NOW IS TO ADVERTISE WITH US!

FOR THE FIRST TIME IN 10 YEARS WE ARE OPENING OUR INSTAGRAM PLATFORM UP TO ADVERTSING PARTNERSHIPS.

PRESENTED BY MOTHERS MEETINGS

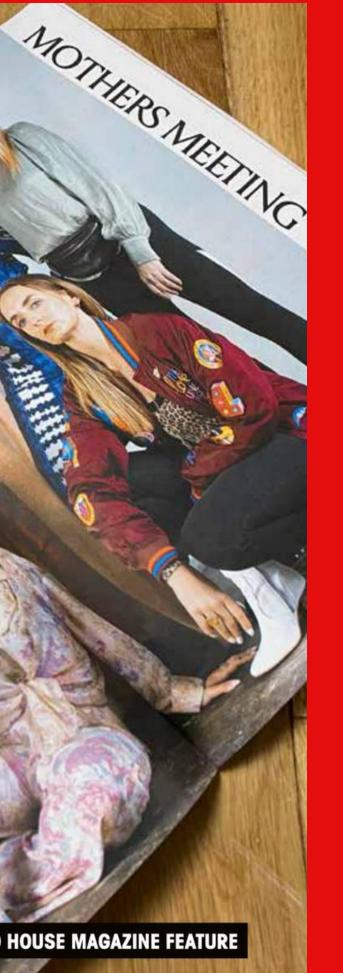


"CONNECTING VORLD'S -SMUMS THE SUNDAY TIMES STYLE

"MM Talent takes normal, everyday mummy things and makes them cool. It brings a style voice paired with boundless enthusiasm to a generation of new mums who are not willing to wave goodbye to their pre-motherhood lives. Exhausted mums now share in a community of fitness, nutrition, fashion and fun with the ever-growing MM family... Shoreditch House is always looking for innovative programming across the board, and that includes mummies. MM brings a credible brand to our members and provides our houses with exciting non-mumsy events for mums."

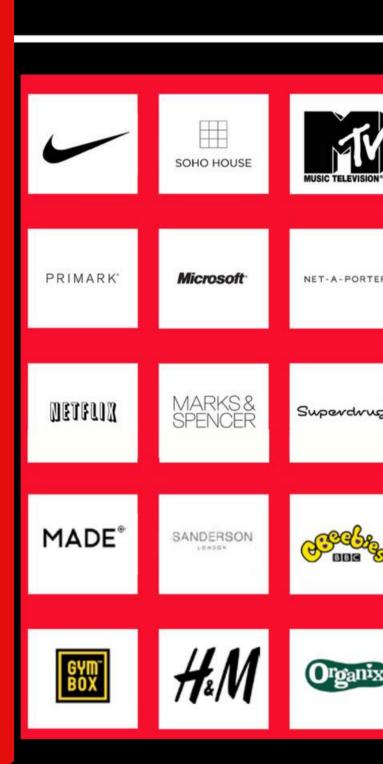
DAN FLOWER, CREATIVE MANAGER THE FACE MAGAZINE.

MOTHERS MEETING X SOHO HOUSE MAGAZINE FEATURE





Our Infuencer Marketing Strategy clients:



DN*	LIBERTY		mothercare	Mercedes-Benz	
TER	KicKers*	GAP	୦୦୫୦୭୦	H A R V E Y NICHOLS	
т т	COWSHED	J.CREW	ý	ASK ITALIAN	
Sec.	BOXPARK	avios	مپ Mulberry	Aveeno.	
x	VAUXHALL	AVEDA.	SCRINSORD	TREAME	

OUR AUDIENCE

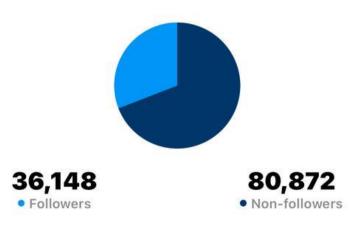
Overview (i)

Accounts reached	117,020
Content interactions	8,404
Profile activity	827

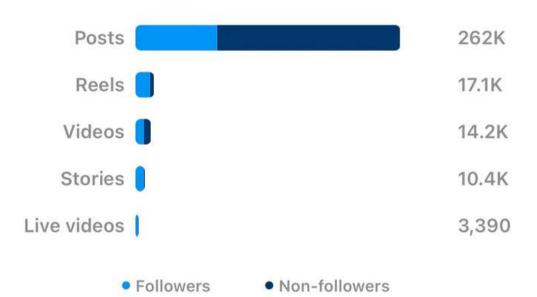
Reach (i)

