

Marketing to Moms

Presented by

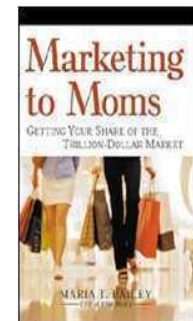
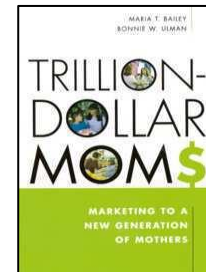
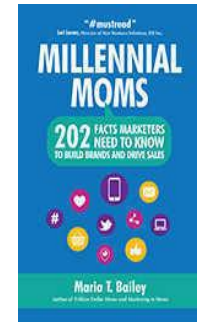


BSM Media has a deeper understanding of parents as consumers than any other agency. Everything we do is based on experience and research.

BSM Media is the most published agency focused on Marketing to Parents.

“Maria Bailey created the niche in the marketing world for marketing to moms.”

- Ad Age



Known for our knowledge in Marketing to Moms, BSM Media is a regular media resource



The BSM Media Difference

Beyond the fancy dashboards, influencer networks, and online impressions.

1

UNDERSTAND THE VALUE OF RELATIONSHIPS

- Established relationships with content creators, influencers, and media produce higher ROIs.
- Engaging as an extension of our client's team produces efficiencies and identifies unforeseen opportunities.

2

BELIVE IN DELIVERING THE HIGHEST WORKING DOLLAR RATION POSSIBLE

- We earn our reputation in the industry by exceeding expectations.
- Relationships allow us to get more for our client's dollar.
- Familiarity with the market allows us to do more for less.

3

UNRIVALED EXPERIENCE AND TRACK RECORD

BSM Media has created some of the most recognized marketing programs in the Mom market.

- Disney Social Media Moms
- Chick fil A Moms
- Sea World Podcast
- Social Media on the Sand
- LOL Biggest Fan Search

BSM Media

For over 25 years, BSM Media has been recognized by global brands, government agencies, and the media for their outstanding work in connecting brands and organization with Moms.

Our customized marketing programs, strategically designed tactics and flawless execution has attracted an elite roster of brands as clients.



Award Wining Marketing Campaigns

We humbly boast.

BSM Media is the proud recipient of some of the most prestigious awards in the marketing and communication industry for it's marketing work in reaching moms.



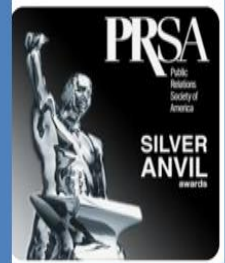
National "Eat More Fruit" Movement by Dole



National Campaign to Increase Travel by Hispanic and Moms of Color By Engaging Mom Influencers



International Campaign to Encourage Family Travel to the Caribbean



National Competition Supporting Mom Inventors And Mompreneurs



Creator of the Iconic Tagline

BSM Media's Influencer Networks

In addition to expertise and experience, BSM Media maintains 3 of the largest networks of fully screened, FTC compliant influencers and content creators.

With over 45,000 Mom influencers which includes teachers, PTO Moms, moms of color and more, we offer a unique combination of unparalleled access to moms, experience, and market knowledge.

MomSelect
Bringing Moms and Companies Together


Millennial
Influencers


GenZ
Influencers

 & 
Video Reviewers



✓ **Young Couples**



✓ **Millennial Moms**



✓ **Teachers**



✓ **Children**

Niche Engagement

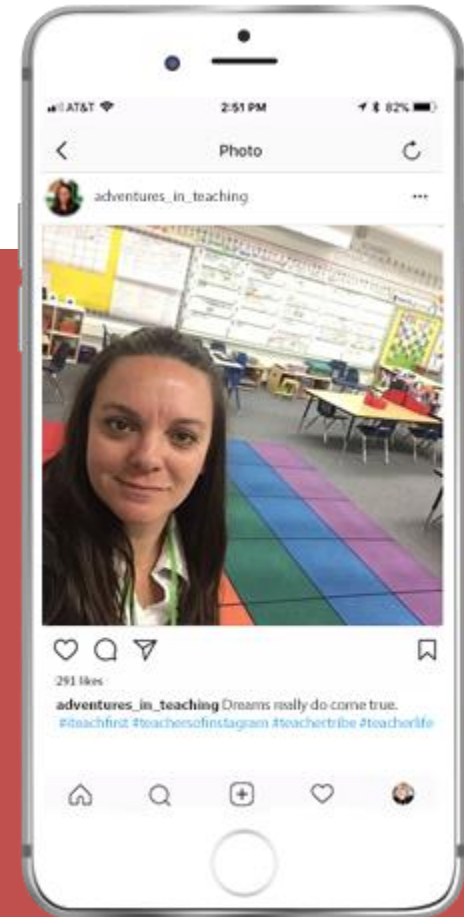
Within in our networks, BSM Media has current databases and active relationships with multicultural mom influencers, teachers, and niche community content creators.



