookies you can imagine! In my usual way, it was a pretty low key affair but lots of fun – a day spent worrying less about being picture perfect and more about making memories.

Many thanks to my good friend Heather from Teacup Ballet for taking these pics for me...

Family
BLOGGING OPINION
TRAVEL Melbourne
Parenting REVIEWS
My Style



Louisa Claire

Wife. Mother. Blogger.
Melbourne, Australia.

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Louisa Claire

f Like 1,190



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LouisaClaire

- Ran a personal blog for over 7 years
- Mamamia's 50 Most Clickable Women in 2013
- Kidspot VIP Blogger
- Published in B&T, Marketing Mag etc on the topic of blogging
- Owner of Blogger Outreach Agency Brand Meets Blog
- Network of over 2000 bloggers
- We have provided blogger outreach services to Kellogg Australia, Garnier, Colgate, L'Oreal, Howards Storage World etc...



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The Anatomy of an Influential Blog

by LOUISA CLAIRE on MARCH 31, 2014 [EDIT]



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It might seem an odd thing to talk about so frankly, but if you want to monetise your blog in any way, including through working with brands or if you want your blog to make a **meaningful impact** through your blog then it's important that you build a blog that is influential.

Press play here to hear my introductory thoughts on importance of influence.



HOW TO WORK WITH

★ **BLOGGERS** ★

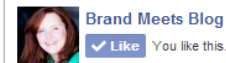
TO MAKE YOUR BRAND

»»»» *shine* ««««

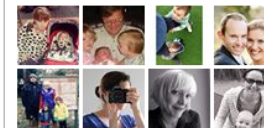
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Here's what you will learn through today's Webinar

- Who and What are **Mummy Bloggers**
- Why they are considered **more influential** than celebrity ambassadors
- How to access them to deliver **measurable outcomes**
- Tips for your **Christmas Marketing strategy**

This webinar will assume some basic understanding about blogging and the general usefulness of social media marketing.



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A brief history of blogging in Australia

- 2005-2008
- 2009 – a big surge in personal bloggers; strong focus on community building.
- 2011 – another big leap in numbers;
 - first dedicated parenting and beauty/fashion based blogging conferences in Australia: Digital Parents Conference (formerly, Australian Blogging Conference) <http://digitalparentsconference.com.au/> and Australian Beauty Bloggers Weekend <http://abbw.com.au/> which is not running in 2012 – instead the Beauty Bloggers Utopia will run: <http://makeuputopia.com/about/beauty-bloggers-utopia>
 - Increase in number of PR and digital agencies seeking to build blogger outreach campaigns for clients; most miss the mark.
- 2012 – predictions.
- Final comments: Each blogging category has unique features and culture. While there are commonalities between Fashion and Mum bloggers, there are a lot of important distinctions.

The Landscape Today



AGENTS of INFLUENCE.



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Who are Mummy Bloggers?

- Average Mums looking to
 - Connect
 - Share
 - Learn
 - Inspire
- Building Active Communities on
 - ✓ Blogs
 - ✓ Facebook
 - ✓ Twitter
 - ✓ Instagram & Pinterest





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What do they write about?

- Their kids
- Education
- Opinion
- Activities
- Motherhood
- Lots and lots of reviews.



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Why Mummy Bloggers?

- 59% of Mums say that online reviews from people *just like them* influence their decision making.
<http://www.shespotau.com/MumsPurchaseHabits.html>
- Mums list word of mouth referral, online research and social networks as significant influences in their decision making process.
<http://www.shespotau.com/MumsBrandsMarketing.html>
- *When a Mum blogger talks about an experience or a product they do so with credibility. Their reviews are trusted as coming from 'one Mum to another' just as they would be was the information shared over a cup of coffee.*
- 45% of Mums with children aged 0-12 read blogs.
http://www.managementblog.com.au/management_blog/2010/11/kleenex-focuses-on-australias-social-media-mums.html
- 13% of Mums with children aged 0-12 write blogs.
http://www.managementblog.com.au/management_blog/2010/11/kleenex-focuses-on-australias-social-media-mums.html
- The impact between bloggers is even greater with recent Australian research showing that 89% of bloggers are swayed by blogger reviews when making a purchasing decision.
<http://www.nuffnang.com.au/blog/2011/07/13/nuffnang-australia-blogger-survey-results/>



