

# CASE STUDY

# aquapr

Marketing • PR • Results

## TITLE Tapping into Mommy-Bloggers

### Situation

Tap into the growing number of Mobile Mom Managers utilizing smartphone for staying connected and organizing family schedules. Recent statistics site that the female Internet population is over 42 million, with 43 percent visiting blogs to get advice or recommendations and the "Mommy Blogger" universe has increased by more than 50 percent in recent years.



### Solution

- Connected with target audience through top bloggers and influencers
- Developed overview of key statistics on the Mobile Mom Manger to use in outreach
- Leveraged social networking tools including client blog, Facebook and Twitter including reviews and give-aways to increase the online community
- Leveraged the ongoing PR efforts including feature articles, editorial calendars and HARO and Profnet to uncover Mommy Blogger opportunities to drive site traffic

### Results

- Considerable "boost" in social network followers and positive online coverage.
- Positive coverage in media outlets/blogs including Woman's Day, Mom to Bed by 8, The Post-It Place, MomTalk, The Review Mom, Bluesuitmom.com and BoutiqueCafe.com.
- Facebook following increased by 86 percent during the time and Twitter followers increased by 16 percent.
- 20% Increase in sales tracked to articles and online activity