

# KiddyCharts Media Pack – Jan 2018



*“Must follow account  
for parents on  
Twitter”*

**Huffington Post**

**550,000+ social fans**

# All About KiddyCharts

## ABOUT KIDDYCHARTS

KiddyCharts was started by Helen Neale in Jan 2012 to offer parenting advice alongside free personalised children's charts. Helen, and the site have worked with a number of brands, from Netmums, to Visit Wales where her and her family starred in a video promoting Wales as a place for families to visit. The [KiddyCharts site](#) is an excellent way to get your products known within its niche family audience; parents of age tens and under. The site is well known brand amongst parents, trusted due to its stunning [charts](#), and free [printables resources](#), as well as a history of offering great advice to parents. Helen Neale works in digital marketing for a number of clients too .

## KIDDYCHARTS IS

- [Top 100](#) influencer for mums (ranked 9<sup>th</sup> originally)
- Must follow account on Twitter for parents according to the [Huffington Post](#)
- Most influential parent blogger on Twitter according to [Tots 100](#)
- Strong brand – #KiddyChartsAdvent 2017 campaign (working with Micro Scooters, Learning Resources, etc.) **total of 14.5mill potential impressions** in the UK throughout Dec 2017 (Source: Union Metrics)
- In the top 100 parent bloggers in the UK according to [Vuelio database of key influencers](#) and never out of the Tots 100 since 2014!
- Over 500,000 social followers on Pinterest, the fastest growing social platform, with over 1mill impressions on content from the site every month
- [Low bounce rate of 20-30%](#). Visitors explore us looking at a few pages before leaving
- [Finalist](#) for Britmums Brilliance in Blogging Awards 2015 in the **social media** category
- Only chart site [recommended by Sue Atkins](#), ITV This Morning parent expert
- Edited by Helen Neale, who has a **professional certificate in social media** from the Institute of Digital Marketing.
- Helen also works part-time with Channel Mum (part-owned by ITV) as a digital marketing analyst.

# Social Media

KiddyCharts has an excellent influence in social media including a **Klout of 67** and **Kred of 965** with an outreach of 10/12 (**Parenting: 990**), plus over 530,000 social media fans:



**Facebook:** KiddyCharts has over 14,790 fans. KiddyCharts is investing in Facebook advertising campaign for its presence resulting in engagement and fan growth.



**Twitter:** Since starting Twitter over a year ago, KiddyCharts has built a loyal following of c. 20,517 fans. Most follow for authoritative content on parenting, family life, social media and news about competitions; both ours and other brands.



**Pinterest:** KiddyCharts has over 525,000 followers and a number of parenting collaborative boards. My parenting tips collaborative board has nearly over 525,000 followers too. **Impressions** for pin from the KiddyCharts site is 50,000 – 75,000 **daily**.



**Google Plus:** KiddyCharts has reaped the benefits of being a first mover on G+; KiddyCharts' page is in 1,363 circles, with 10,436 profiles following Helen Neale's personal page. In addition, KiddyCharts is a moderator for a global parenting tips community which has c. 4,100 members.



**Email Subscribers:** The blog and site are popular within email and RSS; KiddyCharts has over 5,900 registered email subscribers on the site. These visitors receive weekly . Open rates are c. 15-20%.



**Instagram:** KiddyCharts shares photos with c. 3,800 followers on this platform regularly; from family travel advice, competitions, to products we love, and play or crafting, as well as sneak peaks into the chaos of KiddyCharts homelife!



**YouTube:** In 2015, KiddyCharts was selected as a channel to watch by [Channel Mum](#), part-owned by ITV, a new vlogging venture showing the honest face of parenting. The YouTube channel is focused on providing free reviews, advice and resources for real mums, and has over 1150 subscribers.

# Work With Us

## WAYS TO WORK WITH KIDDYCHARTS →

We can work with brands in a number of ways. Do drop us a line, as we would love to work with you.

Previous clients include Avent, Netmums, Britmums, Micro Scooters, Joules Clothing, Learning Resources, LG, Disney, and Co-operative Food. If you would like further info on our traffic statistics or rates, please contact me [helen.neale@kiddycharts.co.uk](mailto:helen.neale@kiddycharts.co.uk).



- We pride ourselves on our professionalism, creativity and originality. Do get in contact to see how we can make our followers and site work for your brand and excite a new audience
- We can work on sponsored posts, giveaways, reviews, twitter parties (hosted for Britmums and Tesco previously), Facebook Lives, social media exposure and bespoke solutions looking to target the KiddyCharts' audience
- Bespoke printable and articles focused on YOUR BRAND. Our [printables](#) do well on all our channels as this is a key focus both for the site and the YouTube channel. Our visitors love variety and visual content.
- Management of social media competitions using a third party app, Glean
- Email promotion to our 5,900+ strong mailing list, and other advertising opportunities on the website
- Social media management and advice; Helen has a **professional certificate in social media** with the institute of digital marketing. She has considerable experience from helping Truprint, Talk to Mums and Channel Mum with their social media, and running KiddyCharts
- Helen can assist with campaign ideas, execution and strategy, particularly for companies in the parenting sector looking to develop blog and social media activities.