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RM Media Client Kit

About Resourceful Mommy Media, LLC

Founded in 2009, Resourceful Mommy Media, LLC, is owned and operated by Amy Lupold Bair: blogger, social media marketer, mom. In 2008, Amy burst onto the social media scene inventing the Twitter Party – a hashtagged social event with panelists and a conversational theme catering to the needs of clients ranging from e-commerce start-ups to nationally recognized trusted brands. While many groups have gone on to develop their own Twitter events, Sitewarming™ Parties by Resourceful Mommy remain the original and most popular platform for new sites and trusted brands to share their voice with the Twitter audience.

In early 2009, Amy leveraged her growing relationships with agencies, marketers and bloggers to create the Global Influence Network. This popular influencer program allows agencies to work directly with Amy to develop interesting content for her network of *over* 1500 social media savvy bloggers to share with their readers, Facebook friends, and Twitter followers.

Utilizing her proximity to the nation's capital, Amy continues to work with powerful Washington, DC firms to implement public service and socially responsible campaigns and events.

A former English teacher and a writer at heart, Amy continues to blog on her personal site, ResourcefulMommy.com. Here you will find the heart of a mother, the voice of an author, and the feedback of a savvy and enthusiastic consumer with a home to run and two fabulous children to raise...all while developing a flourishing business.

Find RM Media Online at:

- <http://resourcefulmommymedia.com>
- <http://resourcefulmommy.com>
- <http://globalinfluencenetwork.com>
- <http://globalinfluence.ning.com>
- <http://facebook.com/resourcefulmommy>
- <http://twitter.com/ResourcefulMom>

Client and Audience Feedback

"It was exciting to see what a success this party was and to see our tag as a trending topic!" – *Ketchum Public Relations*

"I just received an @ResourcefulMom metrics report for a Twitter Party she hosted for us. Brands wanting awareness need to contact her!" – *Ogilvy360*

"My experience working with Resourceful Mommy Media has been a fruitful one. She has provided the excitement, expertise and willingness that has consistently left my clients asking for more. The Twitter Parties have been executed with an acute professional dignity that I have not seen emulated on the platform otherwise." - *Intrapromote*





"You are totally amazing. I am speechless. Of all the marketing and promotion tactics we have ever used for clients - in-stores, FSIs, IRCs, special events, targeted co-ops, solo direct mail, on-packs, in-packs...you name it!...this is the most powerful result I've ever witnessed. It's taking me awhile to get my head around all the applications a brand could actualize with you..." – *Elwell Associates, Inc.*

"While many people are using Social Media just as a marketing venue, you can definitely see and feel the difference with Amy. She is a perfect example of how integrity in marketing and developing and the **KLT Factor** (know,like,trust) will really generate success for whatever your endeavors may be." - *Tina Williams, New Old Moms Community Founder*

"As a marketing professional but a newbie blogger, I was so impressed when Amy Lupold Bair took the stage at Bloggy Boot Camp. She's smart and presents with the timing of a stand-up comedian. Not only did I make the connection between PR & blogging, but I became a big fan of Amy's." – *Fadra, AllThingsFadra.com*

Typical Results

- Average number of active participants per Twitter Party – 225
- Average number of followers per participant – 2350
- Average number of tweets in one hour – 3,500

Notable Campaigns and Events

- A 2010 Twitter Party for Select Comfort resulted in 125% monthly Twitter conversation increase, 30,000 Facebook impressions, and generated 236 full leads helping to generate approximately \$35,000 in sales.
- MomThink.org event in the nation's capital brought ten of highly influential bloggers to meet with Members of Congress on Capitol Hill as well as members of the traditional media to discuss budget reform.
- A Twitter Party for Webkinz brought 850 participants and over 10,000 tweets during the one hour event.
- A Valentine's Day opt-in blog campaign for Tiny Prints focusing the definition of love brought over 100 blog posts in a matter of just days.
- Approximately fifty bloggers posted about the new parenting tools available from AOL on the day of their SafeSocial site launch in response to Global Influence outreach
- A 2011 Twitter Party for Hershey's enjoyed the participation of 450 attendees and created over 14 million page impressions in just one hour.
- Following the March 7th Twitter Party launching the mOmma by Lansinoh brand in the US, the Klout score of @mOmmaUS skyrocketed from a low of 21 on March 4th to 44 on March 9th and continued to climb in the days following the party reaching the 50's within a week of the event.