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International Trends

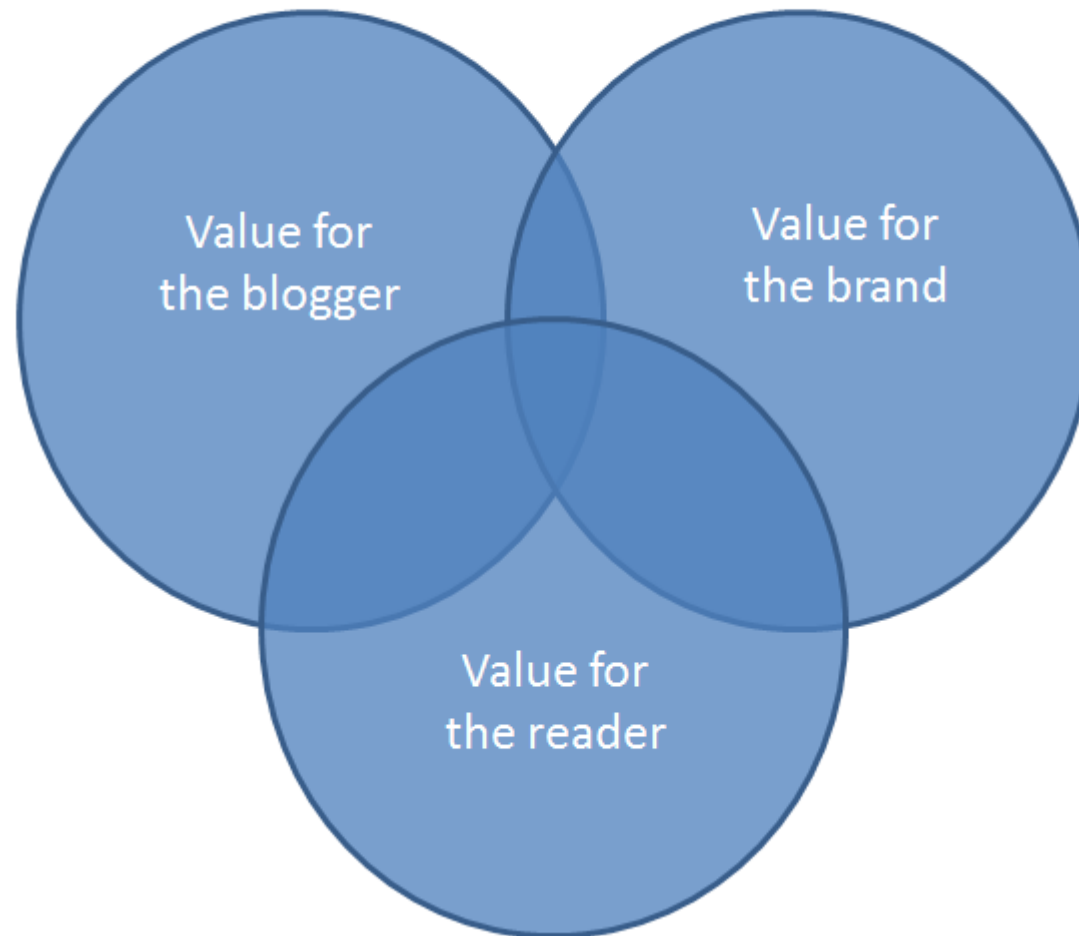
- The latest international research reveals that Mums bloggers have a greater impact on the everyday purchasing decisions of households than celebrity endorsements.
<http://sherrilynnestarkie.com/2011/04/14/bloggers-are-more-influential-than-celebrities/>
- 88% of the active blog readers in the total U.S. general population trust the information they get from familiar blogs. Asked why they have this level of trust, nearly half (48%) say it's because they had made purchases in the past based on blog recommendations and were satisfied with the results. <http://www.blogger.com/2011-social-media-matters-study>
- 2013 research revealed that blogs are the third most influential digital resource: "We've seen that trust is the currency of influence and that consumers are looking for "trusted digital friends" to give them advice on what to buy and where to go. That's why **bloggers who offer such advice are influential—because consumers trust their guidance.**" <http://www.socialmediaexaminer.com/blogs-outrank-social-networks-for-consumer-influence-new-research/>



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The Essential Formula





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Hallmarks of a Mummy Blogger

- Mostly open to working with brands but most are not actively seeking brand or product content for their site.
- Contents needs to be engaging and offer a “WIIFM” factor. “What’s In It For Me?”
- Mummy Bloggers are looking for a *reason* to work with a brand and a way to make the content relevant to their readers; most of the time they require more than “new information” and look for giveaways to accompany branded posts.
- Mummy Bloggers tend to be very open to brand partnerships or sponsorships e.g. sponsorship to attend a blogging conference either in Australia or overseas (BlogHer) in return for writing blog posts and providing other forms of social media promotion.

