



***Influ*Base**

TOP 50 UK MUMMY INFLUENCERS REPORT 2019

www.influbase.com

METHODOLOGY

Utilising InfluBase's deep dive discovery process – a combination of AI technology and human selection, we identified the mummy influencers with the highest combined following across all social channels in the UK.

We then looked at 20 posts they each made between March to June 2019 and calculated their average engagement across all channels.

For each influencer, the total number of followers was then divided by their engagement rate to create a simple ranking of the top 50 most powerful mummy influencers in the UK.

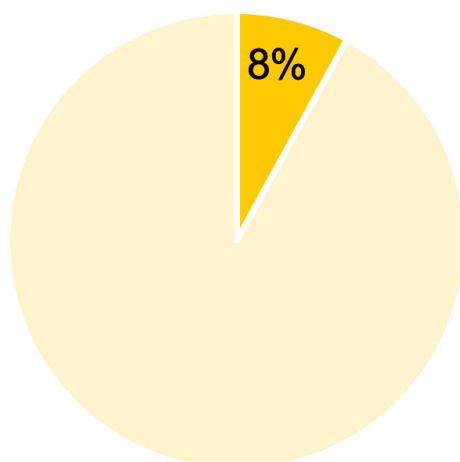
Finally we analysed the social media activity of the top 50 mummy influencers to create a detailed picture of who they are and their modus operandi.

KEY FINDINGS

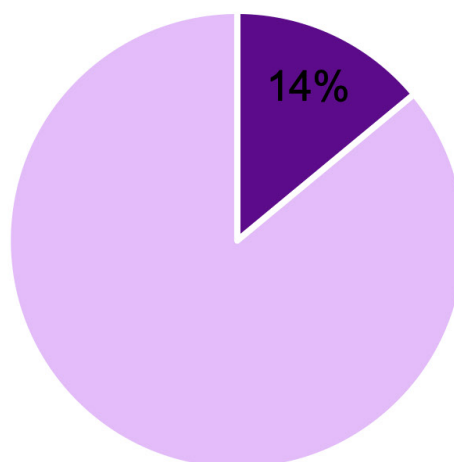
- The combined reach of the top 50 UK mummy bloggers is more than **14 million followers**.
- The lowest engagement rate is 0.3%, **highest is 12.9%**
- **95% of all engagement comes from Instagram**, 4% from Facebook and 1% from Twitter.
- **Tuesday** posts got the highest engagement
- 70% of their posts contain no hashtags.
- **Motivational messages** and relatable questions got most engagement.
- **M&S** most widely spoken about brand, with 76% of mentions sponsored.
- Slimming world and Disneyland had most organic brand mentions.
- Fashion brands made up **28% of mentions**, followed by Travel brands 19% and Entertainment 2%
- 20% of all posts were ads.

