

THE MOTHERHOOD®

Blogger Spotlight

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What content do you feel your READERS FIND MOST VALUABLE?



“I have always tried to provide key information to readers before they need it. My sites are not meant to serve as personal journals, but as online resources to others.”

My 2016 holiday predictions:
“Travel and experiences as gifts vs. a slew of toys.”

WHAT IS YOUR FAVORITE SPACE TO ENGAGE WITH YOUR READERS?

What are your thoughts on working with a brand on multiple occasions (vs. one-off programs)?



BRAND



INFLUENCER

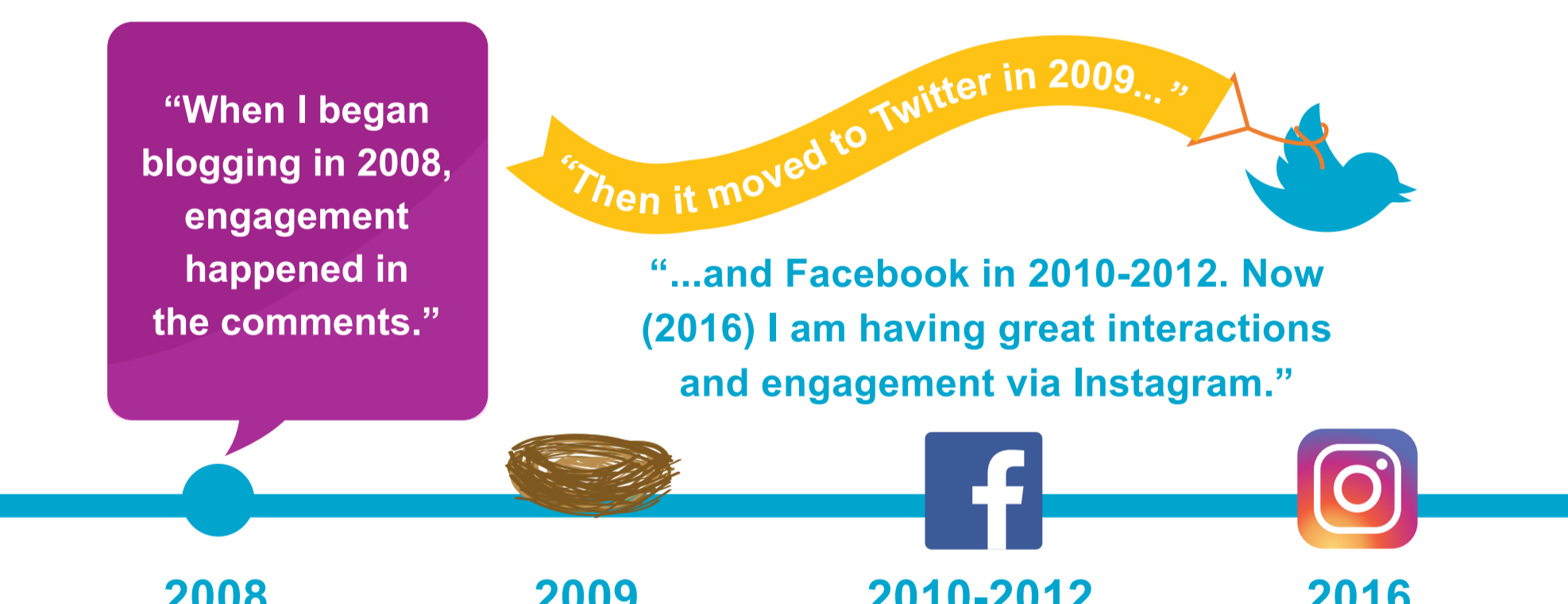


READER

“I have found that the deeper the relationship I have with a brand that I trust, the better the content and benefits for the readers.

===== **EVERYONE WINS.** =====

WHERE DO YOU SEE THE MOST ENGAGEMENT WITH YOUR CONTENT?



FAVORITE PROGRAM YOU'VE DONE WITH THE MOTHERHOOD?

“The social good campaigns that The Motherhood supports, recruiting their members to help serve great causes, are amazing. I have been so fortunate to be able to do great work and introduce my kids to volunteerism through The Motherhood’s partnerships.”

“You can’t do it for the money, and the money will not magically pour just because you started a website. You have to do it for the passion of online communication, and your love of the community and the process.”

WHAT ADVICE WOULD YOU GIVE TO SOMEONE THINKING OF STARTING A BLOG?

SNAPCHAT:
LOVE IT
OR HATE IT?

“I enjoy the free spirit and creativity of Snapchat. It’s a breath of fresh air to not have everything staged, perfected and analytics-ized to death!”

What are your thoughts on Facebook's latest changes?

“Facebook Live has completely removed the click-over ... and is engaging its massive audience seamlessly.”