Scouts & Troops



Fitness and Active Lifestyle
Enthusiasts



Teachers

An Army of Moms

Nothing is as powerful as word of mouth messaging when it comes to moms. We call it Word of Mom.

BSM Media has identified and called into action, brand ambassadors and advocates for everything from sunscreen protection to vaccinations to Mickey Mouse.

Imagine having hundreds of local moms on the ground.

BSM Media will bring to life an army of advocates in local markets across the US.





Radio & Podcasts Reach

BSM Media not only has extensive experience producing podcasts for top brands but can secure PR placement on leading parenting podcasts and traditional radio.

Podcasts are a great way to connect with busy on the go moms and build relationships with your consumer.



Expanding news coverage on podcasts distributed on all major streaming platforms including:



Traditional Television Exposure

BSM Media has a secret weapon when it comes to traditional TV placements-MOMS.

Our networks of Mom Influencers is comprised of Moms in television as well as Moms who host regular spots on local morning shows and news programs. These TV Moms have a long-time relationship with BSM Media.

Whether they are approaching BSM Media for story ideas or we are pitching them with stories of interest to parents, it's a relationship that works for our clients.



Traditional Print Success Stories

BSM Media is constantly monitoring local and national print outlets for opportunities for our clients. Journalists who typically write with a focus on parents know us and take our calls.

Through deep relationships with media outlets, BSM Media has secured placements for our clients in the top national newspapers and magazines.



THE WALL STREET JOURNAL
English Edition | Print Edition | Video | Podcasts | Latest Headlines
Home | World | U.S. | Politics | Economy | Business | Tech | Markets | Opinion | Life & Arts | Real Estate | WSJ Magazine | Sports | Q

A-HED
Your July Fourth Party Might Include Halloween, Christmas and Several Birthdays
Families are combining multiple celebrations that had been postponed or canceled into one giant bash

By [Ray A. Smith](#)
June 29, 2021 12:47 pm ET

Party-supply retailers say they have seen upticks in customers purchasing items for more than one occasion. "We are starting to see people go all out for their gatherings," said Sherri Yukel, founder and chief executive of Big Dot of Happiness, a party-supply business in Menomonie, Wis. When the retailer conducted a survey of 572 moms in April, 38% said the makeup gatherings they planned would celebrate more than one missed event.

Los Angeles Times

The New York Times



TOP 5 must-have TECH GIFTS
www.4thofjulyparty.com

1. Laptop
2. Smart Scale
3. Smart Plug

Better Homes and Gardens



Sampling Programs

Mommy Parties

Engaging Mom Influencers to host In home events with their peers

- Peer to Peer Recommendations
- Brand engagement

BSM Media creates all the party content your brand need and fulfills all the party kits too! Social posts amplifies the reach of these sampling parties.



Community Sampling

Identifying the right samplers with offline influencer to distribute product to target market.

- Can leverage niche markets
- Event sampling at scale

BSM Media can handle all logistics and fulfillment. Social posts and hashtags extend the reach of these sampling events.

