



# Diapers and Tweeters and Bloggers, Oh My!”

*How the Mommy Blogger Revolution is changing the dynamics of consumer PR and more.*

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# Why are women blogging

- It's a transformational experience
  - Capture and catalog life moments
  - Share their worries and joys
  - Seek input and confirmation
- Commercial opportunities
  - Product reviews
  - Advertising opportunities
  - Other paid writing work

# The data on women & blogging (I)

## BlogHer/Compass Partners 2008 Social Media Study

- **Blogs are mainstream**
  - 53% of U.S. women online read blogs weekly
  - Statistically the same as IM and more than downloading music or sharing photos
  - With the proliferation of Twitter etc., bloggers' voices are reaching even further and wider
- **Blogs are addictive**
  - Regardless of age group, once active in the blogosphere, women are active at the same frequency levels
  - Over 20% of women report finding that time by abandoning other media channels, such as TV, newspapers, magazine
  - Women would give up PDAs, alcohol, their iPod before blogging

# The data on women & blogging (2)

## BlogHer/Compass Partners 2008 Social Media Study

- Blogs are trusted
  - More than half of women who read and write blogs report that blogs have influenced them TO purchase and NOT TO purchase
  - <5% report finding blogs “not very” or “not at all” reliable for: News, Information, Advice and Purchasing Recommendations
  - Meaning ~95% find their blogging community a reliable place
  - “Trust” in institutions, including the media, is at an all-time low



# What is Mommyblogging

- Generally, a woman who is blogging predominantly about being a parent.
- The term has become over generalized.
- Writers are moving beyond the clichés of motherhood
- Writers want to:
  - Share their individual experiences
  - Express their unique voices
  - Build meaningful relationships with others



# Top 9 Mistakes PR People make with this community

1. Stereotype us as bloggers or mothers
2. Pitch without reading the blog they're pitching to.
3. Expect bloggers to post provided content verbatim.
4. Try to flatter us with lame pitches.
5. Nag us (i.e. "Is it done yet?")
  - Some of us get multiple pitches a day, so if you don't hear back, resend once as a follow up unless otherwise requested.



# Top 9 Mistakes PR People make with this community

6. Forget that most of us aren't getting paid and have full-time lives outside of their blogs.
7. Spam pitches.
  - Wrong names, wrong blog, typos, bad writing, etc.
8. Expect something for nothing.
9. Get overwhelmed and give up before they start.



# 11 ways to effectively reach this audience

1. Do your research.
  - Technorati
  - Google
  - Blogrolls
2. Read who you're pitching.
  - Know what's important to us.
  - Comment if you have something relevant to add.
3. Build relationships.
4. Recognize each blogger's uniqueness.
5. Broaden your pitches.
  - There's more to life than diapers and strollers, we like vacations, cute clothes, and great shoes, too.
  - We're also advocates for political, environmental and social causes.



# 11 ways to effectively reach this audience

6. Pitch us on ideas, topics, and/or products that are related to their content or stuff they've recently reviewed.
7. Know the terminology and the major players.
8. Check the stats, but don't discount someone because of them.
9. Be patient. If you've got a good story, we'll find room for you in the queue.
10. If you want us to review a product, make sure it's good.
11. Give us something that will engage our readers



# Case Studies

- Motrin
- Baby Einstein
- Scandinavian Child



# Resources

- [BlogHer.com](http://BlogHer.com)
- [Babble.com](http://Babble.com)
- [SavvySource.com](http://SavvySource.com)
- [iVillage.com](http://iVillage.com)
- [5minutesformom.com](http://5minutesformom.com)
- [CoolMomPicks.com](http://CoolMomPicks.com)
- [ImperfectParent.com](http://ImperfectParent.com)