



USER GENERATED CONTENT PLATFORM

Mom-influencers on the rise

New moms today are mainly **millennials (Gen-Y)**.

They spend **most** of their **time online** exchanging **ideas** & **opinions** with their **followers**.

Many of them **offer their advice** and **gain the trust** of other moms. **They become mom nano-influencers.**



And

#momtag

was born



An **online community** through which moms selected from Care Direct's audience **connect with** brands, to create relevant content on **Instagram & Tik Tok.**

USER GENERATED CONTENT

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Национальный центр
качества жизни

The Idea



Attract the most active & **influential moms** on Instagram & Tik Tok and create the most **loyal group** of nano-influencers



Send full products to our **next-door moms** at different points of their motherhood journey, to try them use **Instagram & Tik Tok** to promote them

Why Nano-influencers

Momtag is providing User Generated Content
from nano-influencers

Authenticity

90% of customers say authenticity is essential in deciding which brands to follow and support.

High engagement rates

Nano-influencers have higher engagement rates — almost 5%.

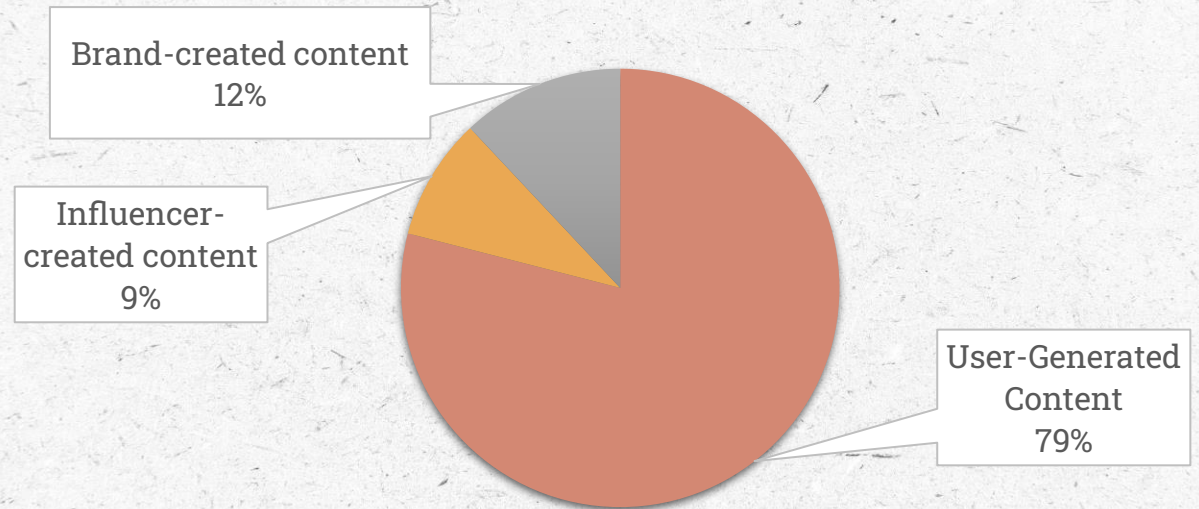
Affordable costs

According to studies
Nano-influencers
provide a **significantly
higher ROI** than macro-
influencers

User Generated Content VS Paid Influencers



What type of content highly impacts your purchasing decisions?