117,020

Accounts reached



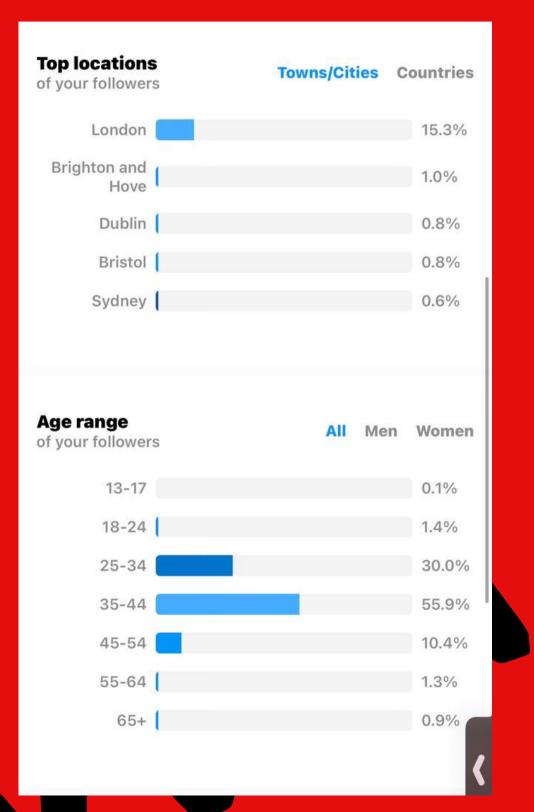
Content reach (i)

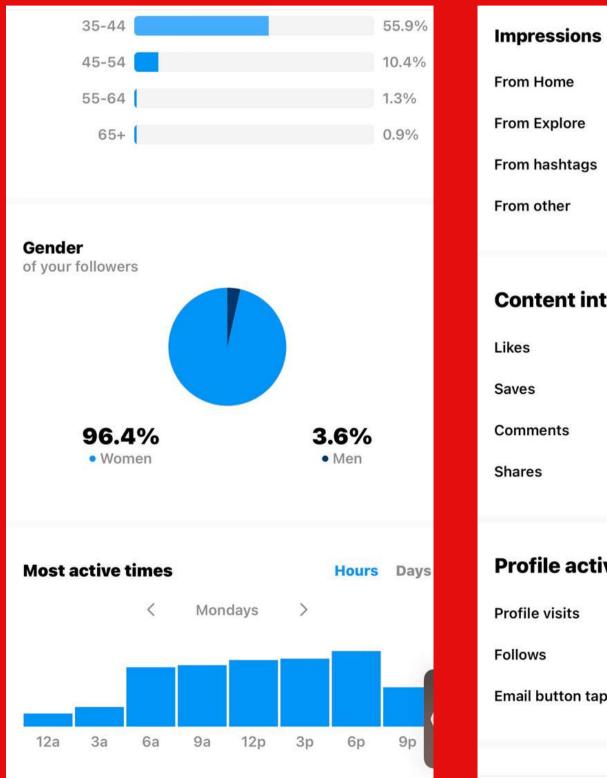


Top posts Based on reach I am having a hard time. I'm After being everything for struggling. I tried to tell my Lately, I've stopped I need to do. Inste every fucking one all day, isband but I couldn't really fir I'm gonna sit here, avoid watch the kids so I now say, "I'm the words. I'm isolated, I'm rage anyone who thinks of lonely, I'm bored. But I'm busy and I'm lucky to be home with m all of my chores, watch av seem insi ernity leave as "time off" to get hi my shows, drink my wine, made all the diffe boys. I'm not depressed, exactly. truck, ingest 9 tons of ho and eat the snacks I towards taking be But I'm still struggling. This year has ' And st over -51,979 And yof o tell 65,221 49,516 42 117,020 basi You you is not motiff 24 6 Oct 2 Oct 23 Aug 9 Oct



OUR AUDIENCE





5	120,640
	11.25
	49,163
	45,782
	21,852
	3,254
22 Def	
teractions 🛈	8,404
	7,411
	724
	269
	s
ivity 🛈	827
ivity ©	027
	731
	96
ps	0

post examples



priyanka mattoo 🤣 @naanking

encourage anyone who thinks of maternity leave as "time off" to get hit oy a truck, ingest 9 tons of hormones, and then stay awake for 3-6 months while trying to feed a newborn with

your broken body

Hashtags

10.330% Engagement Rate 7,680 Engagement +6.09x

7,411 凸 269 💭 +6.21x +3.86x

56.274 Reach 61,901 Impressions

After being everything for every fucking one all day, I'm gonna sit here, avoid all of my chores, watch my shows, drink my wine, and eat the snacks I bought for my kids.