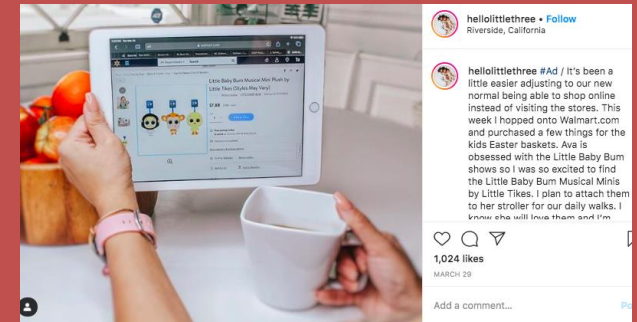
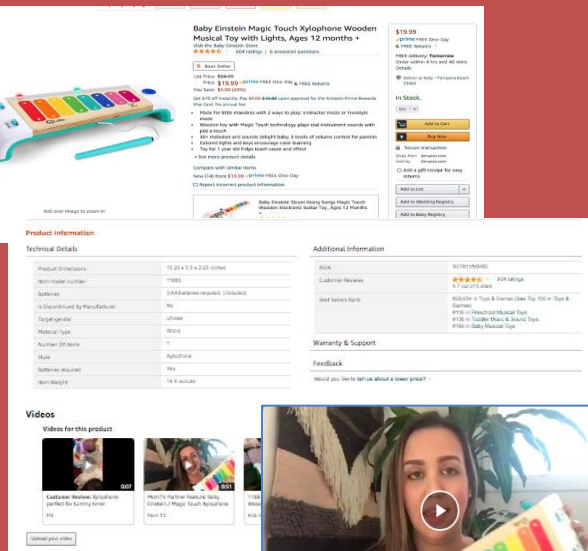


Amazon and E-Commerce

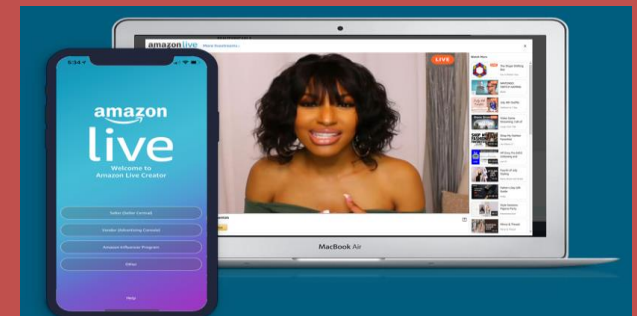
BSM Media understands the importance of Amazon and other e-tailers to product companies. Through an exclusive relationship with Amazon, we can serve up mom review videos to your product pages and track sales.

Additional Amazon Tactics Include:

- Organic Reviews
- Social Spotters
- Amazon Lives




Social Media Support



Amazon and E-Commerce

BSM Media's videos have sold almost \$500,000 in products for one brand over the last 3 years.


[illegible]



Helpful? 5

MomTV Partner Feature: Baby Einstein / Magic Touch Xylophone


Mom TV | Create Associates Program @



Baby Einstein Magic Touch Xylophone Wooden Music...

★★★★☆

\$19.99 prime




Sponsored by BAO! Baby Musical Toys Gifts for...

★★★★☆


\$39.99 prime

Videos for this product




Customer Review: Xylophone perfect for tummy time!
MK

0:07



MomTV Partner Feature: Baby Einstein / Magic Touch...
Mom TV

0:51



11883 Magic Touch Xylophone Wooden Musical Toy
Kiddie, Inc.

0:26

Product Title	Product Link Clicks	Items Shipped	Revenue
1 Just Dance 2023 Edition - Code in box, Nintendo Switch	-	8	\$234.15
2 Airspun	-	7	\$48.23
3 Baby Einstein	-	6	\$679.94
4 Baby Einstein	-	4	\$99.96
5 Pillow P	-	4	\$107.96
6 Differin	-	3	\$44.29
7 Airspun	-	3	\$18.72
8 Baby Einstein	-	2	\$189.97
9 Car Head	-	2	\$25.98
10 It's All A	-	2	\$27.98
11 Educational	-	2	\$17.98
12 Paulas	-	2	\$64.99
13 PlayMo	-	2	\$41.98
14 Paula's	-	2	\$26.00
15 FizzBen	-	2	\$35.98
16 essence	-	2	\$17.94
17 CoComel	-	2	\$25.59
18 Baby Einstein	-	2	\$49.96
19 CoComelon Boo Boo JJ Deluxe Feature Plush - Includes Doctor Check...	-	2	\$79.39
20 Just Dance 2023 Edition - Code in box, Xbox Series X S	-	2	\$39.90

Special Events

Events bring moms together.

BSM Media has created some of the largest social media mom events in the industry.

We also have relationships with event organizers that enable us to create an interactive experience for your potential customers.



BSM Media's Approach to Your Proposal

1

DIG DEEPER

Identify how moms feel about civics and other behaviors candy consumption and buying behaviors thru quick pulse research with our moms.

2

THE RIGHT MOMS

Identify the sub-segments of moms who best align with the goals of your brand.

3

LEVERAGE

Identify opportunities within BSM Media's relationships, networks, and resources which will increase your ROI.

4

OPPORTUNITY

Identify time relevant and seasonal opportunities to amplify the campaign message.