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Ніч Анімації 2024

Stage – Followers Targeting

Pregnancy



An important
changing point
for women's
lives

Birth



Point of entry of
many baby
products

6 - 12m.o



Important point
to repeat
communication
& built trust

1st Birthday
milestone

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Ніч Анімації 2017

The Momtag Kit



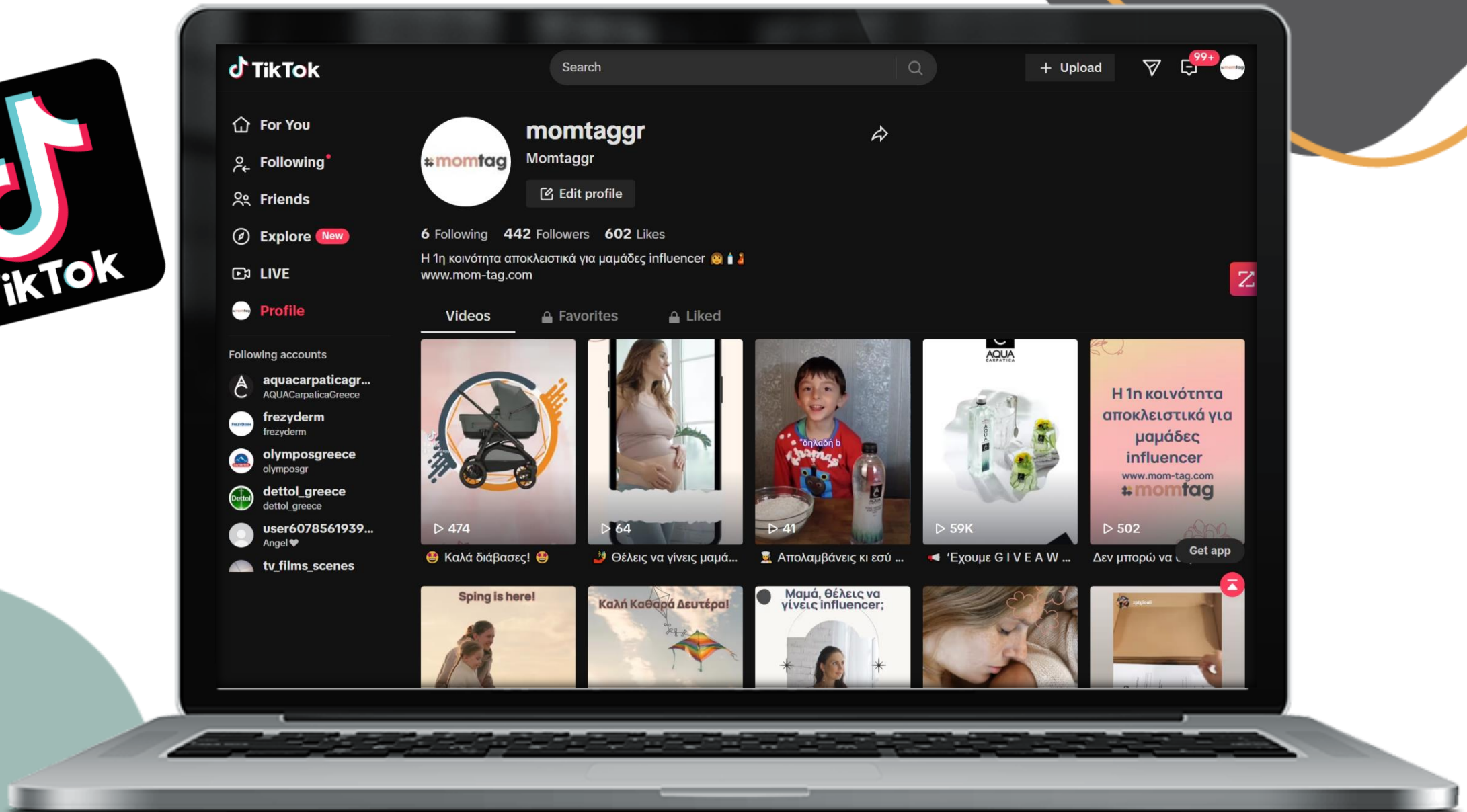
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Ніч Анімації 2024

Case Studies (CLICK)



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Achievements since the beginning of the program

Metrics	TOTAL
Mom-taggers Recruited	2430
Followers Targeted	3.156.182
IG Posts Delivered	5002
IG Stories Delivered	5807
IG Posts Total Engagement	184.109
IG Posts Engagement Rate	4,2%

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Национална мрежа за грижа за деца и родители в България