RM Media's Reach and Audience

All statistics are accurate as of 1/2/12

Alexa US Rank – 15,415

Alexa Global Rank – 54,069

mozRank – 5.32

Google Page Rank - 4

Klout – 74

- Top Topics: Parties, Social Media, Moms, Toys, Internet Marketing, Parenting
- Amplification Probability: 70

Twitter Followers – 34,510

Facebook Fans – 4,669

- Audience: 74% age 25-44, 94% female

Avg. Monthly Unique Visitors – 20,500

Avg. Monthly Unique Pageviews – 31,000

Daily Blog Subscribers - 2008

Global Influence Members – 1523, avg. open rate of 59%

Twitter Party Newsletter Subscribers – 564 via Facebook + 840 via Constant Contact

Twitter Listed – 1,826

Twitter Grader – 100

Reader Demographics:

- 97.9% US
- Age: 25 to 44
- Female
- College educated
- Visiting the site from their home computer
- Parents
- Average time on site – 4.5 minutes



Brand Partnerships

- Microsoft Windows Champion
- **Disney Social Media Mom's Celebration** – Host Blogger assisting in the planning and promotion of the yearly event at Walt Disney World hosted by Walt Disney World Resorts and Parks Social Media Team
- MomThink.org Ambassador and member of the PR team
- **Highlights Magazine** “State of the Kid” Report Parenting Expert: 2009, 2010, 2011
- Thermos FOOGO Brand Mom Mentor
- **Frito-Lay Fab 15 Blogger**
- United States Potato Board Tastemaker
- **Chuggington Conductor**
- Sprite Back-to-School Blogger
- **Sara Lee Nutritional Summit Blogger**
- Ragu Moms the Word on Dinner Blogger
- **Hidden Valley Ranch Parent Panelist**

Previous and Existing Clients

The following represents just a small sample of the brands and agencies with whom RM Media has worked in the last three years:

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| <ul style="list-style-type: none"> • Disney • AT&T • Fleishman-Hillard • Ogilvy • Lifetime Television Network • Ketchum • National Retail Federation • Playmobil • BabyCenter • Campbell Soup Co. • Hersheys • Huggies • PBS • Chobani | <ul style="list-style-type: none"> • Hasbro • Rockfish Interactive • Weber Shandwick • Litzky PR • JSH&A • Intrapromote • Big Honcho Media • Blue Suit Mom Media • Potandon • Bit Defender • Tiny Prints • Home Front and the Ad Council • The Adfero Group • Bravado Designs | <ul style="list-style-type: none"> • Gregory FCA • Select Comfort • NoBetterDeal.com • Freeman PR • Oscar Meyer • Fisher-Price • Time to Play • Shutterfly • Perdue • California Raisins • Naturalizer • Radio Flyer • Boar's Head |
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Partnership Opportunities

Global Influence:

- Outreach to the entire Global Influence network including collaboration on content creation
- Sponsored content campaigns via Global Influence
- Inclusion of any campaign on the Global Influence widget currently installed on 200 blogs
- Custom review campaigns
- Focus groups
- Custom giveaway campaigns
- Webinar hosting including network outreach
- Blogger events, both virtual and in person

Campaign costs begin at \$2000 and include final reporting of all participating URL's. Custom quotes are available upon request.