INFLUENCER BIO STATISTICS

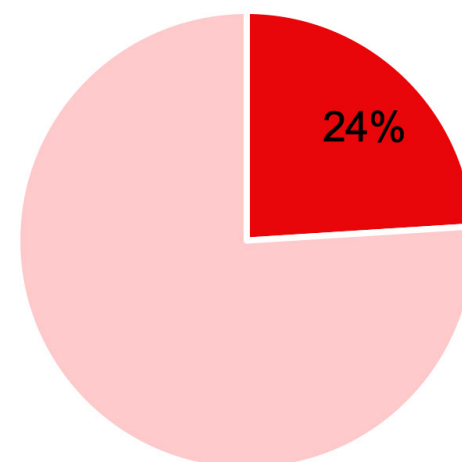
COFFEE DRINKERS



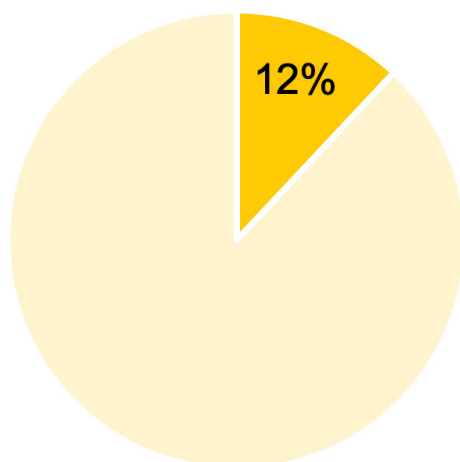
TEA DRINKERS



GIN DRINKERS

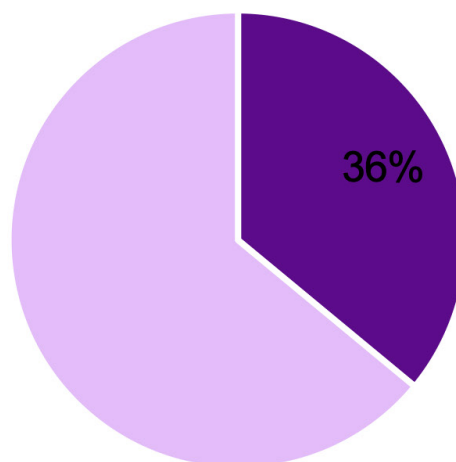


CHANNELMUM



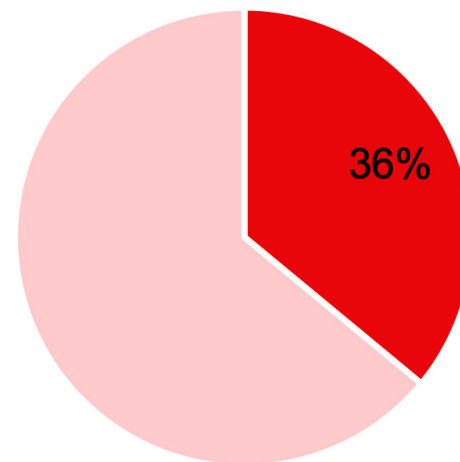
Community for mums

TRAVELLERS



Travel bloggers and regular travellers

AUTHORS

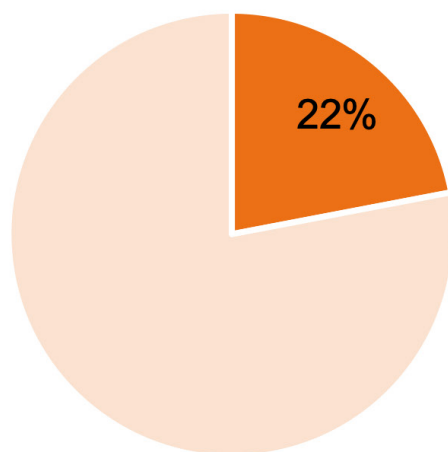


3 best selling authors

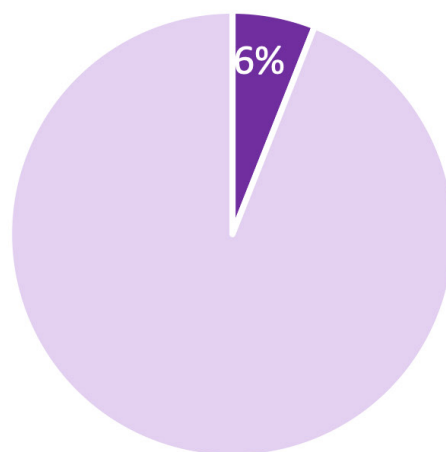
**Information obtained from influencer bios on Twitter and Instagram and about information on Facebook public pages.*