Selecting Bloggers

- Look at their social graph
 - Blog traffic and engagement
 - Social following and engagement
- Always prioritise RELEVANCE over REACH



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Blogger Etiquette

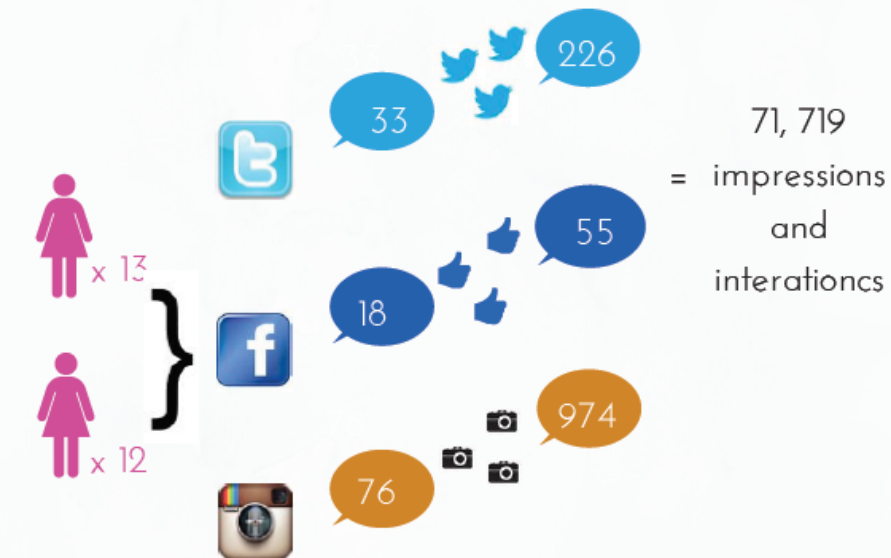
- Many bloggers receive multiple pitches every day.
- Bloggers, particularly Mummy bloggers are highly relational – they have often started a blog as a way to connect with other mums through the challenges of the early years parenting. They don't want to receive press releases or other blanket emails send en masse. This also means that once a relationship is formed with a Mummy blogger you will often receive a higher pick up rate of pitches.
- Getting noticed by the bloggers you want to work with means
 - Knowing who you want to pitch & what the value is for all parties
 - Sending personalised pitches
 - Inviting them to participate a promotion that offers value to the blogger and their reader as well as yourself, the brand.
- Offering a degree of exclusivity – no more than 10 bloggers in one campaign.
- Making the campaign accessible for other bloggers to “opt in” - case study.



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Health & Wellbeing case study

Two cooking classes were held for health and wellbeing bloggers in Melbourne and Sydney. Bloggers shared messages in real time on Twitter, Facebook and Instagram as well as via blog posts after the event.



12 blog posts
263,350
readers

The message made over 70,000 impressions over the course of the events and reached in excess of 250,000 readers via targeted blog coverage.

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Three Lil Princesses

Ambassador for Zhu Zhu Pets: Quiet! There's too much noise. Zhu Zhu Children's'

Picture Book <http://threeilprincesses.com/2011/10/quiet-theres-too-much-noise-zhu-zhu-childrens-picture-book/>



Quiet! There's too much noise – Zhu Zhu children's picture book

by KEL on OCTOBER 27, 2011 · 20 COMMENTS

THIS is my little stab at writing a children's book. I know it still needs a LOT of work. Either that or the bin. It's based on the adventures of Ella's two Zhu Zhu pets and, at the moment, it is a well read story here. So I thought I'd share it with you.

*This is my final few days as Zhu-Fari's mummy blogger ambassador and is an opportunity I've been very **thankful** for.*

QUIET. THERE'S TOO MUCH NOISE



One day, when the two princesses were at school, there were some strange things happening at home.

Mum was busily doing her work, when **suddenly** she heard a **noise**. *What* could it be?



She *peered* around the corner to find **Zhu Leopard** and **Zhu Zebra** *tearing* around the lounge room in a **loud** car. They were going *sooo* fast, Zhu Zebra's hair was flapping in the wind. "**Quiet**," Mum said. "There's too much **noise**."



Mum headed back to doing her work. Then, a few minutes later, she heard ... **scratch, scratch, scratch**. She *peeked* into the kitchen to find **Zhu Leopard** and **Zhu Zebra** trying to get into Baby Holly's **birthday** cake. "**Quiet**," Mum said. "There's too much **noise**."



Just as Mum sat back down to her computer, she heard **scratch, scratch, scratch** **AND** **nibble, nibble, nibble**. *What* was going on? Mum headed to the kitchen again and this time found **Zhu Leopard** had jumped **INTO** the cake tin. "**Quiet**," Mum said. "There's too much **noise**."



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As the sun started to set and Mum was writing her last few tweets (um, we mean work emails), the Zhu-Faris sat up to the window as the sky changed colour. Then... **squee, squee, squee**. The noisy pair had spotted a *tiny* bird through the window and wanted to chase it. Mum *sighed* and then said: "**Quiet**. There's too much **noise**."



Mum had **had** enough. She picked the two Zhu-Faris up, took them into Princess Ella's room and tucked them into bed. She then opened a book and read them a *quiet* bedtime story. The Zhu-Fari's sat, without making a noise, and listened.

