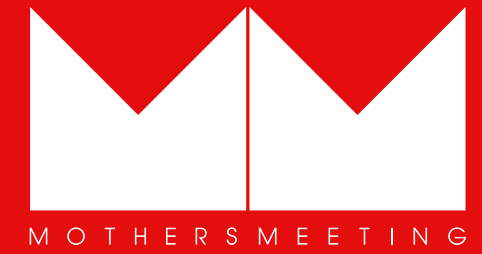


# NOW IS THE TIME TO ADVERTISE WITH US!



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

PRESENTED BY MOTHERS MEETINGS



# “CONNECTING THE WORLD'S COOLEST MUMS

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-mummsy events for mums.”

**DAN FLOWER, CREATIVE MANAGER THE FACE MAGAZINE.**

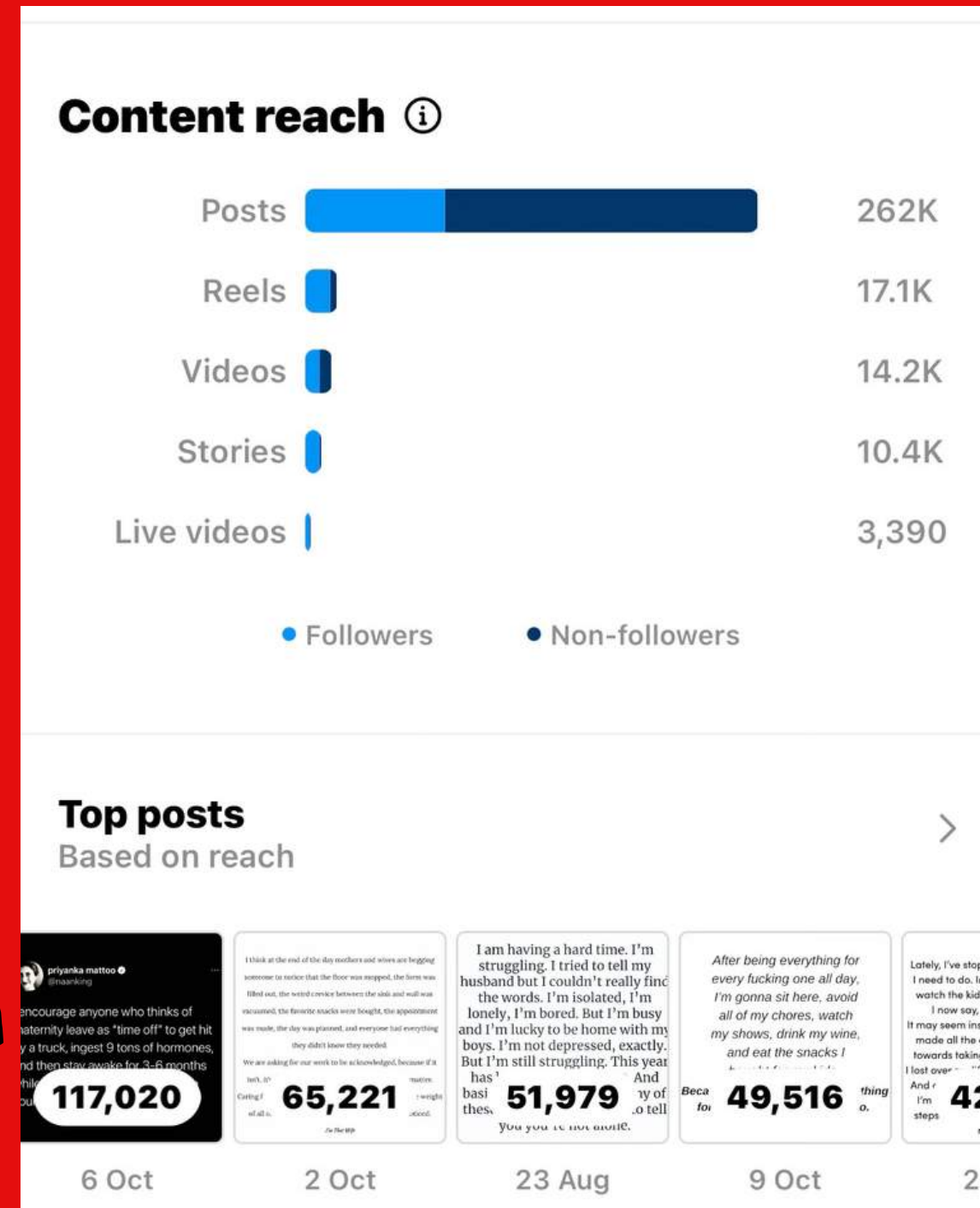
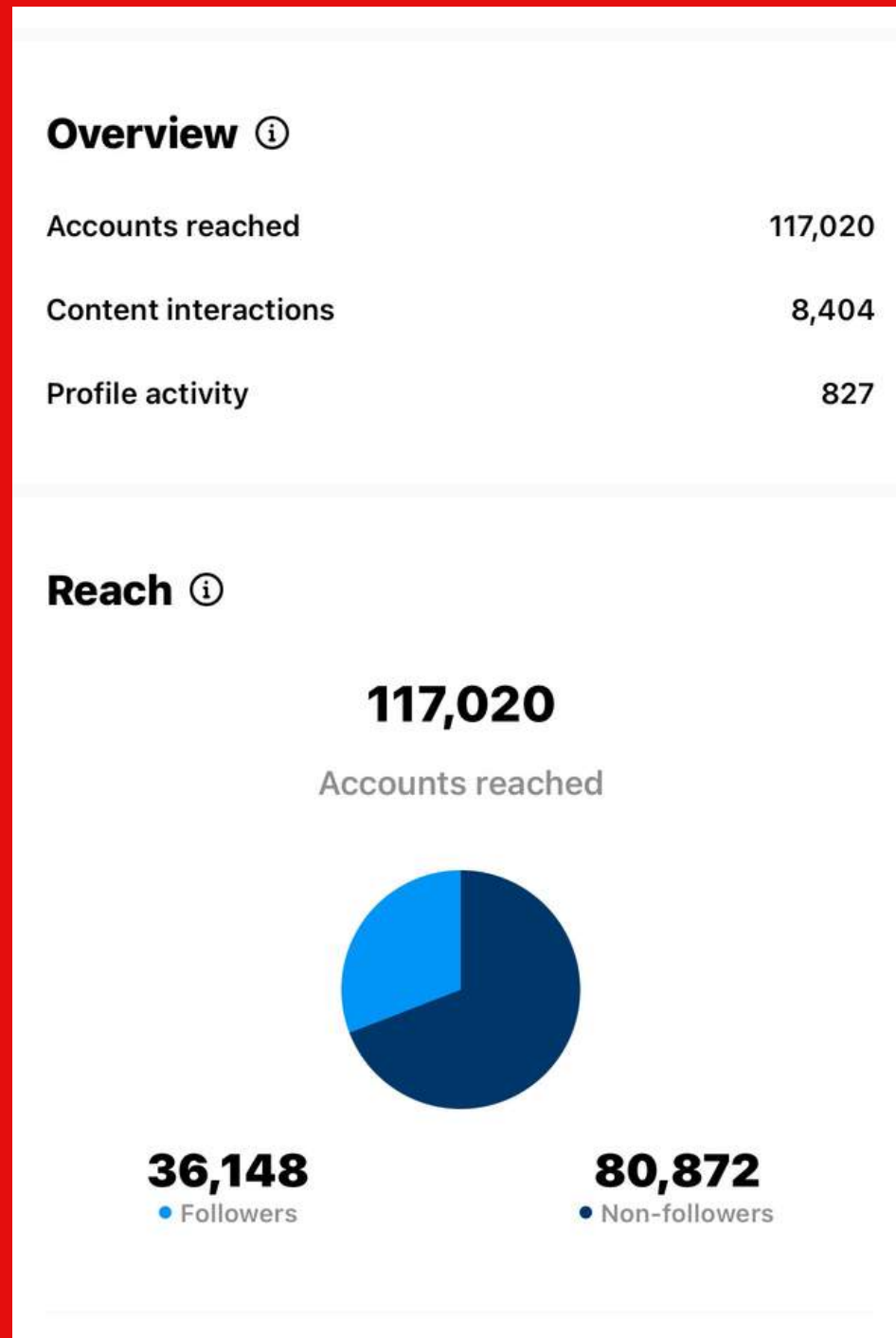