5

VALIDATE

Compare our ideas against results of past BSM Media programs and research to ensure our results will hit the mark.

6

THE STORY

Communicate the plan.

Insights Meets Strategy to Produce Effective Tactics

Social Spotters: *Retail Activation, social engagement, recommendation, and consumer feedback all in one tactic.*

- ✓ Strategy: Engage Influencers to drive traffic into retail by sharing news of your product while illustrating to busy moms where she buy it!
- ✓ Tactical Execution:
 - Influencer posts from retail aisle -> Purchases product -> Posts a lifestyle shot using the product
 - Pivot: Online Post -> Online purchase -> Lifestyle Shot -> Opens the door to a verified review!



In Store Social Posts (2022)



At Home Lifestyle Social Posts (2022)



 [vhighway](#) • following

veighway Veigh had so much fun unboxing and playing with her 3+ surprises including a BFF fashion doll, fashions, and accessories from @fory_babies_official @liltoonsies!

The packaging included fun spinning cylinders to see her dolls, Phoebe and Jenna, strike different poses! When she opened the boxes it revealed her closet and accessories with her doll in the cylinder portion!

Discover the new BFF animated songs and collect all 6 BFF dolls (Jenna, Phoebe, Stella, Kristal, Katie, Dotty)

#bboycrybabies #bff #crybabies #ad



 Liked by casskidzcrew and 378 others

WOLFE, D. L. 1992.



taylorthoits • Following

taylorthehub Holly had so much fun unboxing her surprise EFT fashion doll. She's was able to reveal 3+ different surprise items and dress up her cute doll in as outfit and accessories. You can find these @Target and @Qualmer.

Phyllorhynchus, *Phyllorhynchus*, *Phyllorhynchus*

Taylor Swifts 2013 Album Red
 Spontaneous Musical
 Authentic Moments
 Photography Spontaneous Photography
 Modern Music With Simplicity
 Dream Like Taylor Swift
 Similarly Swifts Songs



Used by alexa_grace_rheem and 2,583 others.

1980-1981 2000-2001



 theclassymamabear • Following ...

 theclassymamabear ❤️ "Why fit in, when you were born to stand out." - Anna Wintour #ad.

Everyone's favorite @kitoonsen Cry Babies characters from @cry_babies_official are now all grown up and available as super-cute fashion dolls. And that means Skye has been having a blast having her very own fashion shows with Jenna and Phoebe! 🥰 It was such an exciting unboxing experience as the



Liked by alockeoflove and 7,771 others

NOVEMBER 21



ava.jara.and.me • following

avaajana.online 🍌 Did you hear the news? @cry_babies_official new BFF animated series & all 6 BFF dolls have launched & we are so excited for

Ava has grown up with
 @ry_babies, official & is so excited to
 have her folks grow up with her & be
 able to appreciate them in the
 truest fashion!

clothing, a bag, a hooded, a pair of matching shoes with a pair of socks and a hooded Thors RIT drill runs from a hood lined in April.

Get your Q*ry babies, official by
@letronsen now at your local Target
& Walgreens!

