

# Mom TV

## Media Kit





# What is MomTV?

MomTV is the largest Online TV Network for Moms and the latest media property launched by Maria Bailey and BSM Media as a means to empowering moms thru online video content. Empowering moms and connecting them with brands has been the vision and driving motivation behind Maria Bailey and BSM Media since the company's inception in 1999.

## MomTV delivers:

- Mom-produced videos on a variety of topics including video product reviews, webisode series, and more
- Engaging, live broadcasts of shows produced by popular mom bloggers, authors, and experts
- Special event broadcasts from popular conferences, parenting expos, and mom events
- Interactive video chats where moms learn more about brands and win prizes
- Sponsorship opportunities for brands that want to connect with moms

The screenshot shows the MomTV website interface. At the top, there's a navigation menu with options like HOME, ALL VIDEOS, WEBISODES, PRODUCT REVIEWS, LIVE SHOWS, and UPLOAD. A central banner features a video player and a text box that says 'WELCOME TO MOMTV' and 'Moms all over the world are using MomTV to stay entertained, informed, and connected.' Below the banner, there are sections for 'MOMTV PICKS' and 'FEATURED VIDEOS'. On the right side, there's a 'LOGIN' section with fields for 'User name' and 'Password', a 'LOG IN' button, and a 'Connect with Facebook' button. There's also a 'SEARCH' bar and a 'SUBSCRIBE TO NEWSLETTER' form.

***“MomTV is the largest Online TV Network for Moms”***



# Engaging Moms

Are you looking for the latest way to engage moms with your brand? MomTV's branding opportunities will get your product in front of the eyes of our mom audience. With a proven track record for success in engaging moms with brands, MomTV has developed several opportunities to reach moms that can easily be customized to your product or service.

## Branding Opportunities:

- Video Reviews
- Video Webisode Series
- Live Video Facebook Events
- Video Contests
- On Location Live Broadcasts
- Dedicated Brand Channels
- Product Insertion
- Banner Advertising

## Brands Featured on MomTV:

**babybrezza**™

**HUGGIES** BRAND MomInspired™  
GRANT PROGRAM



**Disney**



# Branding Opportunities

## Video Reviews

With online video on the rise, more moms are turning to video sites like MomTV and YouTube to learn about new products and to see real moms interacting with products.

### Program Highlights:

- 10+ mom-produced video reviews hosted on both MomTV and YouTube
- Ability to sample products, offer discounts, and supply prizes
- Ability to obtain credibility among moms via a trusted social media influencer
- Ability to see moms interact with products via video
- Ability to scale program to meet geographical or demographical needs
- Ability to use mom created videos on your brand's social media platforms
- Custom video review channel creation on MomTV
- Reviews featured on mom blogs and other BSM Media properties



### Expectations Reach:

- Range of 100,000 – 1,000,000+ online impressions
- 10+ posts from top tier bloggers/vloggers
- Shared links on social media sites like Facebook, Twitter, Pinterest, and Google+



# Branding Opportunities

## Video Webisode Series

For a more in-depth video package featuring your brand, MomTV offers the ability to create a video webisode series. Webisodes can feature specific products or can follow a more general theme sponsored by your brand.

### Program Highlights:

- 5+ mom created videos sponsored by your brand
- Ability to sample products, offer discounts, and provide content
- Custom video channel creation on MomTV to showcase all videos in series
- Promotion via MomTV social media outlets



### Expectations Reach:

- Range of 50,000 to over 1,000,000 impressions
- 5+ videos from top tier vloggers
- Shared links on social media sites like Facebook, Twitter, Pinterest, and Google+



# Branding Opportunities

## Live Video Facebook Events

MomTV is known for integrating video into popular Facebook events. These one-of-a-kind result in an hour of influential social media moms talking about and interacting with your brand on Facebook.

### Program Highlights:

- Ability to showcase products via video to mom audience
- Ability to introduce new brands or services to moms
- Builds brand awareness and drives sales
- Ability to distribute promotional coupons and offers
- Builds fans and increases followers on Facebook

### Expectations Reach:

- Active social media moms in attendance
- 250,000 – 1,000,000 online impressions
- 2,500+ tweets





# Branding Opportunities

## Video Contests

Video contests are a great way to get moms to interact with your product or service. MomTV has the ability to host a variety of video contests, including a contest where your audience uploads a video as an entry to win or where we upload a video with instructions on what to do in order to win.

### Program Highlights:

- Ability to offer coupons and discounts
- Builds brand awareness
- Builds fans and increases followers on social media channels

### Expectations Reach:

- Active social media moms participating and posting about the contest
- 200,000 – 1,000,000 online impressions





# Branding Opportunities

## Banner Advertising

MomTV offers ad placement on its site, partner sites, social media channels, and e-newsletters.

### Expectations Reach:

- 1 month RON leaderboard or square ad
- Total impressions: 450k

## On-Location Live Broadcasts

MomTV offers the opportunity to have Maria Bailey or MomTV correspondents to broadcast live from your conference, expo, or mom event.

## Customized Packages

Other integrated mom marketing packages are available through BSM Media. For more information on BSM Media's additional services, please visit [www.bsmmedia.com](http://www.bsmmedia.com).



# Promoting Your Brand

## How We Promote Your Brand

MomTV's reach extends beyond MomTV.com. BSM Media owns and operates a variety of properties that grant access to the pulse of the mom market, every minute of every day. Brands are able to maximize their marketing dollars by leveraging relationships MomTV and BSM Media already have in the marketplace.

**Each MomTV Sponsor package includes the added value of promotion through the extensive BSM Media network including:**

- Promotion on BlueSuitMom.com website and newsletter
- Links included on SmartMomSolutions website
- Special mentions on national MomTalkRadio show
- Links promoted on social media channels including Facebook, Twitter, and Pinterest
- Brand inclusions in weekly and monthly newsletters

***BSM Media Properties accumulate 5.5 monthly impressions, which will be used to help promote your brand and sponsored MomTV campaign.***



## Case Study

### Video Product Reviews

BSM Media was approached by a popular technology brand with the objective of driving sales of one of their printers at a national big box retailer. BSM Media recruited 50 power moms to receive the printers and to create videos and blog posts talking about the printer and its benefits. The response to the campaign was overwhelmingly positive.

#### Results:

- 13.9 million campaign impressions
- Over 8,000 video views
- Select mom video reviews were featured on the big box retailer's website, gaining moms international exposure
- Revenue uplift during campaign period vs previous 5 week non-promoted baseline
- Sales increased by 39% in stores and 195% online
- Website traffic and sales conversion directly attributable to BSM Media's campaign
- Page views; unique visits; page, media, and action clicks increased during campaign period





## Case Study Webisode Series

BSM Media was approached by a popular toy retailer with the objective of building awareness for their 15th anniversary and milestone in sales. BSM Media recruited 15 moms from the United States, Canada, and United Kingdom to create videos and blog posts congratulating the company on their accomplishments and to share personal stories relating to the theme of the campaign.



### Results:

- 3.4 million campaign impressions
- 16 vloggers created videos
- Over 3,000 video views
- 70 bloggers published blog posts about the company's anniversary and milestones



# Contact

*Contact us today to engage moms with your brand on MomTV!*



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## Other BSM Media Properties