INFLUENCER BIO STATISTICS

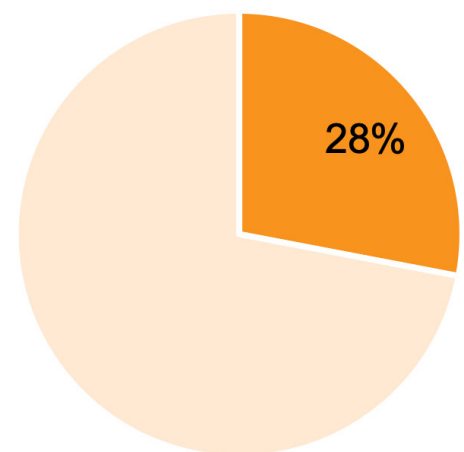
HAVE BOYS



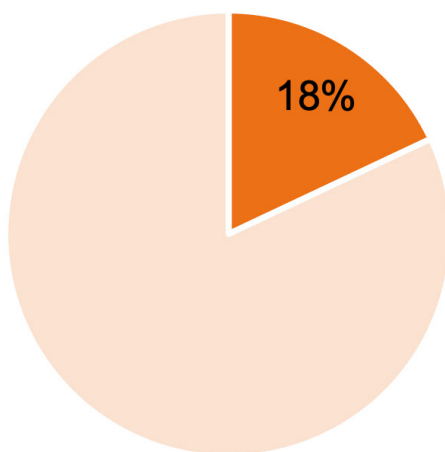
HAVE GIRLS



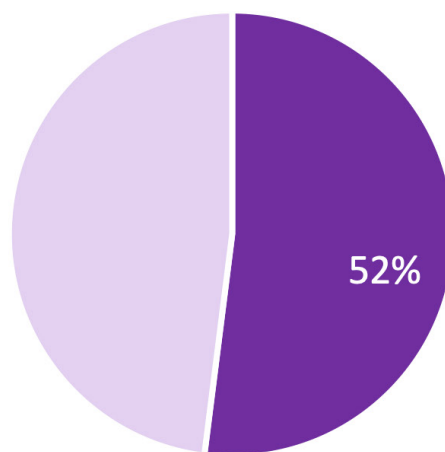
MARRIED



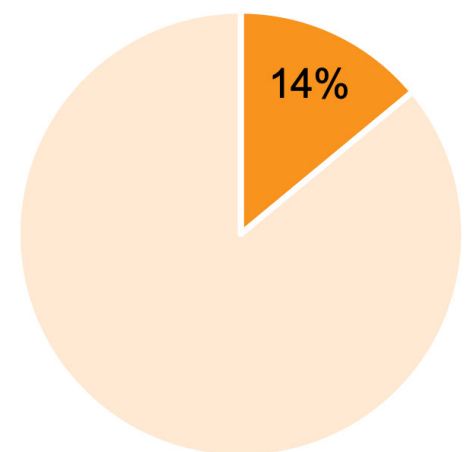
VLOGGERS



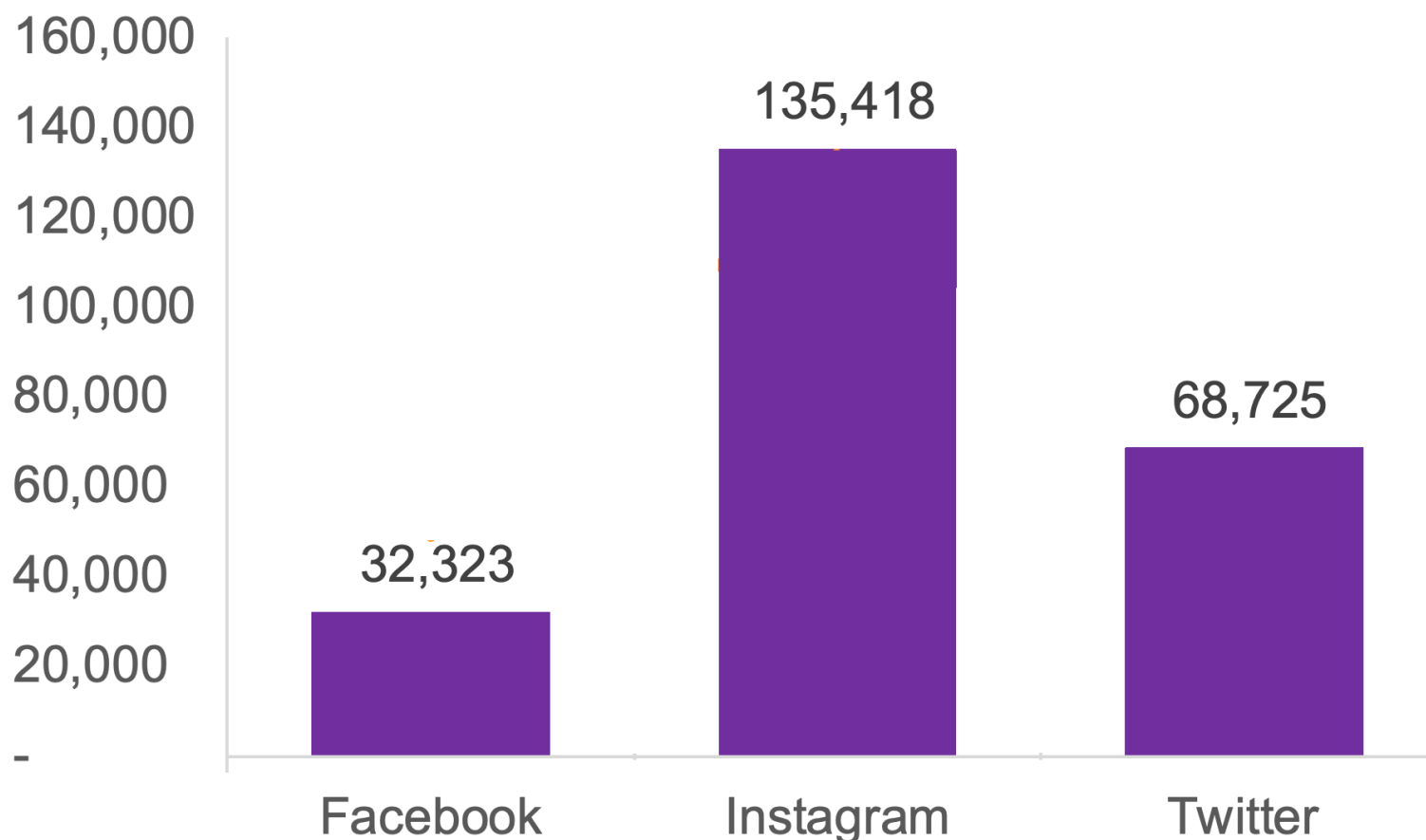
LIFESTYLE BLOGGERS



CAT OWNERS



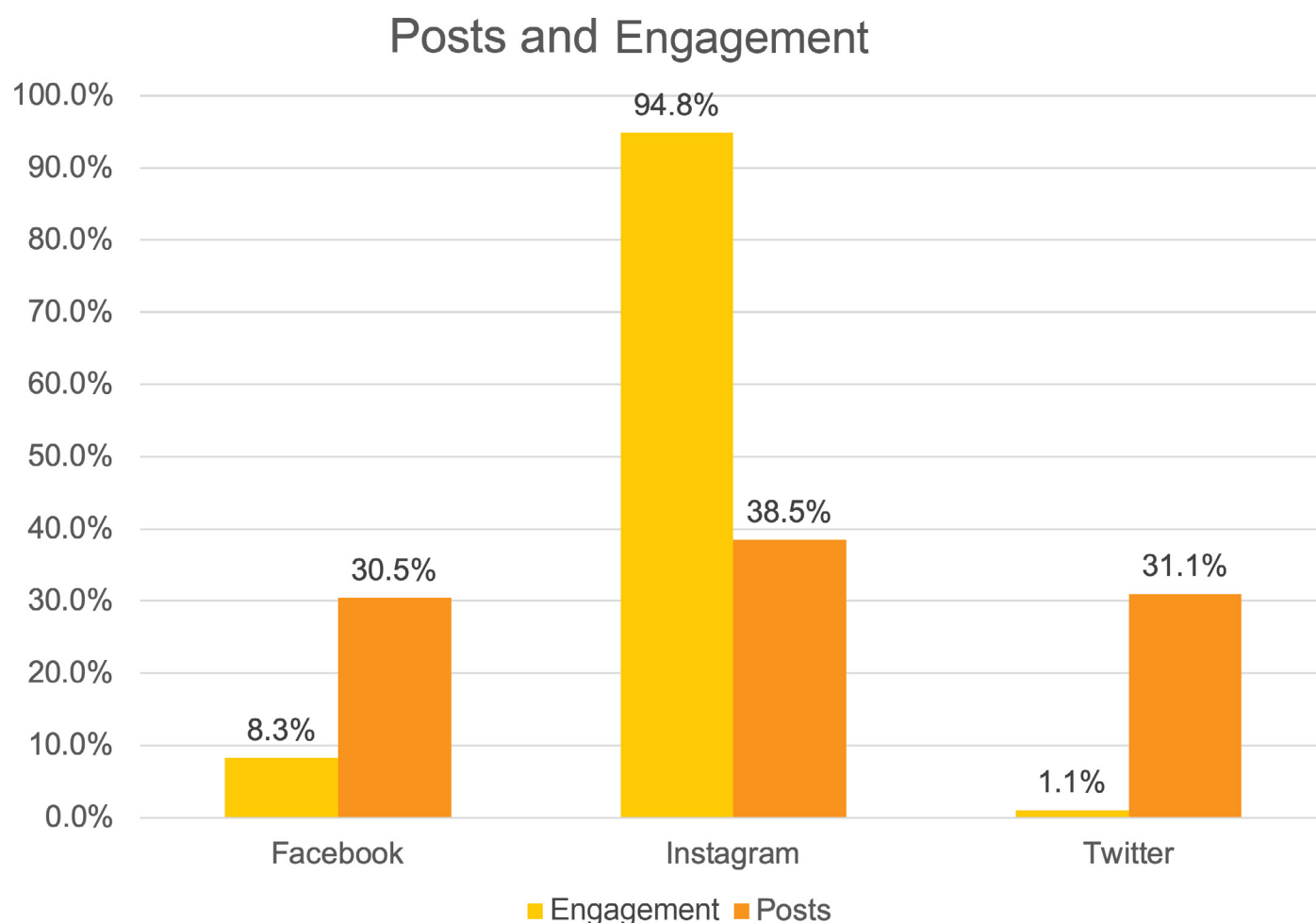
Average Followers By Platform