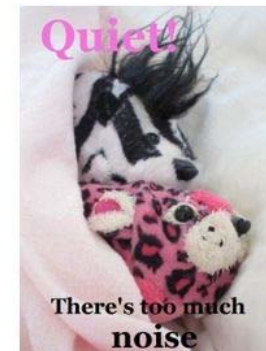
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Soon they were *fast asleep*.

Mum was finally able to sit down and finish her work. But something was wrong. *What* could it be? "It's *too quiet*," Mum said. "There's **not enough noise**."

If you want (and please, don't feel like I'm twisting your arm), you can [download a free copy of the ebook](#) (with proper formatting) to read to your little ones. Just click on the image.



A Zhu-riffic Good Time: <http://threelilprincesses.com/2011/08/photo-a-zhu-riffic-good-time/>

And That's The End Of The Story: <http://threelilprincesses.com/2011/12/and-thats-the-end-of-the-story/>

Working With Bloggers

- You can work with bloggers in a variety of ways. Having a budget for them is increasingly important:
 - Sponsored post: this is where a blogger is paid to promote, in their own words, a product or brand message on their own blog. The starting rate for sponsored posts is around \$100 and can go up to \$2000 depending on the reach of the blogger.
 - Review & giveaway: If the value is strong enough then some blogger won't charge however it is becoming increasingly common to due to the amount of time involved in coordinating the giveaway. The cost ranges between \$50-\$750.
 - Guest blogging: this is where a blogger writes a guest post for a corporate site. The rate for this starts at \$250 usually.
 - Blogger Ambassador programs: this is where a blogger acts as an ambassador and aligns themselves with your brand in a number of ways. The cost involved depends on the nature of the relationship but generally runs in the thousands for a 6-12month period.
 - Advertising: onsite advertising is another option with bloggers and rates vary greatly depending on the pricing structure of the blogger.
 - Sponsorships: this is where a company provides cash sponsorship for a blogger to attend a conference and in return the blogger promotes the brand via a combination of blog posts and other social media promotion – the exact details vary according to the value of the sponsorship. Costs can be from several hundreds to several thousands depending on the conference.

Paying Bloggers

- When you pay a blogger you pay for
 - Mention on their site, promoting your brand/products to their audience
 - A bloggers time and their expertise in crafting a post that will deliver value for your brand
 - You may receive headline space – being the first post on the page for a specified period of time.
 - You **do not** pay for their comment.
- If you don't pay a blogger then you need to offer a strong value to them in another way, or offer a fantastic experience.
- If you are running a campaign with multiple bloggers you need to consider whether a universal approach is best, or not.

Christmas Tips

- Set **clear objectives** for your blogger activity
- Realise it's a **crowded market**
- Be open to ideas **beyond reviews and sponsored posts**
- **Facebook** is a powerful tool
- **Events** have huge potential to create buzz, spread awareness
- Be careful not to get caught in a traditional PR trap
- **Be FUN!**



1. Bloggers **a Fun, Creative and Dynamic People**
2. Toys are **Fun, Creative and Dynamic**
3. Bloggers have audiences of **Mums who trust them** and they can cut through the noise of traditional marketing



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Christmas Packages

We work with many of the leading Australian Mummy Bloggers and have run Christmas Campaigns for companies like Tiger Tribe, Glottogon, Australian Girl doll as well as working with larger agencies – we have Christmas packages available for 2014.

Louisa Claire

louisa@brandmeetsblog.com

03 9350 4114 / 0414 689 830

How we work

- **Identify and Selection Process** so you have the best bloggers available to choose from.
- Craft an approach that will **meet your objectives**. We are not a one-size-fits-all agency
- **Manage relationships** end-to-end (except fulfilment)
- **Reporting** on reach, engagement and sentiment
- Our point of difference is our focus is on **authentic, engaging partnerships** between bloggers and brands.



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Working with Louisa has been massively rewarding but above all, an absolute pleasure. Louisa has provided us with invaluable insight every step of the way and has enabled us to develop some great relationships within the mum blogging community. Louisa is able to find the perfect balance between brands and bloggers so that ultimately everyone walks away having gained something from the introduction. We're looking forward to a long-lasting relationship with Louisa and the fantastic mum bloggers that she has helped us engage with." **Gareth Lucy, Corporate Communications & PR Manager, Kellogg Aust**



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About blog

- **Our exceptional network.** We have a network of over 2000 bloggers in various categories including Mums, Fashion, Health & Lifestyle.
- **A tested approach:** We secure organic coverage of your brand on well established blog with a relevant audience.
- **We understand bloggers and blogging.**
- **The ultimate list:** The bloggers we work with are talented and targeted – they know their audience and how to appeal to them so that they are moved to respond.

