



2009

# A Decade in Review

Influencer marketing has evolved significantly over the past decade. What started as one-off blogger programs that allowed brand to "dip their toe" into a brand-new tactic has grown into an established marketing strategy used by brands around the world. At The Motherhood, we've taken each key learning we experienced along the way as an opportunity to grow this discipline. Here are some of the most important industry transformations we've seen first-hand over the last 10 years:

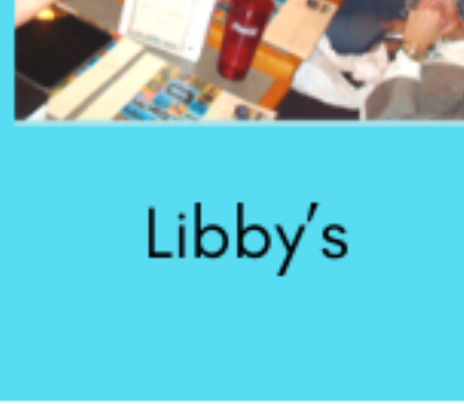
2010

## IN-PERSON EVENTS

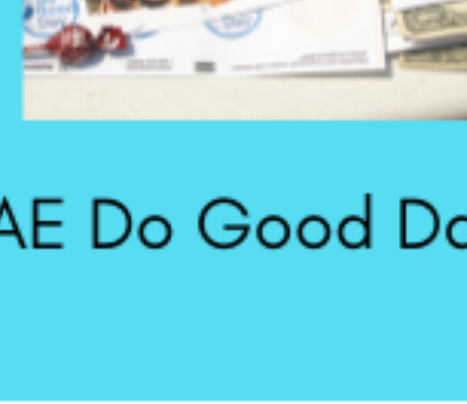
It started with groups—people who met online coming together in person, almost as neighbors do, for a common cause on behalf of a consumer brand. We hosted first-in-the-industry mom blogger events that were largely centered around communities and social action.



Hebrew National



Libby's



AE Do Good Days

2011

## BRINGING EVENTS ONLINE

As technology evolved, we brought the local community vibe to the global arena through the internet. We expanded the the power of group events by hosting live conversations for bloggers and their followers. The medium was an online video stream—a state-of-the art option long before "live" options appeared on social platforms.



Cooking Connections



TM Talks



Rice Krispies

2012

## COMMUNITY CROWDSOURCING

With more contributing voices, crowdsourcing was born. We took social action campaigns to communities all across the country. This gave bloggers a platform to include their own online and offline communities in creating content under a unified campaign umbrella.



National Wildlife Federation



Chef Boyardee



The ONE Campaign

2013

## DEEPENING BRAND/INFLUENCER RELATIONSHIPS

We changed the way consumers and brands interact. We created spaces online through live briefings that brought both brands and bloggers around a virtual kitchen table. Ideas flowed, insights were uncovered and brands began to see the value first-hand of including bloggers in their integrated marketing plans.



The Stork



Carter's Spring Style



Daniel Tiger

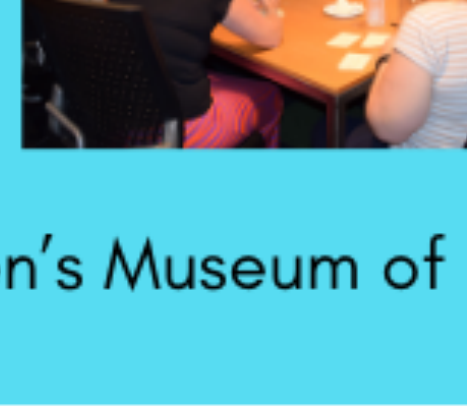
2014

## FOCUS GROUPS, INSIGHTS GATHERING

As the internet age progressed, new doors for market research and insights-gathering emerged. So, we got back around the table to do what we do best—bringing people together to have real, meaningful conversations. We tapped online networks for greater scale and results, and delivering rich consumer insights to our brand partners.