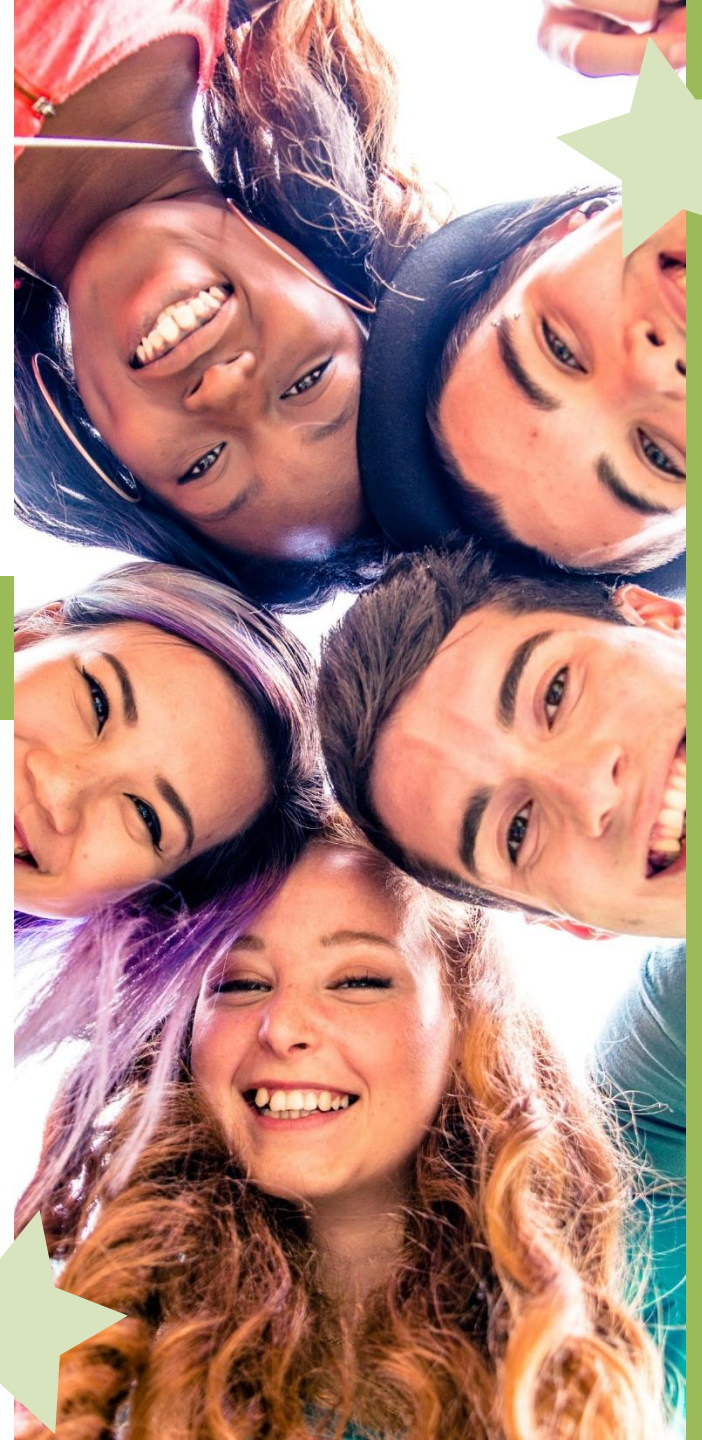


Used by [princess_catalept](#) and 709 others

14. <http://www.irs.gov>



Measurement



KPIs and Reporting

- ❖ BSM Media will establish KPIs with client.

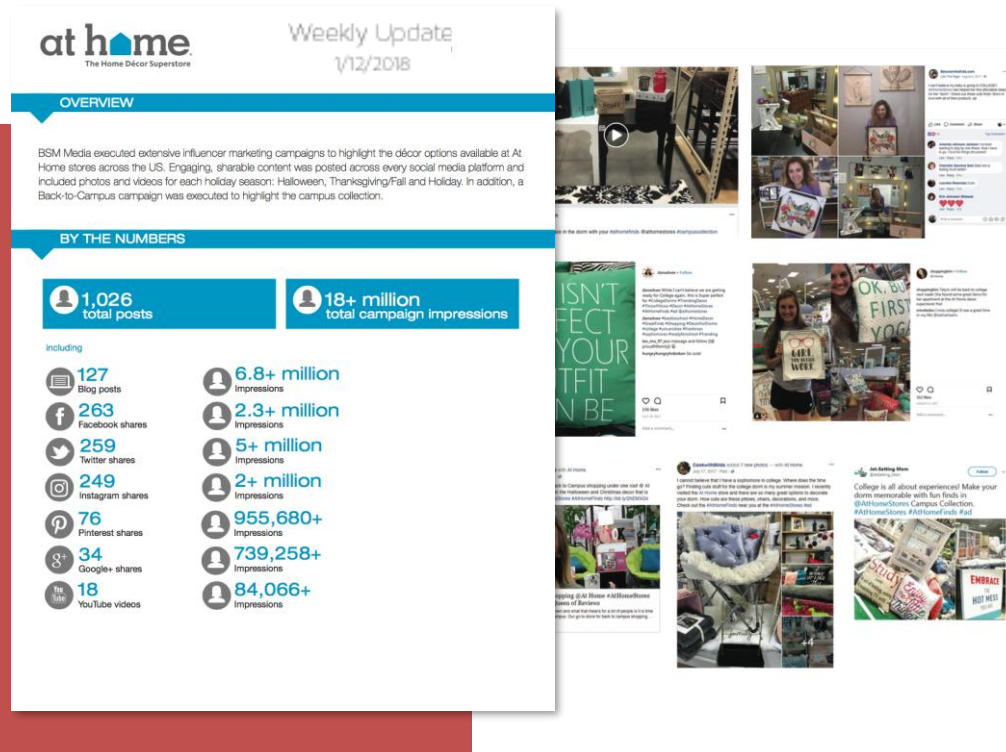
Sample KPIs	
# of high quality, authentic and relevant content	Engagement: Likes, Shares, Comments, Reposts
Digital Impressions	Organic posts
Digital Downloads from Resource Center Ad response	# of Events with distribution of flyers and brochures