Almost all of the influencers had an Instagram account, with Twitter and Facebook equally represented. 67% of influencers were present on all three sites, 21% on only two and 12% only had one. Those with only one were all present on Instagram.

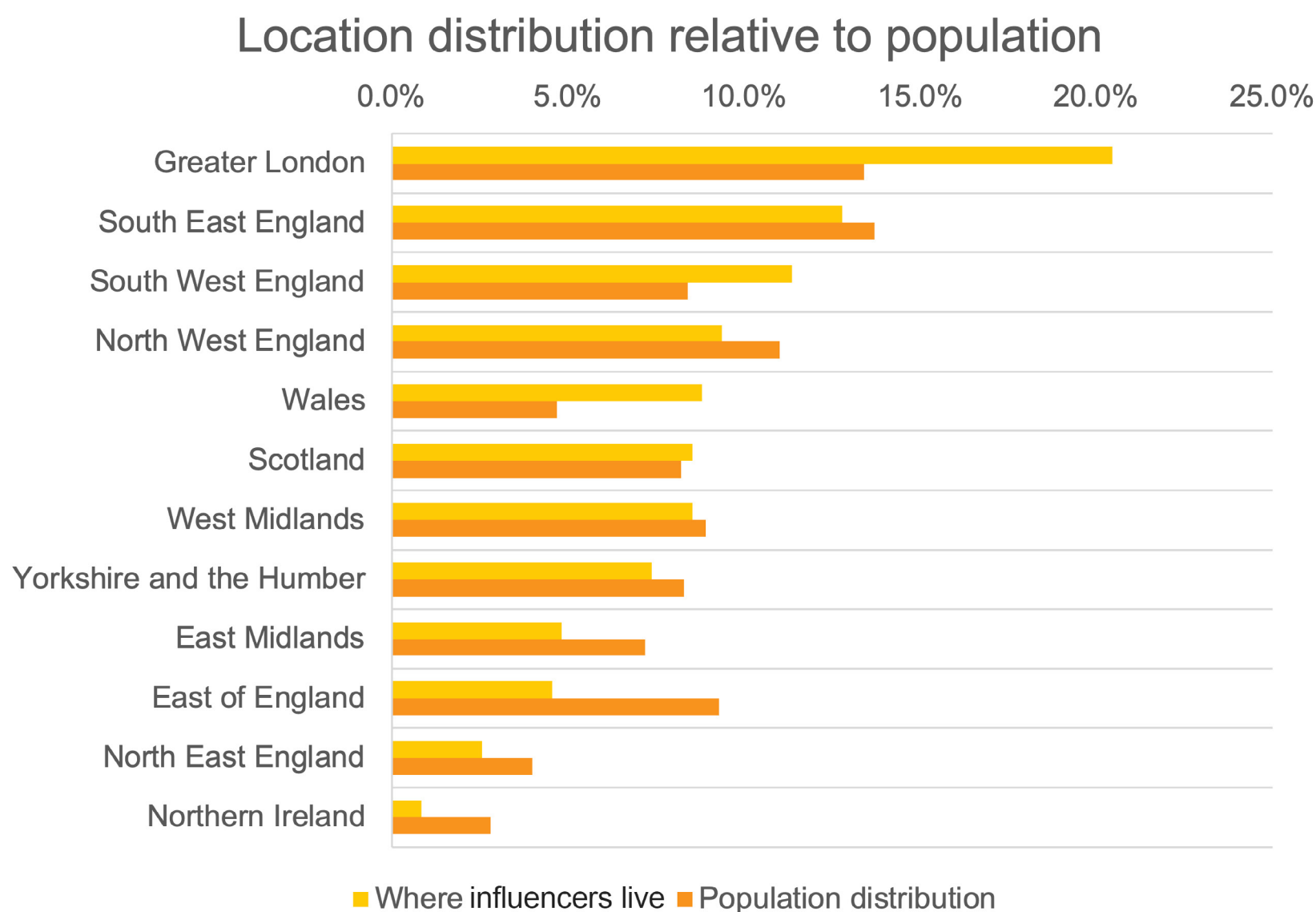
Twitter and Facebook were again equally represented for those who only had two social pages.

