

Staying Real, Credible With Mom Bloggers



*“For the first time in my life, I got people respecting me. Please, don't ask me to give it up.” – Erin Brockovich, **Erin Brockovich, Jersey Films (2000)***

When we talk about social media, most folks think first of Facebook. Heck, with 800 million users it's the biggest walled garden on the planet.

There are a lot of sites we visit first when we want undiluted company, product information; however, when we're looking for information from real people, real users; we're like a lot of folks and turn to the blogosphere.

There's a better than 50-50 chance that the search will take us to a female's blog.

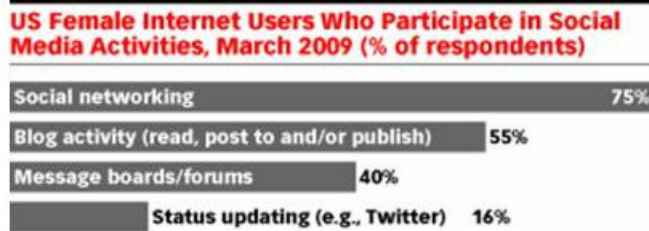
It's not planned. It's just that there are more women on line than men. Then too the blog often has a heavy dose of what we guys seem to lack...common sense.

As Brenda said, *“Yes, it's called accountability and...”*

Of course, we'll get information, assistance from anywhere, anyone we can...we're not proud. It just seems that female bloggers are more intent with their online activities--especially when it comes to blogs – reading, posting.