MOTHERS MEETING X SOHO HOUSE MAGAZINE FEATURE

# Our Influencer Marketing Strategy Clients:



# OUR AUDIENCE

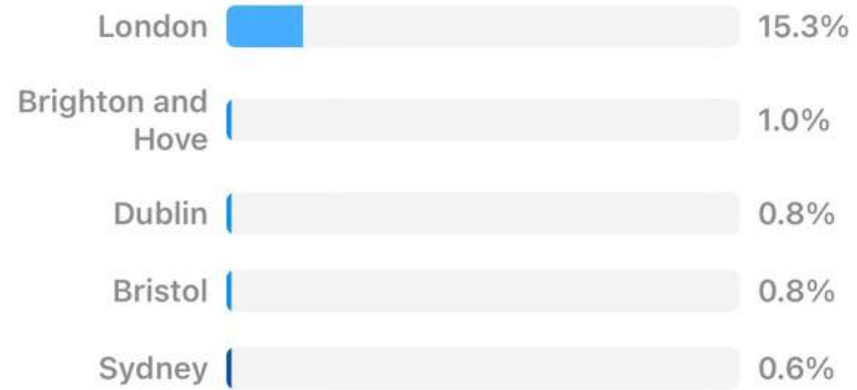


# OUR AUDIENCE

## Top locations

of your followers

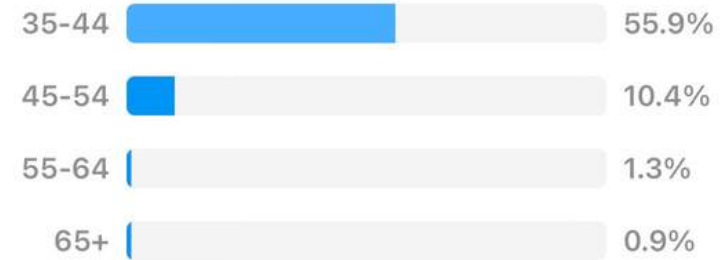
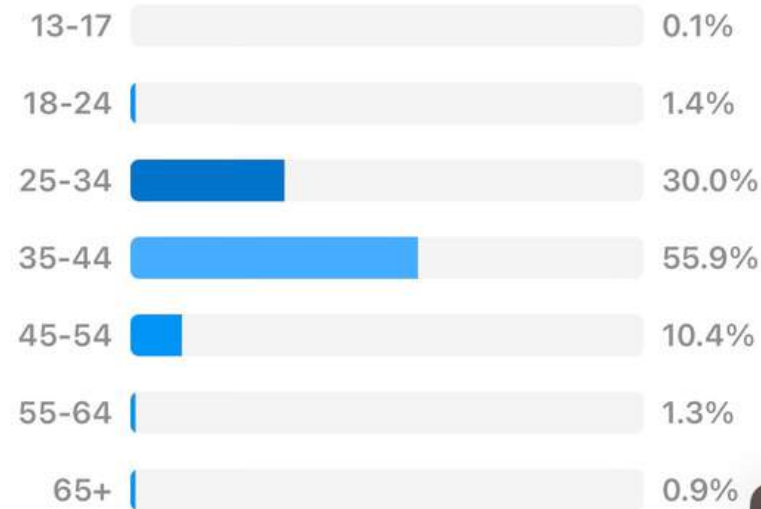
Towns/Cities Countries



## Age range

of your followers

All Men Women



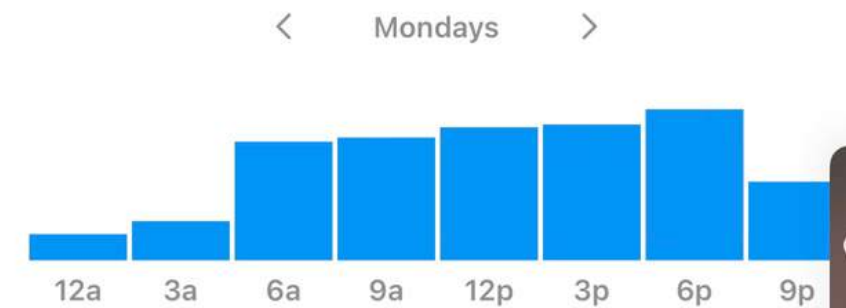
## Gender

of your followers



## Most active times

Hours Days



## Impressions

120,640



## Content interactions ⓘ

8,404



## Profile activity ⓘ

827



# post examples

 **priyanka mattoo** ✓  
@naanking

encourage anyone who thinks of  
maternity leave as "time off" to get hit  
by 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  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