INSTAGRAM DROVE 95% OF ENGAGEMENT ON ALL PLATFORMS



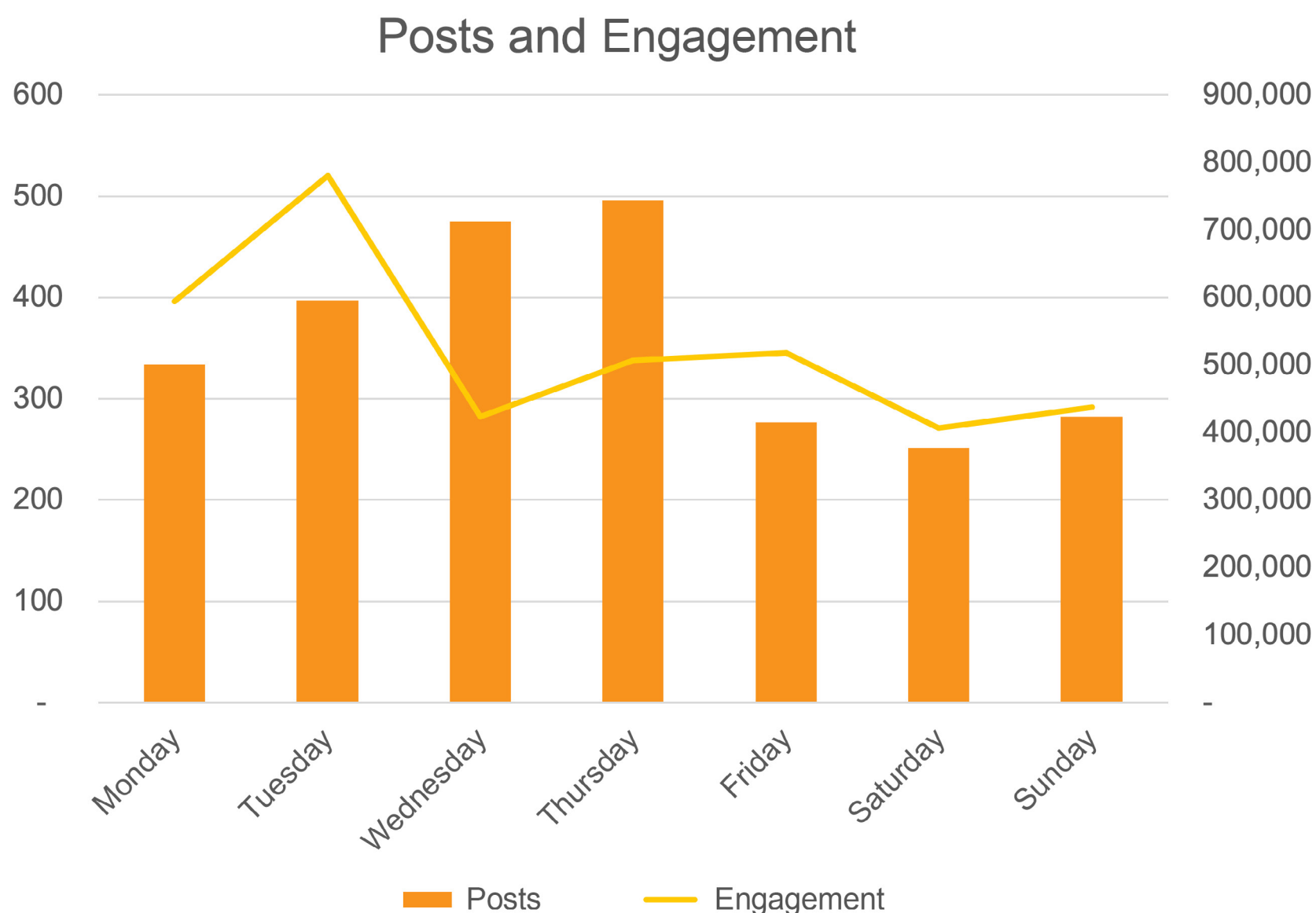
Posts on platforms were quite evenly split, with Instagram having a slight lead over Facebook and Twitter. Engagement however was in stark contrast, with most engagement taking place on Instagram. 28.6% of Twitter posts and 5.5% of Facebook posts received no engagement at all, but 56% of new blog posts were promoted on Twitter, 36% on Facebook and only 8% on Instagram.