Female Internet Users Who Participate in Social Media Activities

% of respondents



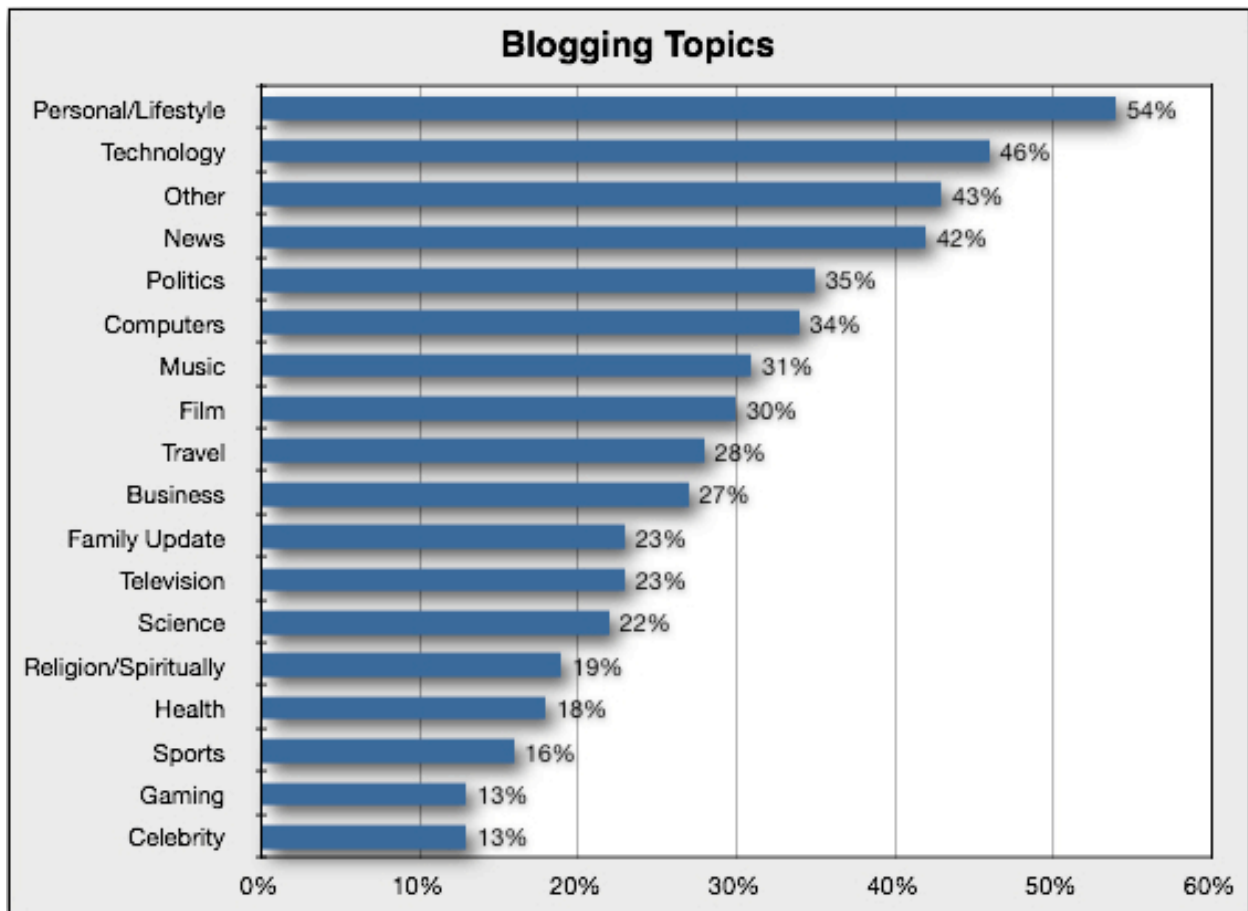
Source – BlogHer, iVillage

Casual vs. Business – Females are heavily involved in a complete range of social media activities including Facebook and others. A great many are also finding their voice by reading, posting to and publishing their own blogs. **Source – BlogHer, iVillage**

The blogosphere is an excellent means of getting information within a specific subject community and at the same time obtaining a variety of information.

Focused Information

This is because unlike a specific company's website or sites devoted to special subjects like gaming, cars, health; the bloggers cover a range of topical information.



Source – Forrester

Wide Ranging – Mom bloggers cover the spectrum when it comes to including information/news in their blogs. While they may provide extensive information on work/home balancing, parenting; they also disperse valuable, real life experience information on technology and products. **Source – Forrester**

The whole subject came up at a recent marketing/communications conference where speakers were talking about how to leverage today's social media to improve a company's reach, influence and obviously sales.

All of the “experts” explained how you could do so much with Facebook, Twitter and the other “big gun” sites.

Blogs? So yesterday.

Mom blogs? Not even mentioned.

Erin looked at the presentations and simply said, “*Get out of my face!*”

We found it strange because we were pretty sure that:

- All of the speakers had moms
- Some of the speakers were probably moms themselves

But few organizations know how to work with them.

We asked one of the marketing/communications speakers about his experiences in working with mom blogs and with his analytical crown shining he said, “*Hey look at their Klout numbers. They just don't have the reach, influence we need.*”

That's an excuse not a reason.

Missteps Hurt

He probably heard about the guy who referred to a female – maybe a mom, we're not sure – in a derogatory manner and had his stupidity spread across the blogosphere...and beyond.

He probably recalled Gelett Burgess (author of *The Maxims of Methuselah*) and understood what he meant when he wrote, “*The fear of women is the beginning of knowledge.*”

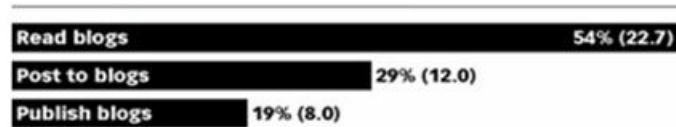
We admit that even after being married to one for lots of years and working with hundreds of others, we agree with Freud...we just can't figure them out.

But that doesn't mean we shy away from them because:

- They make up more than half the world's population
- They control/influence over two-thirds of the purchases (at least in the U.S.)
- American women spend about \$5 trillion annually—over half the U.S. GDP
- In other words, women wield incredible purchasing power

Suzanne Kantra, CEO and founder of techlicious.com, recently noted that women who used blogs were more than twice as likely to do so when they were seeking information, advice and recommendations than were women who participated in social networking.