Because moms need to be everything

Hashtags #nocommentrequired 3.357% Engagement Rate 2,416 凸 80 💭 2,496 Engagement +1.35x +0.44x +1.3x

35,508 Reach 39,058 Impressions ME: I'M TIRED

LAST!

ME: I SAID I'M TIRED, NOT THAT I HATE MY CHILDREN, JANET. I'M

Hashtags

3.320% Engagement Rate 2,468 Engagement +1.28x

33.799 Reach 37,179 Impressions

WOMEN EVERYWHERE: JUST ENJOY THE TIME WITH YOUR KIDS. IT DOSEN'T

2,370 13 98 🖓 +1.3x +0.77x

comparison

We compared our stats with:

- 1. A popular female lifestyle account @thisismothership
- 2. A mum influencer @mre.soeur
- 3. A mothering events platform @themumclub
- 4. Mother Influencer @eimearvarianbarry

PROFILES SUMMARY

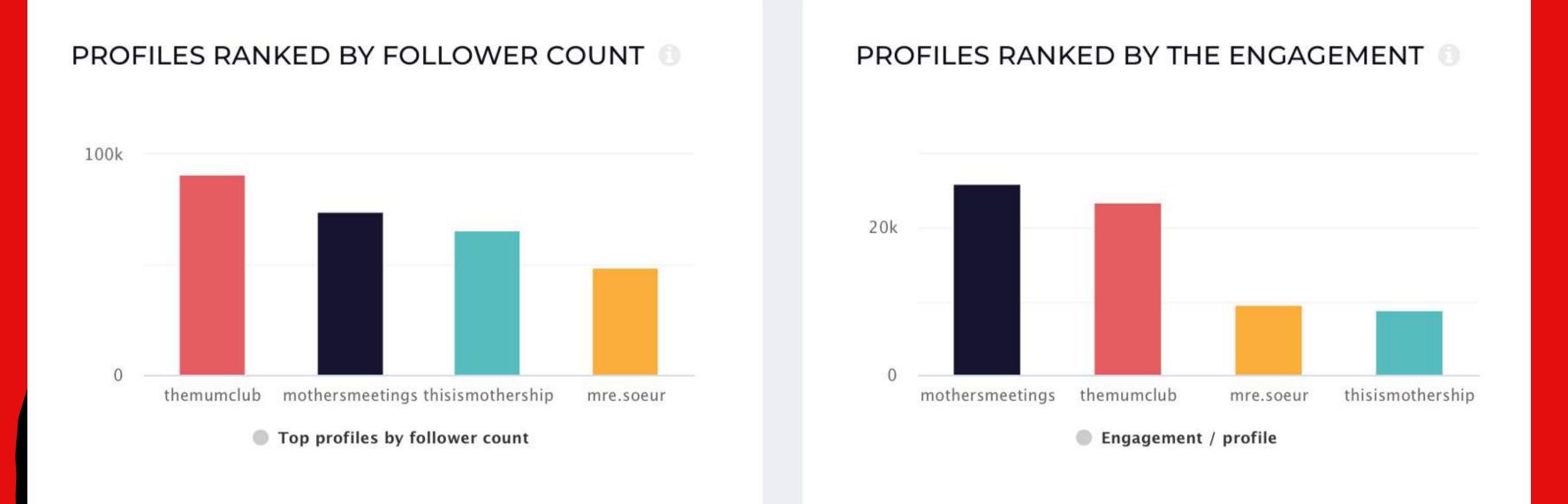
PROFILE	FOLLOWERS	FOLLOWERS EV.	ENGAGEMENT ▼	REACH	POSTS	AVG. ENG./POST	AVG. ENG. RATE/POST %
Platform & community	74.348	0 0% 🔺	25.969	242.709	24	1082 /post	1.455%
THE MUM CLUB TM	90.802	0 0% 🔺	23.475	<u>882.305</u>	34	690.4 /post	0.76%
Carrie Anne Mère Soeur	49.078	0 0% 🔺	9.550	<u>70.475</u>	6	1592 /post	3.243%
FASHION BEAUTY LIFESTYLE	65.886	0 0% 🔺	8.935	<u>93.883</u>	14	638.2 /post	0.969%
Eimear Varian Barry	101.668	0 0% 🔺	7.051	Ξ	18	391.7 /post	0.385%