INFLUENCER LOCATION ANALYSIS



Top mummy influencers are more likely to live in London or the South, with Wales, The North East and Northern Ireland represented the least.

TUESDAY POSTS RECEIVED HIGHEST ENGAGEMENT



Influencer posts gradually increased during weekdays, reaching a peak on Thursdays, with 19.7% of posts happening on this day. Engagement with posts however, peaked on Tuesday's posts, contributing to 21.3% of all engagement on posts.

BRAND HASHTAGS MOST USED



Influencers mainly used their usernames or blogsite names as hashtags as can be seen with the amount of influencer names appearing.

HASHTAGS

AD was the most generic used hashtag, followed by:

#familytravel

#ukparentbloggers

#family

#familylife and

#ukmums

Top Instagram specific hashtags included:

#epig

#igerscornwall

#igtoselfie

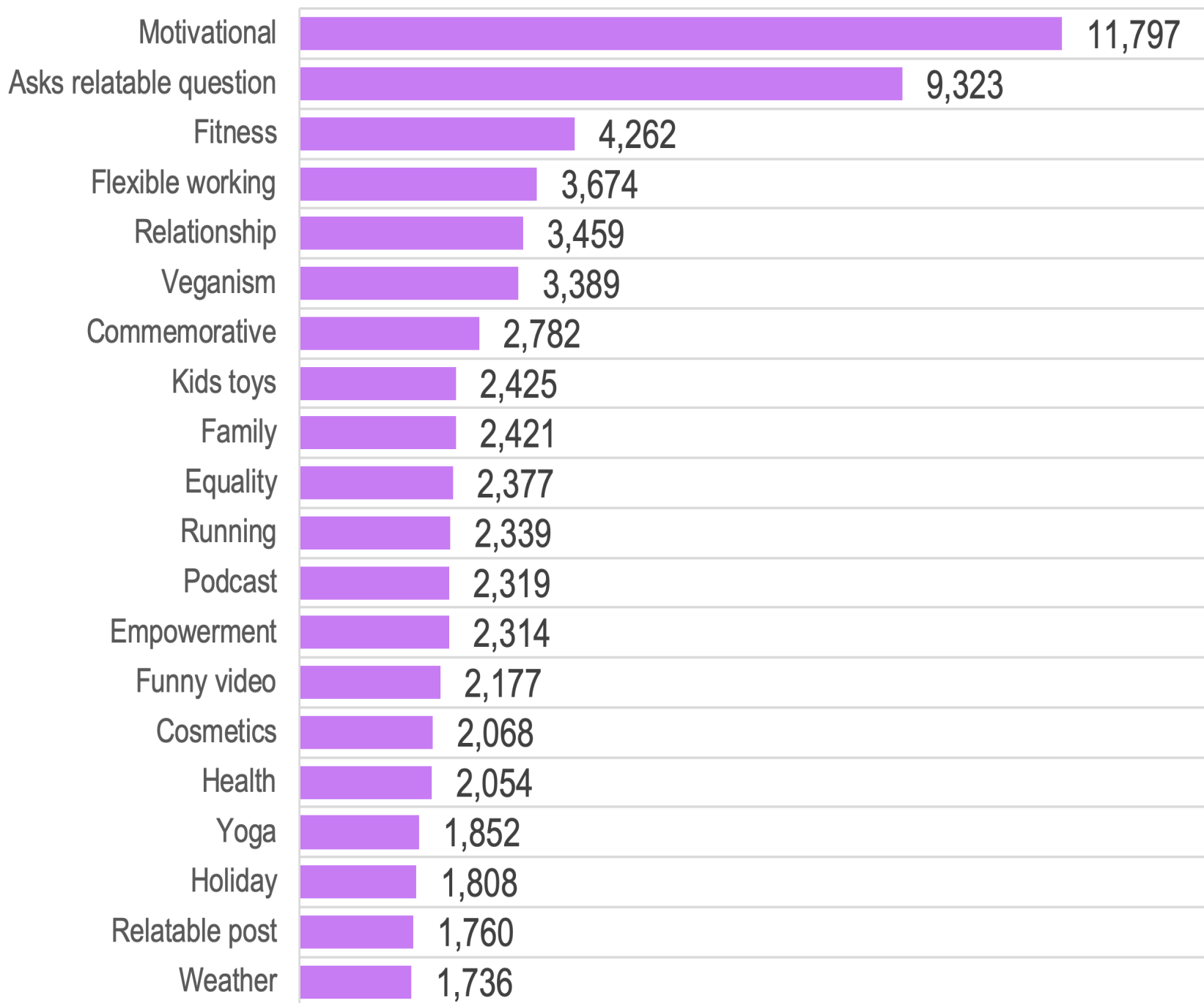
#igskincare

#instacornwall

#instainfluencer

Uniquely created hashtags which formed part of a story, or were used to add tongue-in-cheek phrases, were more popular uses of the hashtag by macro influencers while generic hashtags were used more by micro influencers.

TOP 20 TOPICS BY AVERAGE ENGAGEMENT



Even though family was the most spoken about topic, motivational posts on average received almost 5 times more engagement than family posts.