2,496 Engagement

+1.3x

2,416  80 

+1.35x +0.44x

35,508 Reach

39,058 Impressions 

**ME: I'M TIRED**

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

2,370  98 

+1.3x +0.77x

33,799 Reach






37,179 Impressions 

# 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

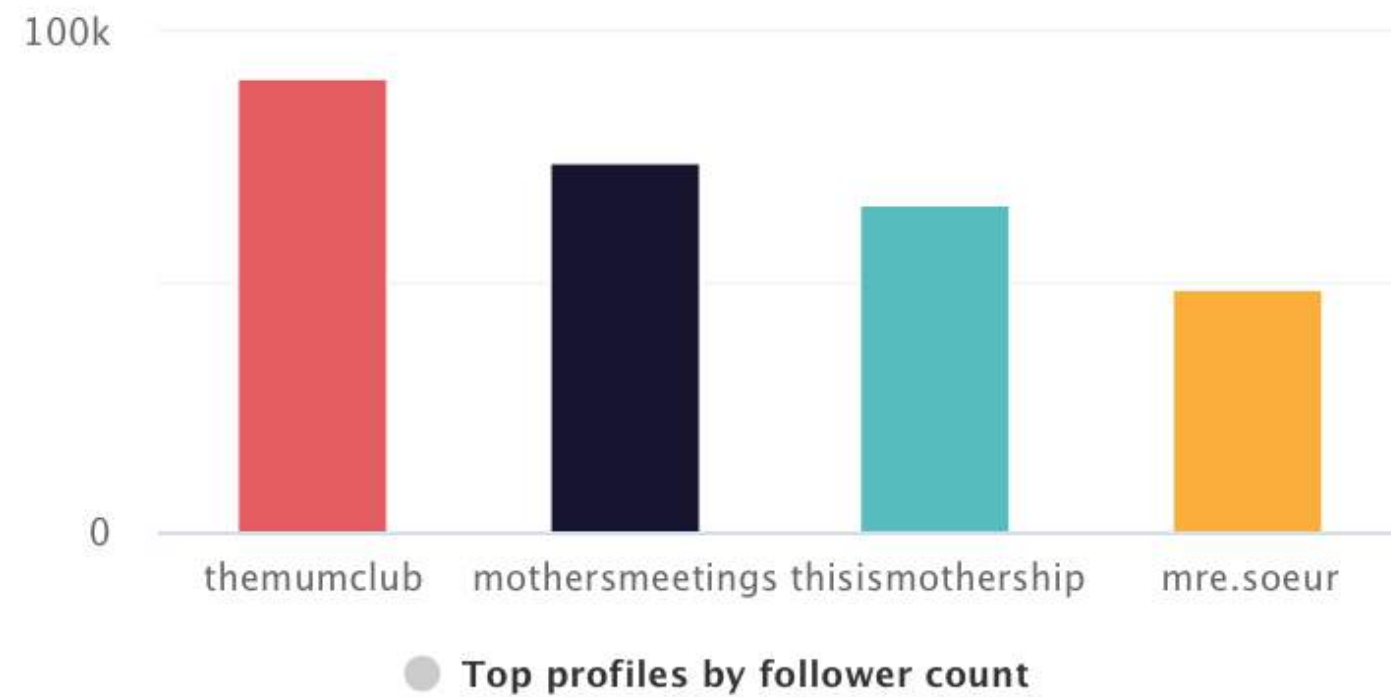
PROFILE	FOLLOWERS	FOLLOWERS EV.	ENGAGEMENT	REACH	POSTS	AVG. ENG. ENG./POST	AVG. ENG. RATE/POST %	AVG. ENG. RATE/PROFILE %	AVG. #/POST
 Platform & community	74.348	0 0% ▲	25.969	<u>242.709</u>	24	1082 /post	1.455%	34.929%	0.04
 THE MUM CLUB TM	90.802	0 0% ▲	23.475	<u>882.305</u>	34	690.4 /post	0.76%	25.853%	0.21
 Carrie Anne   Mère Soeur	49.078	0 0% ▲	9.550	<u>70.475</u>	6	1592 /post	3.243%	19.459%	0.67
 FASHION   BEAUTY   LIFESTYLE	65.886	0 0% ▲	8.935	<u>93.883</u>	14	638.2 /post	0.969%	13.561%	4.93
 Eimear Varian Barry	101.668	0 0% ▲	7.051	=	18	391.7 /post	0.385%	6.935%	5.61