- ❖ Each week client will receive **updated reports** with links to all active posts and metrics
- ❖ **Maximizing results:** High performing content will be flagged and discussed with client for paid media boosting.
- ❖ At the end of the campaign, client will receive a **complete wrap up report** with all content transferred to the client for future use.

Analytics and Reporting

BRINGING IT TO LIFE: NUMBERS AND RESULTS

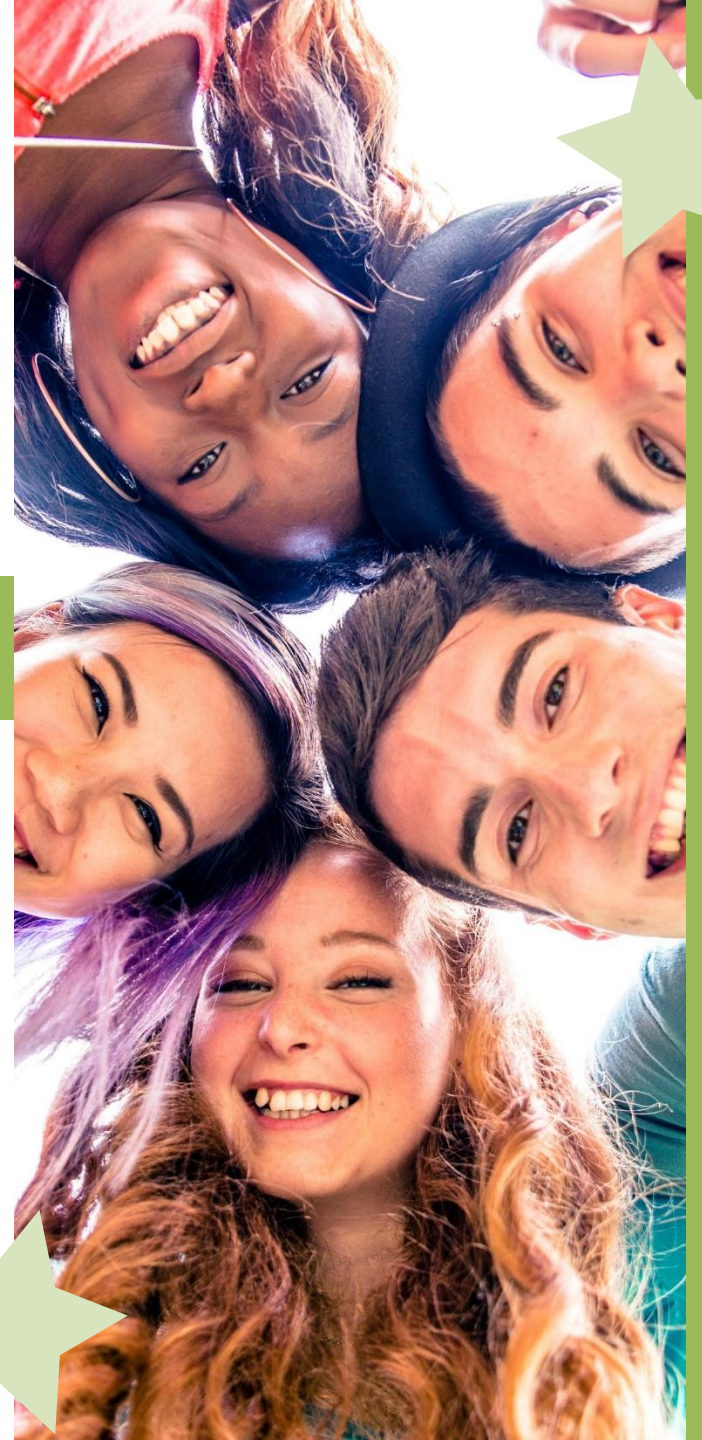
BSM Media provides comprehensive client recaps in excel and PDF formats. Excel recaps are sent on a weekly basis with key metrics. PDF recap reports are sent monthly and include screenshots, key metrics, and notable content in a visually appealing and shareable document.