Female Blog Readers and Publishers (% of respondents and millions)



Source – BlogHer, iVillage

Growing Voice – Women around the globe have found that researching, writing, reading, posting to blogs not only empowers them, it gives them undiluted facts on products, services, usage and company/brand service, support. **Source – BlogHer, iVillage**

The female/mother segment has become so important that CES has its own Mommy Tech arena and holds seminars on working with mom bloggers. (Shapiro – CEA CEO – is brave labeling it that because mom bloggers really dislike that tag.)

You can get another good dose of reality on the importance of mom bloggers by attending their annual BlogHer conference. Better yet, send a female member of your team because guys tend to stick out in the crowd.

They're Serious

It quickly becomes obvious that mom blogging isn't some casual fill-in activity. It's a lot more than a hobby.

As Ed Masry commented, *"This is a whole different ball game. A much bigger deal."*

For many of them, it's all about providing information/opinions, community building, reviewing products.

As with any medium the key is getting to know the blogger, her coverage/interest areas. Sure, that takes time and a little work; but it's worth the effort. That's because it is simply a different type of editorial coverage with a whole lot of personality involved.

Mom Bloggers Who Review Products and Services



Source – Mom Central Consulting

Reviews – Mom bloggers focus less on a product, service “gee whiz” technology and more on how it is used out-of-the-box as well as features, benefits that mean something to females. They are especially interested in – and cover extensively – service and support. **Source – Mom Central Consulting**

That's why product reviews are such a big part of the mom blogger's efforts – reviewing and telling you the good, bad and the ugly.

Becoming involved with mom bloggers is similar to being involved with any member of the media.

It seldom starts like an email we recently received, “*Dear Sir/Madam...Congratulations...*”

Yeah that feels real!

They not only have names, they have a special bond with their readers.

They write about things they’re interested in and their readers are interested in. They write about products, services they’ve tried, found useful, believe in.

Committed

Women are probably more enthusiastic about reading and writing blogs than their male counterparts.



Busy Lady – Kathleen Maher, Editor-in-Chief of **Tech Watch**, is also a consultant to leading technology firms around the globe, researcher, blogger, hostess, wife, you name it. Her husband captured this photo in the JFK American Airways lounge as she moved easily between her smartphone, iPad and notebook.

We’re pretty single-minded and focused on the task/activity in front of us; but mom bloggers tend to steal time from other media to spend *more* in the blogosphere and on social network sites.

It’s probably an over or understatement but the female’s/mom’s blogging activities seem to be a reflection of the education level and their broad social media involvement.

Reasons to Participate in Social Networks and Read Blogs

	Read and/or post comments to blogs (n=868)	Social networks (n=1,186)
For fun	68%	72%
Get information	64%	32%
For entertainment	56%	56%
Share opinion	55%	34%
Stay up to date on friends/family	51%	75%
Connect with others like me	51%	52%
Stay up-to-date on specific topics	51%	25%
Seek advice and recommendations	43%	20%
Provide advice and recommendations	31%	19%
Contribute to a community	27%	18%
For professional purposes	14%	8%

Source – BlogHer, iVillage

Welcome Break – Females view social networks and blogs as places where they can learn, connect with people, expand their horizons and just enjoy themselves. **Source – BlogHer, iVillage**

If approached professionally, female/mom bloggers will share information collected on their blogs.

As Erin noted, *“Oh, I got numbers comin’ outta my ears.”*

The outreach to these bloggers – when done right and professionally -- is a win-win for everyone involved: the brand, blogger, audience.

Done improperly and we’re reminded of Abraham Miller’s, *Unmoral Maxims*, quote, *“Woman is the only creature in nature that hunts down its hunters and devours the prey alive.”*

Authority, Sharing

Increasingly, women have found a healthy source and outlet for their expression with social media for their fun, entertainment, community, connection.

More than one-half (53 percent) of the US female Internet population participates in social media and more than 55 percent of them use blogs.

It’s important for companies/brands to keep in mind that the mom blogs are run by business women, and their time is just as valuable as yours.

They can be extremely influential if you understand the rules.



Just remember what Erin said, “*But I know right from wrong!*”

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