Resourceful Mommy:

- Advertising on ResourcefulMommy.com
 - Above the Header = 728 X 90 - \$125/month or \$625/6 months
 - Big Box = 300 X 250 - \$75/month or \$400/6 months
 - Sidebar Options = 125 x 125 or 150 x 150 - \$40/month or \$200/6 months
 - 180 x 150 - \$60/month or \$320/6 months
 - 120 x 600, 160 X 600, 180 X 600 -- \$100/month or \$500/6 months
- Sponsored content opportunities are available on a limited basis
- Reviews are considered on a very limited basis
- Weekly giveaways
- Ambassador program participation
- Content creation on brand sites
- Coverage of brand events
- Brand representation at conferences



Twitter Parties:

- **Party announcement post with RSVP application on ResourcefulMommy.com**
- **Save the date on ResourcefulMommy.com**
- **Outreach via Twitter in the week prior to the event**
- **Promotion via Resourceful Mommy Facebook fan page**
- **Outreach to the Facebook and Constant Contact opt-in groups**
- **Client coaching on Twitter Party participation as necessary**
- **Preparation of content including:**
 - **Working with the client to choose the appropriate topic, create conversation starters, and giveaway questions**
 - **Supporting the role of the client's special guest or brand host when applicable**
 - **Full giveaway support including follow-up with winners and provision of winner information in a spreadsheet following the event**
- **Post-party reporting within 72 hours in a PDF ready to transmit to your client, or simply request the Word version to customize.**
- **Each stats package includes:**
 - **number of tweets**
 - **number of participants**
 - **average number of followers per participant**
 - **number of hashtag uses**
 - **comparison of your hashtag to trending tags of the night**
 - **sample tweets from the party**
- **Full transcript of the event in Word format.**

Cost - \$3,000* per event plus giveaway items

Twitter Parties remain in high demand and generally book 4 to 6 weeks in advance. Ask about daytime parties, gaining in both popularity and results!

*2012 pricing reflects the following changes coming soon: a Twitter Verified account, access to exclusive Twitter supplied statistics, ability to choose a tweet to be promoted within the tag during the event.



New in 2012!

Twitter Parties with Late Night Parents

Tap into the online dad community with co-hosts Adam Cohen of DaDaRocks.com and Josh Becker of DadStreet.com, two of the internet's most influential dad bloggers.

With a combined Twitter following of 63,124 and an average Klout score of 66, the combined audience of these three parenting co-hosts delivers impressive results.

A recent holiday party for Phillips Norelco, #shaveexperts, yielded the following:

- 4,381 uses of the hashtag in just one hour
- 9 million page impressions according to TweetReach
- More tweets per hour than any other holiday party that night including the promoted trending topic



Cost per party: \$4500 – cost includes all standard party promotion plus additional promotion via Late Night Parents, DaDa Rocks, and DadStreet.

Coming Soon...

- FlashTag Parties on Twitter
- *Pinterest* - Pinterest Pinning Parties



Why Resourceful Mommy?



“Resourceful Mommy” originated from a passion for intentional parenting, a desire to make careful choices about the role parents play in their child’s lives, and developed into a thoughtful and content-driven blog focusing on all aspects of a parent’s life from child-rearing strategies to toys, organization to vacation, parenting to partnering. Being a resourceful parent means drawing from many different resources to find what works for you and your family, and ResourcefulMommy.com showcases a diversity of opinion and a wide array of subject matter, product reviews, and giveaways.

The Global Influence Network



Global Influence has grown from a small group of bloggers in the beginning of 2009 to include nearly 1500 bloggers around the world from Washington State to Canada to India. Comprised primarily of moms, the network also includes many dads and non-parents as well. While many of the bloggers within the network are among the most recognized and successful parenting and deal bloggers in the world, the Global Influence model has always been one of inclusion. Operating with the belief that 100 blogs with a small group of loyal, highly-influenced readers are just as valuable as ten mega-blocks whose large audience feels disconnected from the author, Global Influence asks for blogger interest and passion first, numbers and statistics last.

The network also believes strongly that blogs can and should be a tool for positive change. For this reason RM Media has worked closely since early 2009 on public service campaigns such as the Ad Council’s Buzzed Driving is Drunk Driving initiative and the National Association of Children’s Hospitals’ Speak Now for Kids movement. With network members organized by region and metropolitan area, Global Influence bloggers use their influence both locally and globally to create awareness and change around the issues important to them.