Case Studies

BSM Media doesn't just have a few campaigns a year engaging Moms.

It's our focus every single day.



National Classroom Clean Up by Clorox

Clorox partnered with BSM Media to engage moms and teachers in cleaning classrooms for back to school season. The goal was to conduct 250 classroom cleanups across America.

BSM Media worked with mom influencers, PTOs, teachers and school staff to distribute cleaning kits, schedule the events with parents and share the opportunity with their peers.

BSM Media created a downloadable instructions, shopping lists and social assets.

Results:

- Gained participation by 312 schools
- Generated 6 million impressions
- Secured local and regional media
- 250 social posts



[Shop Products](#)

Clean Up Your Classroom with Our Teacher Cleaning Advice



Cleaning class is officially in session. We'll show you why Clorox is every teacher's pet when it comes to school cleanup jobs, classroom projects and more.



Does Bleach Kill Fungus on Surfaces?



Does Bleach Kill Ringworm on Fabric and Surfaces?

[← M](#)

Everybody Clean-Up! Tips for Keeping the Classroom Clean





mommy musings[®]

FOOD + FAMILY TRAVEL

Since this is a Pre-K class, I talked about the very basics of being cleanly, washing their hands, and germs.

19 NEWS

News Live First Alert Weather Closings To Catch a Killer Sports Seen On TV Telemundo CLE Podcasts

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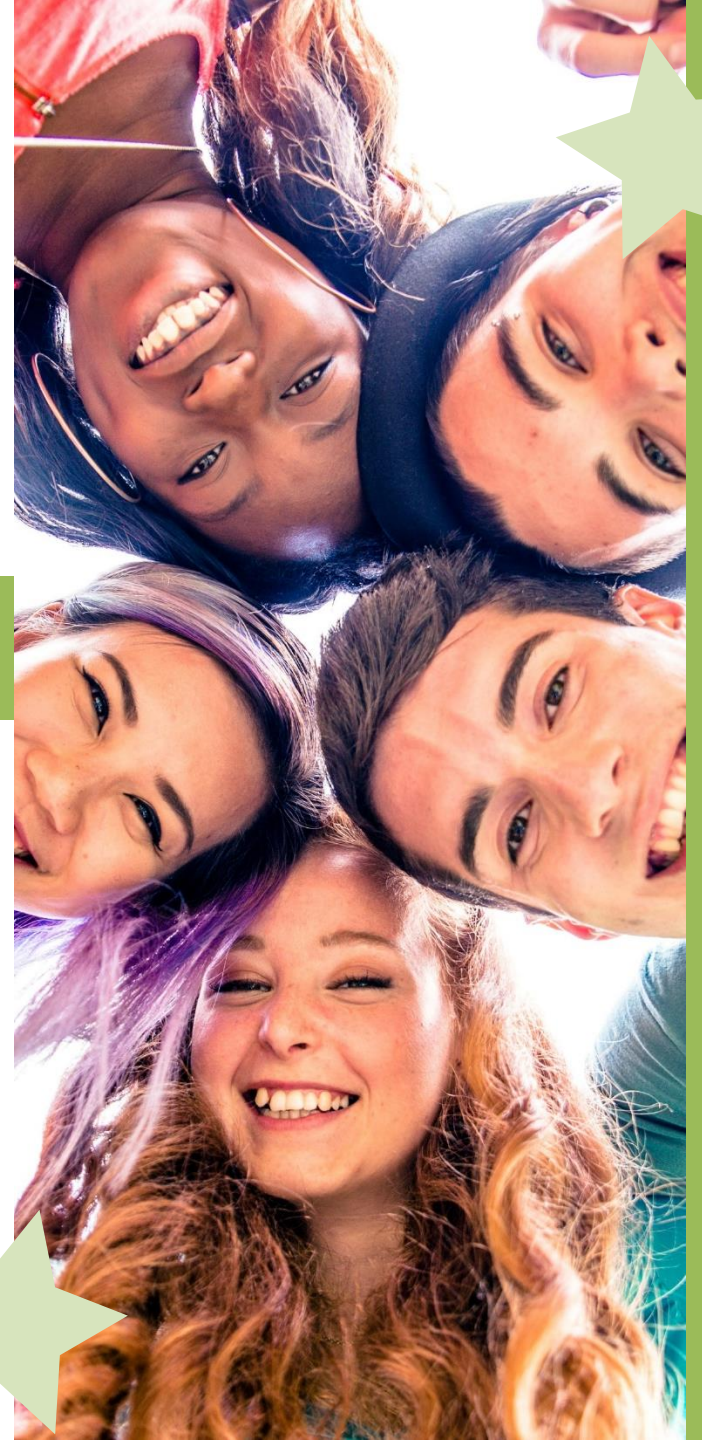
*See Zep.com for terms & conditions

Clean Up: Clorox in the Classrooms for Teachers, Students

Case Studies

BSM Media doesn't just have a few campaigns a year engaging Moms.