Let's Talk Banking

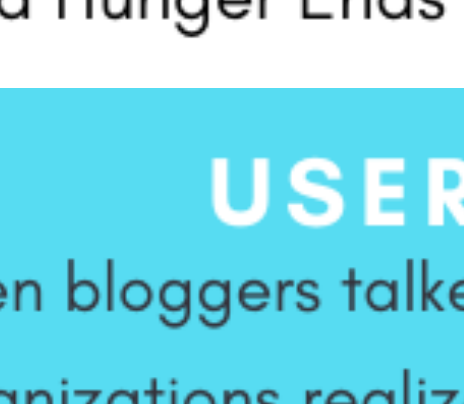


Children's Museum of Pittsburgh

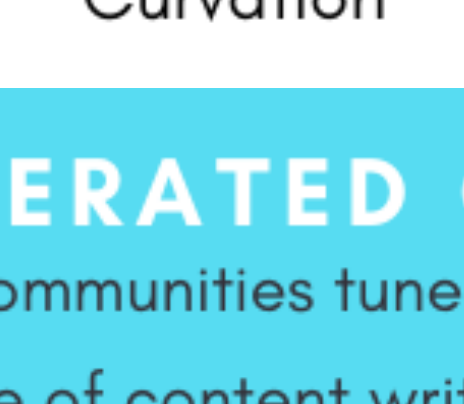
2015

## TWITTER PARTIES

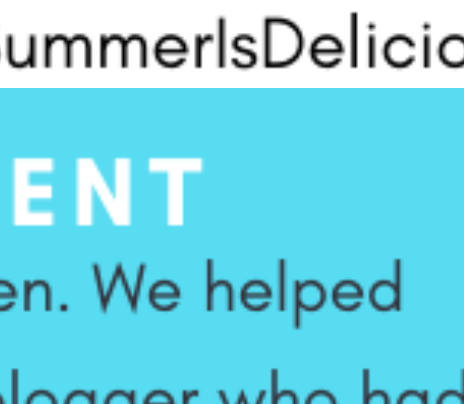
Twitter quickly became a force and we knew it was a perfect medium for curating conversations on a massive scale. With Twitter parties, people contributed to a collective conversation. With set times to be online, it provided the structure of a live event while offering the flexibility and scale of virtual platforms. Twitter parties uncovered meaningful and often unexpected consumer insights.



Child Hunger Ends Here



Curvation



Kroger

#SummersDelicious

2016

## USER-GENERATED CONTENT

When bloggers talked, their communities tuned in to listen. We helped organizations realize the value of content written by a blogger who had first-hand experience with the brand. We tapped our network to deliver high-quality UGC, enabling brands to add authenticity and deeper credibility to the message behind their products.



Healthy Essentials



Splenda



Motrin

2017

## FROM BLOGGERS TO INFLUENCERS

We pushed hard for influencer ambassadorships, and brands saw the value. We identified brands' most loyal fans and engaged them for long-term, integrated partnerships. The results? Measurable sales lift, first-page SEO rankings and significant engagement from millions of potential consumers.



Johnson &amp; Johnson



Guitar Center

2018

## LARGE-SCALE TAKEOVERS

Content creation expanded on all social platforms and we needed a way to cut through the noise. What's louder than an orchestrated social takeover? We helped brands dominate their vertical through massive-scale Twitter takeover moments, Facebook Lives and amplification teams. We shaped conversations that rippled out and enabled our brand partners to own the conversation.



Simple Sugars



Duncan Hines

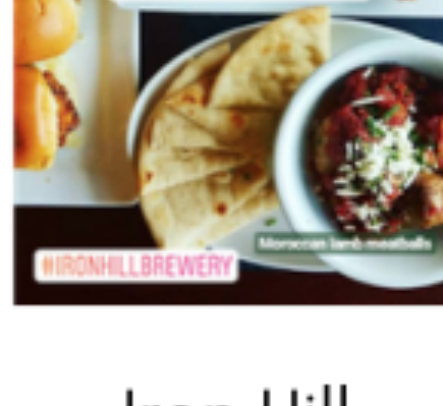


Kimberly-Clark

2019

## INSTAGRAM AND VIDEO

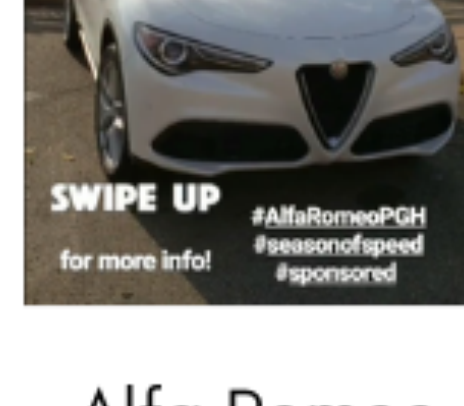
Platform usage began shifting away from primarily text, and so were we. As photo and video content trended upward, we pivoted to Instagram and incorporated visual mediums more heavily into campaign strategy.



Iron Hill



Starkist



Alfa Romeo

2020

## BOOSTING CONTENT

The content creator space expanded and social algorithms changed regularly, it was clear organic content needed a boost to be most effective. Early on in this shift, we made content boosting a standard practice for all campaigns, connecting posts to the right audiences and vastly increasing reach and engagement.



Movemints



Mezzetta

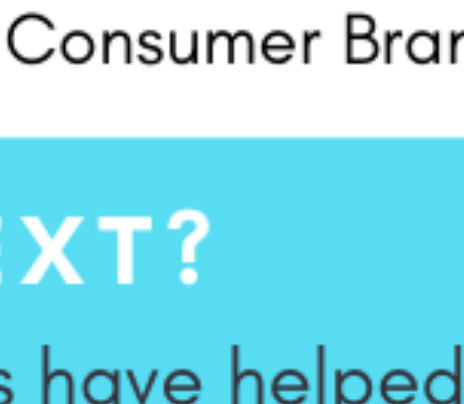
2021

## STRATEGIC STORYTELLING

Influencers have been sharing stories since the very beginning. We saw an opportunity to formalize this tradition, so we evolved our modern communications toolbox to include storytelling as a discipline. Strategic storytelling inspires connection, empathy and action, making it a powerful tool for communicators in all disciplines.



Education



Consumer Brands

## WHAT'S NEXT?

Our clients and network of influencers have helped build this industry, and we cherish every step of this journey together. We look forward to continuing our work and to being an integral part together of shaping the next decade.