Meet Amy Lupold Bair, RM Media Founder



Named one of the most influential women in social media in 2008, Amy has come to be known as one of the most genuine women in the space, a character trait on which she has built both her business and her life. Over the last three years, Amy has grown RM Media through authentic interactions and hard work, never taking short cuts or straying from authenticity. This hard work has been recognized through a variety of accolades ranging from third place in the Shorty Awards for Advertising to top blogger recognition on the popular community site, MomDot.

Prior to entering the blogging world, Amy spent four years exclusively as a stay-at-home parent to her two children Emma and Noah. She previously taught English and drama at Julius West Middle School in Rockville, MD, named one of the most successful middle schools in the nation. There Amy excelled, leading at-risk students in after school workshops and sponsoring the drama productions each year, her strong ability to lead and her love for performance leading the way. While teaching a diverse population just outside of the nation's capital, Amy relied on her Master's of Education in Psychological Services, which she received from the University of Pennsylvania in 2000, after graduating Summa Cum Laude from American University in 1999. Amy's strong work ethic and attention to both detail and results developed during this time and was rewarded with induction into the Phi Beta Kappa Honor Society prior to graduation.

Speaking Experience

- BlogWorld and New Media Expo – November 2011 – Reaching the Digital Family
- SheStreams Conference – September 2011 – “Twitter Monetization”
- *Highlights Magazine* State of the Kid 2011 Press Conference, National Press Club – September 2011 – Featured Speaker
- BlogHer – August 2011 – “Putting the ‘Professional’ in Professional Blogging” – Moderator
- Women Create Media – August 2011 – “Twitter Promotion”
- Type-A Mom – June 2011 - Mentor
- iMedia iMoms Summit – May 2011 - “Getting it Right with the Mom Blogger Community, it’s Not as Easy as You Think”
- BlogWorld and New Media Expo – October 2010 – “Blog for Money, Not for Swag – Moderator”
- Get PR Smart, National Press Club – October 2010 – “Integrating Social Media Into Your Communications Strategy”
- Type-A Mom – September 2010 – “Type-A Business: Marketing to Moms,” “Type-A Blogger: Working with PR - Moderator”
- BlogHer – August 2010 – “Mega-Mindful Monetization - Moderator”
- Cultural Care National Conference – April 2010 - “Twitter 101”
- Bloggy Bootcamp – February 2010 – “PR Roadmap”
- BlogWorld and New Media Expo: Mind of Moms Summit – October 2009 – “The Value Exchange: Making It a Win-Win”
- Type-A Mom – September 2009 – “Power Tweeting - Moderator,” “Working with Companies”
- Blissdom – February 2009 – “Social Media Marketing”



RM Media: In the News and Around the Web

Resourceful Mommy Media and Amy Lupold Bair have been featured in the following:

- [Working Mother](#) – Most Powerful Women in Social Media – ranked #3
- ABC News – “[Moms Get Real](#)”
- [WUSA9](#) – Washington, DC CBS affiliate
- [The New York Times](#)
- *The Times of London*
- [The Wall Street Journal](#)
- [CNN's The Situation Room with Wolf Blitzer](#)
- [Good Enough is the New Perfect](#) – Harlequin Non-fiction May/2011
- [The Digital Mom Handbook](#) – Harper Paperback July/2011
- [Power Moms: The New Rules for Engaging Mom Influencers Who Drive Brand Choice](#) – Wyatt-MacKenzie May/2011
- CNET
- [WalletPop](#)
- [ParentsAsk](#)
- [ShePosts](#)
- *Digital Mommy*
- [CafeMom](#)
- *New Old Moms Club*
- [Open Forum](#)
- [Friday Traffic Report: Moms Rule the Web](#)
- [Blogworld](#)

Amy Lupold Bair has contributed to a variety of sites including:

- LifetimeMoms.com – Parenting Channel Leader
 - BabyCenter Network Blogger
 - Type-A Mom – Editor
 - Blissfully Domestic – Family Channel Writer
 - MOMeo – Work/Life Balance Writer
 - DC Metro Moms/Silicon Valley Moms
 - TimetoPlayMag.com – Guest Blogger
 - Family Eden – Chief Blogger
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