It's our focus every single day.



GoGo squeeZ

BSM Media has been delivering higher than average “working dollars” campaigns since 2021.

The Crayola partnership was supported with over 106 posts and 4 million online impressions.

Currently BSM Media is supporting GoGo squeeZ Happy BrainZ, GoGo squeeZ Fruit & VeggieZ, Dino Variety Pack GoGo squeeZ YogurtZ (new Peach and Mango Variety Pack), GoGo squeeZ Halloween Variety Pack

Establishing a deeper relationship with true and authentic GoGo squeeZ super fans increases engagement, social outreach, and online impressions. It also decreases time and resources spent with relationship churn.



Disney Social Media Moms

Disney had a challenge- increase trust and park visits among African American and Latino families. They turned to BSM Media to create a campaign that would resonate with these communities.

BSM Media created Disney Social Media Moms-an event to educate and immerse multicultural moms in Disney parks. Every aspects of the event was developed and executed by our team for 3 years identifying multicultural Mom Influencers, producing educational sessions, family activities, managing social media and reporting results to top Disney executives.

Results:

- Created the most recognized Social Media campaign in the blogosphere
- Generated 210 million impressions
- Generated 23,000 social posts in one week for Disney Parks
- Engaged with more than 350 multicultural mom influencers
- Secured national media



The New York Times



HOME > TECH CONTRIBUTORS

Disney has a secret army of mothers



Lisa Richwine, Reuters Jun 15, 2015, 6:23 AM EDT

LOS ANGELES (Reuters) - Wendy Wright is a home-schooling mother of two, a prolific blogger and a self-described "Disney Nut." Her cats are n
Minnie, a
with advi
Disneyla
Disney-tl
reviews o



46 likes
20h
hailthomer I had so much fun representing @macksdravel this morning at the Disney Social Media Moms conference in Houston. #disneymoms @DisneyMoms mackidswater: So fun! mackiddeyboyntonlu: Wow awesome



Party City

Party City recognized the value of long term relationships with DIY Moms, Content Creators and Party Influencers.

Currently they engage with a pool of content partners that provide content when it's organic and authentic to who they are and relevant to their followers.

Party City engages these content creators for:

- Social Media Content
- Product Launches
- Sampling
- Online Content
- Hosting Live Events
- Hosting Digital Events
- Point of Purchase Content
- Partner Content i.e, Amazon, Target
- Research
- Crisis Management
- Holiday Content



1,393
Total Shares

331
Influencers

470,140+
Total Engagements

30.8+ million
Total Potential Impressions



Unboxing and Social Posts for Baby body care line

BSM Media developed a strategic campaign for NOW Foods to promote their NOW Baby products. We activated 11 influencers for an unboxing campaign. The influencers created unboxing videos that were posted to Instagram or TikTok. We also activated samplers who handed out promo cards and had over 35 post to their Social platforms. By leveraging Instagram, TikTok, and our sampling program, we were able to increase brand awareness as well as generate consideration to purchase NOW Baby products among key consumers.

We accumulated over 1.1M impressions. We started a conversation around NOW Baby with over 21K engagements and an average overall engagement rate of 1.8%.



Biggest LOL Surprise! Fan National Search

LOL Surprise! challenged BSM Media to develop a national campaign for their 25th anniversary that would engage moms and school age and tween fans.

BSM Media answered with “National Search for the Biggest LOL Fan”. Our team created the program from scratch and was responsible for every aspect from creative to judging to orchestrating local media events announcing winners.

The national contest generated over 10K entries which BSM Media reviewed in less than 7 days.

Results:

- 400+ Social Posts
- 10K entries
- 1.3 Million Impressions
- Creative Development
- Coverage in local markets
- Coordinated charity donations to 100 local charities



Free Consultation

Email Maria@BSMMedia.com to talk about your brand's goals in engaging Moms.