TOPIC ANALYSIS

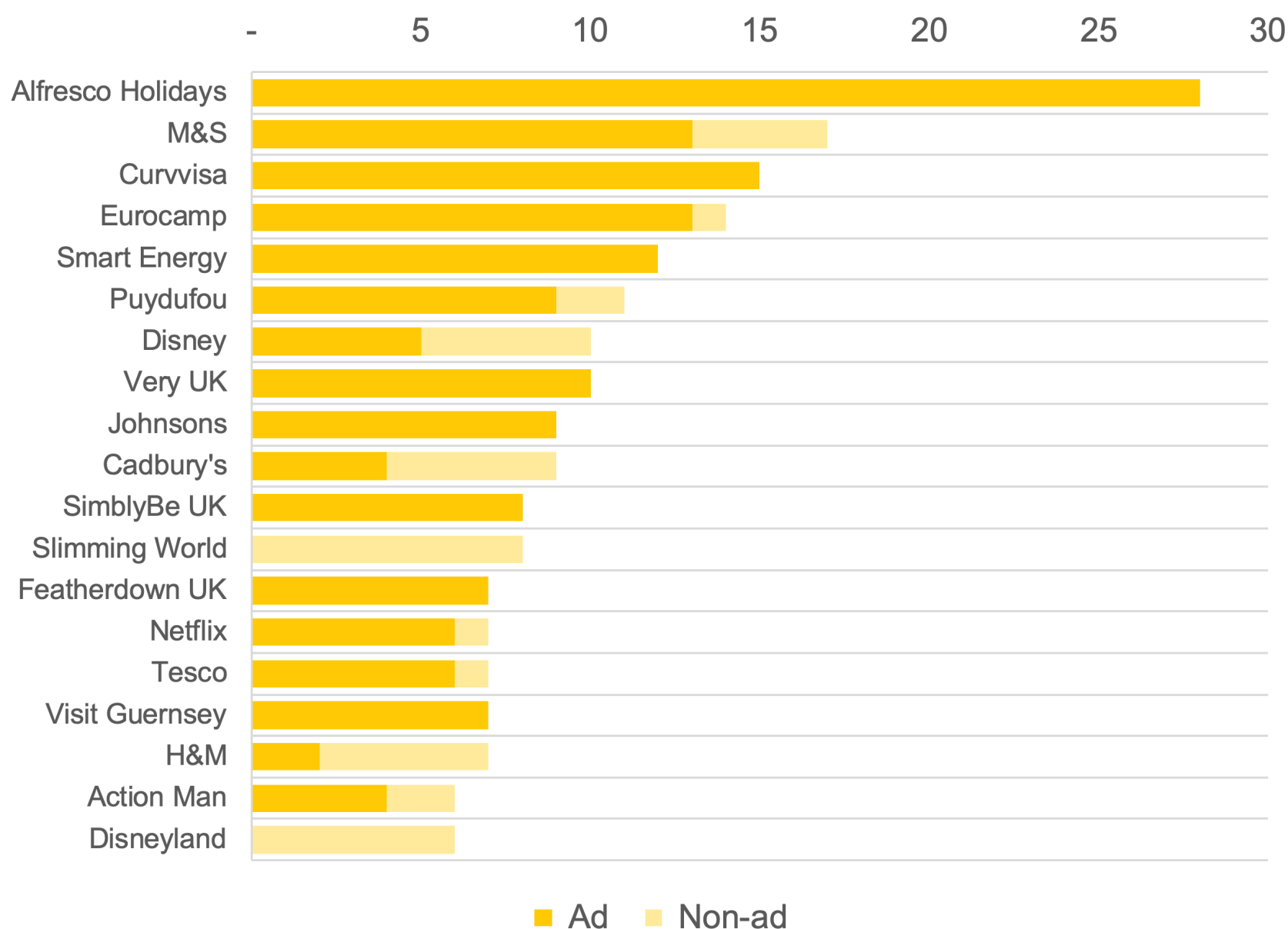
Mums often posted stories of interesting, challenging, stressful or funny situations they found themselves in and prompted their audience to share their own relevant stories.

Posts with this call to action naturally received higher levels of engagement. Simply sharing an experience, without prompting the audience to do the same, resulted in 5 times less engagement.

Posts about relationships, whether married, engaged, dating or single, also experienced higher levels of engagement than topics related to family or holidays. Running and yoga posts were most popular under fitness.



THE TOP 20 MOST MENTIONED BRANDS



Alfresco Holidays was the most mentioned brand during this time period, although all posts were from 3 bloggers only posting repeatedly, with 100% of the posts being sponsored.

M&S was mentioned by more bloggers, making M&S the most widely

BRAND AFFINITY

spoken about brand, with 76.5% of posts being sponsored.

Slimming World was the most organically spoken about brand, followed by Disneyland.

