Inspiration
Inspiration

Intent
Inspiration → Intent → Pre-booking
Inspiration  Intent  Pre-booking  Booking  Post-booking
92% of consumers trust recommendations from others, even people they don’t know, over branded content.

75% of moms feel marketers don’t understand what it’s like to be a mom.

Source | eMarketer - Online Moms, 2014
What do real moms really want?
What do real moms really want?

Convenience
What do real moms really want?

Convenience

Budget Friendly
What do real moms really want?

Convenience  Budget Friendly  Value
What do real moms really want?

Convenience + Budget Friendly + Value

Mom = Hero
Influence
Influence

Sharing your content through mom Influencers increases conversion by at least a $3x-10x$ higher rate

Source | AdWeek - Why Influencer Marketing is the New Content King, 2015
92% of consumers trust recommendations from others, even people they don’t know, over branded content.

Source: AdWeek - Why Influencer Marketing is the New Content King, 2015
Moms Trust Moms
Megan Media

200M+ Friends, fans and followers

55MM+ Monthly Uniques
Amplification through Influencer Network

1. Premium Blogger Activations

2. Visual Web

Premium
Instagram, Pinterest, Facebook & Twitter Partner

3. High Impact
Native Content
Display | Video | Tablet
Riddles

Distributes Branded Influencer Content

4. Mobile DSP

Drives Clicks to Desired Landing Page

5. ROI

Pre-booking
Booking
Post-booking

Inspira
Promote Virginia Beach Tourism to drive qualified clicks to their booking page.

Raise inspiration and intent for Virginia Beach.

Drive awareness around unique to Virginia Beach.
Promote Virginia Beach Tourism to drive qualified clicks to their booking page. Raise inspiration and intent for Virginia Beach. Drive awareness around unique to Virginia Beach.
Promote Virginia Beach Tourism to drive qualified clicks to their booking page.

Raise inspiration and intent for Virginia Beach.

Hand-selected Mom Influencers Chronicle their Visit.
Promote Virginia Beach Tourism to drive qualified clicks to their booking page.

Raise inspiration and intent for Virginia Beach.

Hand-selected Mom Influencers Chronicle their Visit.

Drive awareness around activities unique to Virginia Beach.

Tweet-a-thon and High Impact Unit to drive awareness at Scale.
Promote Virginia Beach Tourism to drive qualified clicks to their booking page

Raise inspiration and intent for Virginia Beach

Drive awareness around activities unique to Virginia Beach

Hand-selected Mom Influencers Chronicle their Visit

Tweet-a-thon and High Impact Unit to Drive Awareness at Scale

Promote Virginia Beach Tourism to drive qualified clicks to their booking page

1st Party Predictive Data Targeting
101 QUALITY BLOGPOSTS
14M TWITTER IMPRESSIONS
Predictive Targeting

12k

TARGETED, IN-MARKET LEADS
OVERALL IMPRESSIONS
Inspiration starts here
THANK YOU

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