# comparison

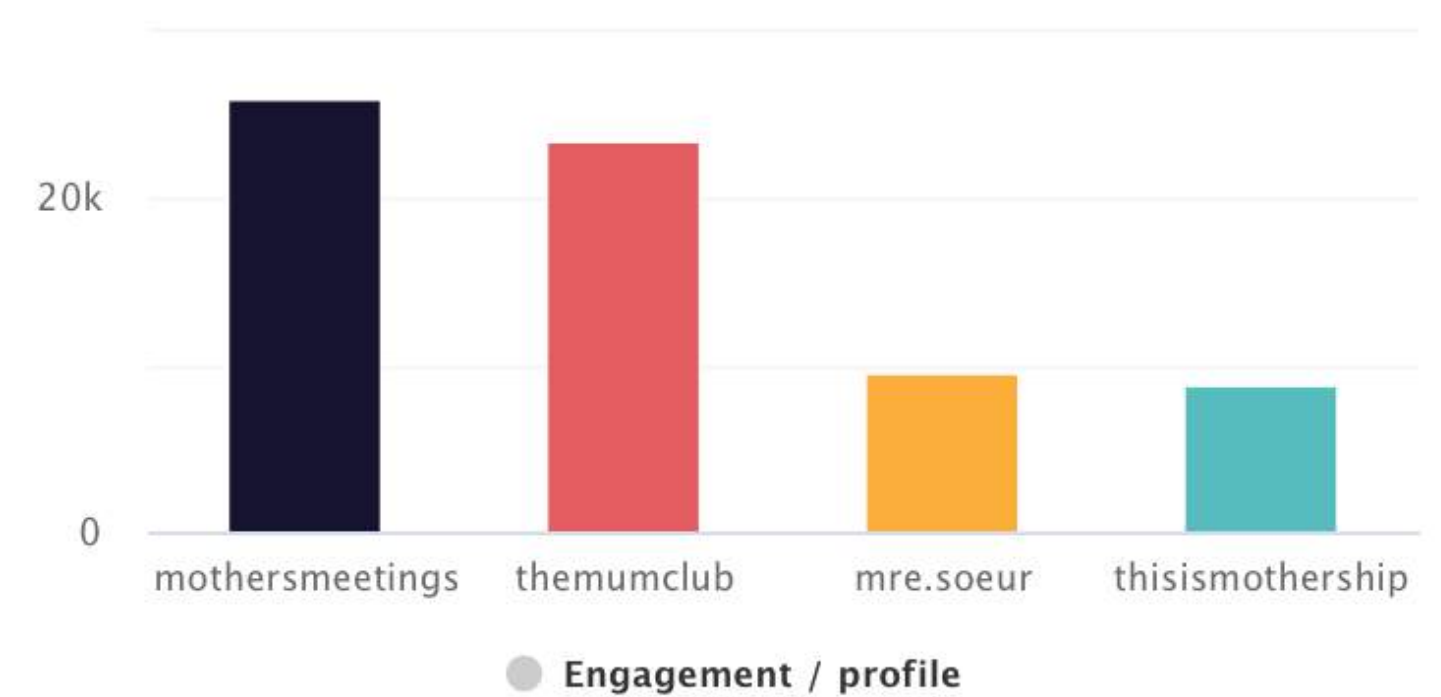
We compared our stats with:

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2. A mum influencer @mre.soeur
3. A mothering events platform @themumclub
4. MotherInfluencer @eimearvarianbarry