AVG. ENG. RATE/PROFILE %	AVG. #/POST	
34.929%	0.04	
25.853%	0.21	
19.459%	0.67	
13.561%	4.93	
6.935%	5.61	

comparison

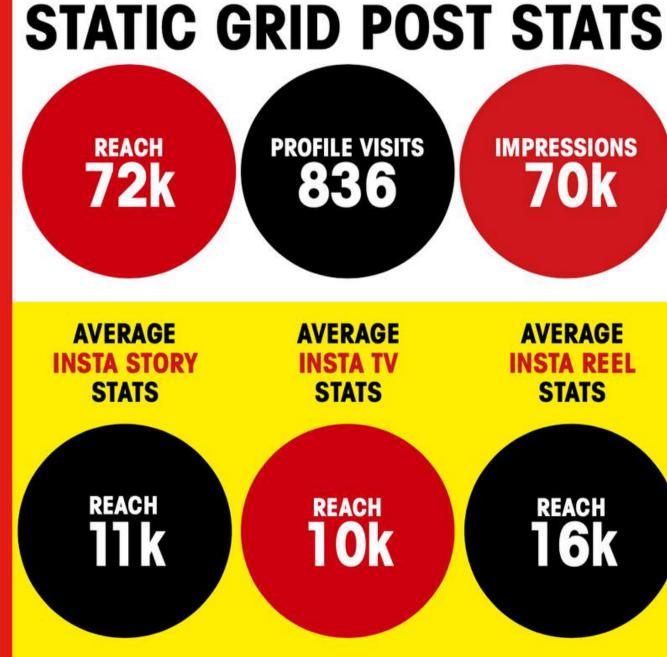
- We compared our stats with:
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- 3. A mothering events platform @themumclub
- 4. MotherInfluencer @eimearvarianbarry





OUR MOTHERS MEETING NETWORK **REPRESENTS SOME OF THE WORLDS MOST INFLUENTIAL** MOTHERS. WE USE THIS NETWORK, **OUR INSIGHTS** AND KNOWLEDGE TO ENLIGHTEN **BRANDS ON HOW** TO CONNECT WITH THEIR AUDIENCES IN THE MOST EFFECTIVE WAYS, WHETHER THAT IS THROUGH EVENTS, CONSULTATION, MARKETING &INSIGHTS.

With over 467 events, 1000 influencers, 50,000 engaged network and 46 branded partnerships. We never stop connecting our influencers and building your brands profile.



IMPRESSIONS 70k

AVERAGE INSTA REEL STATS

reach **16k**

SOCIAL CHANNELS AUDIENCE



FACEBOOK 6k

INSTAGRAM 72k

> MEMBERS 200

S O C I A L C O N T E N T C R E A T I O N

GRID POST



STORIES



COLLABORATE WITH US AND CREATE ONLINE 8 OFFLINE CAMPAIGNS, GIFTING STRATEGIES AND INFLUENCER COLLABORATIONS THAT REALLY SPEAK TO YOUR TARGET AUDIENCE. TRY ONE OF OUR BESPOKE NEWSLETTERS OR WORK WITH US ON OUR SOCIAL MEDIA PLATFORMS.

HIGHLIGHTS 2,229 72.5 k 2,263 Posts Followers Following Makin' Motherhood Mega /bazaaruk /BERSHIP/ EVEN join ¥ MEMBERS You ok hun PLS RE XMAS MM STUFF ⊞ B 0 2 Deing an adult is mostly What do you do all de just going to bed when you don't want to and Me. *Lauks around at me Romesity. For met same, is makes nor really, rasily to elso weiking up when year don't want to TODAY! YOU 0 6 1 ٩ Q

REELS/IGTV 2,229 72.5k 2,263 Followers Following Posts zaaruk RSHIP/ XMAS MM STUFF MEMBERS You ok hun PLS RE õ ۳ YOUR PRODUCT Xmas Gift HERE CONF





GUIDE PRICES

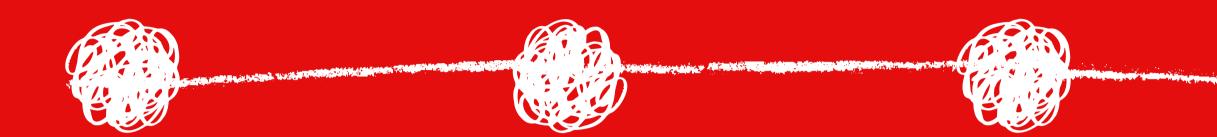
GRID POST - £1000 **GRID IGTV - £2000 REEL - £2500** STORY (5 FRAMES) - £2000

*PRICES MAY VARY DEPENDING ON CLIENT BRIEF.



GRID CAROUSEL (10 IMAGES) - £1500

Campaign Stages



Increase in market share

Word-ofmouth messages

Increased conversions







Valuable brand exposure



Contact Us LET'S WORK TOGETHER.





jenny@mothersmeetings.com katy@mothersmeetings.com

WWW.MOTHERSMEETINGS.COM



PARTING WORDS

AN INFLUENCER PROMOTING AND AMPLIFYING YOUR BRAND, TO THEIR AUDIENCE MEANS CREDIBILITY.

Rand Fishkin