## PROFILES RANKED BY FOLLOWER COUNT ⓘ



## PROFILES RANKED BY THE ENGAGEMENT ⓘ





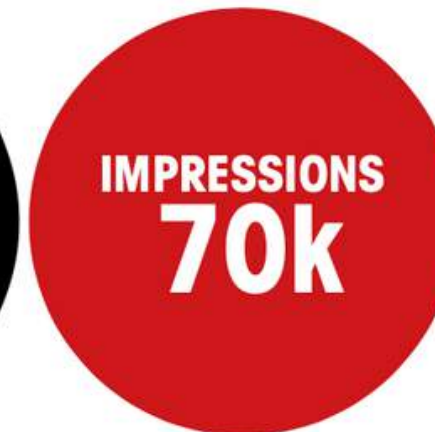
“

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.**

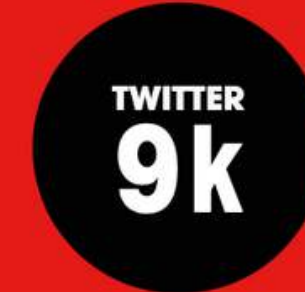
”

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.

## STATIC GRID POST STATS



## SOCIAL CHANNELS AUDIENCE



# SOCIAL CONTENT CREATION

**COLLABORATE WITH US AND CREATE ONLINE & 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.**

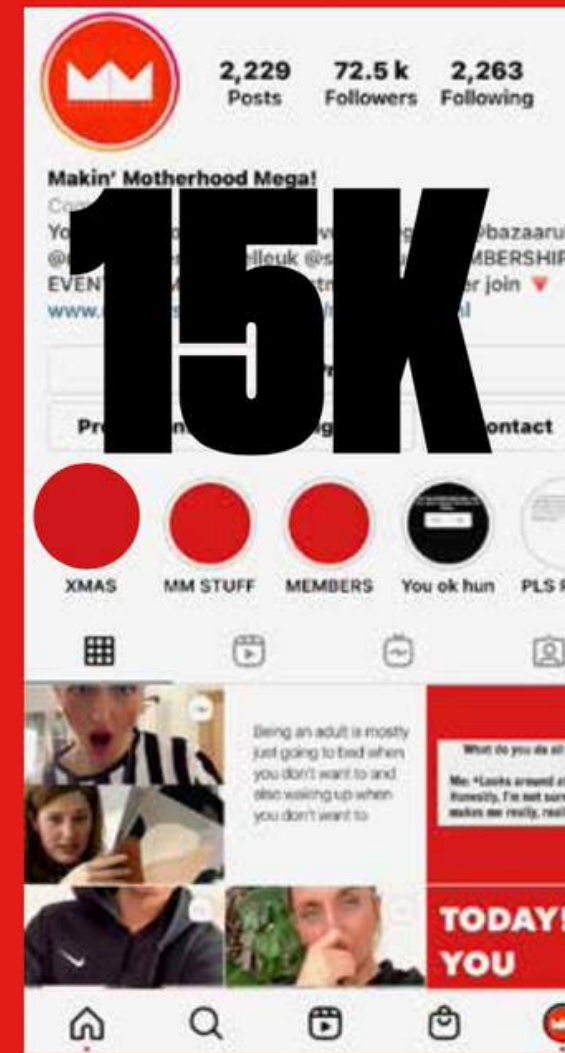
## GRID POST



## STORIES



## HIGHLIGHTS



## REELS/IGTV



# GUIDE PRICES

**GRID POST - £1000**

**GRID CAROUSEL (10 IMAGES) - £1500**

**GRID IGTV - £2000**

**REEL - £2500**

**STORY (5 FRAMES) - £2000**

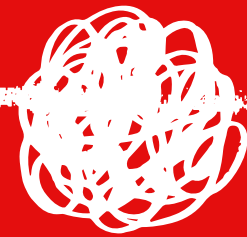
**\*PRICES MAY VARY DEPENDING ON CLIENT BRIEF.**



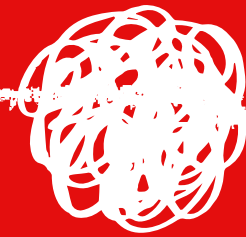
# Campaign Stages



**Increase in  
market share**



**Word-of-  
mouth  
messages**



**Increased  
conversions**



**Valuable  
brand  
exposure**



# Contact Us

LET'S WORK TOGETHER.



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[katy@mothersmeetings.com](mailto:katy@mothersmeetings.com)

[WWW.MOTHERSMEEETINGS.COM](http://WWW.MOTHERSMEEETINGS.COM)



PARTING WORDS

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

**Rand Fishkin**