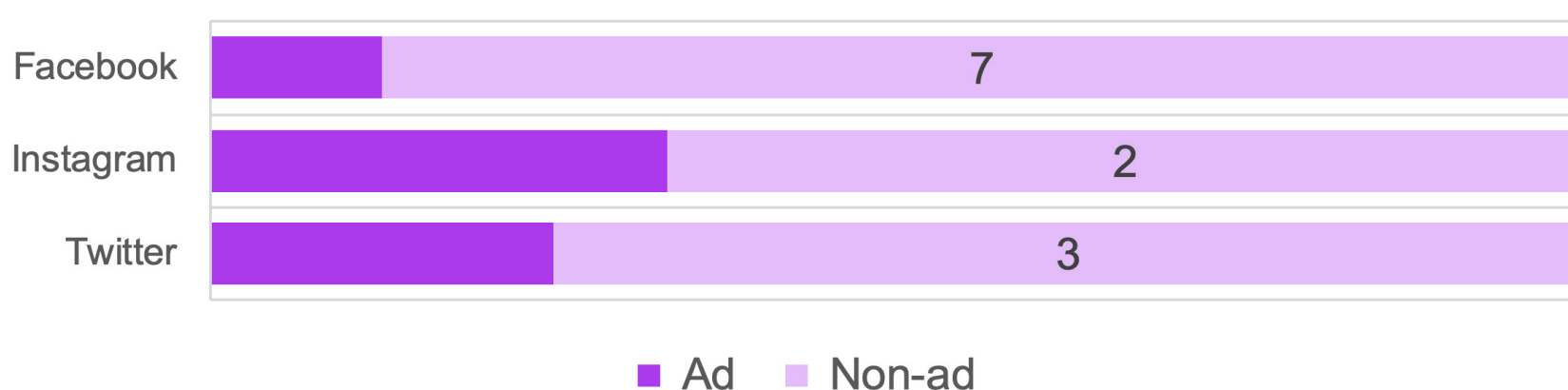
Fashion brands made up 28.3% of mentions, followed by Travel (19.2%) and Entertainment (12.5%).

20.2% of all posts were ads and 36.7% of posts mentioning a brand was an ad. Majority of brands spoken about that weren't sponsored posts, were made up of smaller, local brands.



ORGANIC VS PAID CONTENT ENGAGEMENT

Average engagement per post ratio

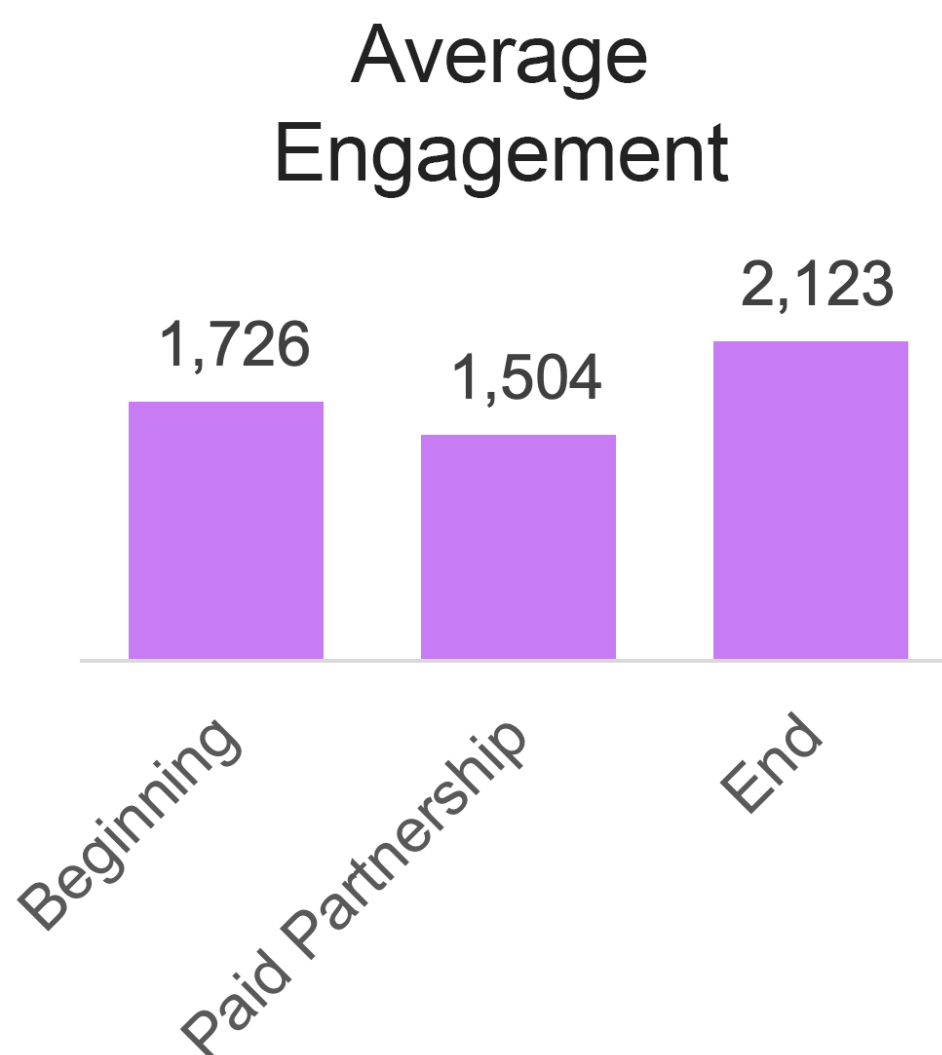


A very clear behaviour from followers observed, was the decrease in engagement for sponsored posts. For Facebook, the average engagement was 7 times higher than a sponsored post, double for Instagram and 3 times higher for Twitter.

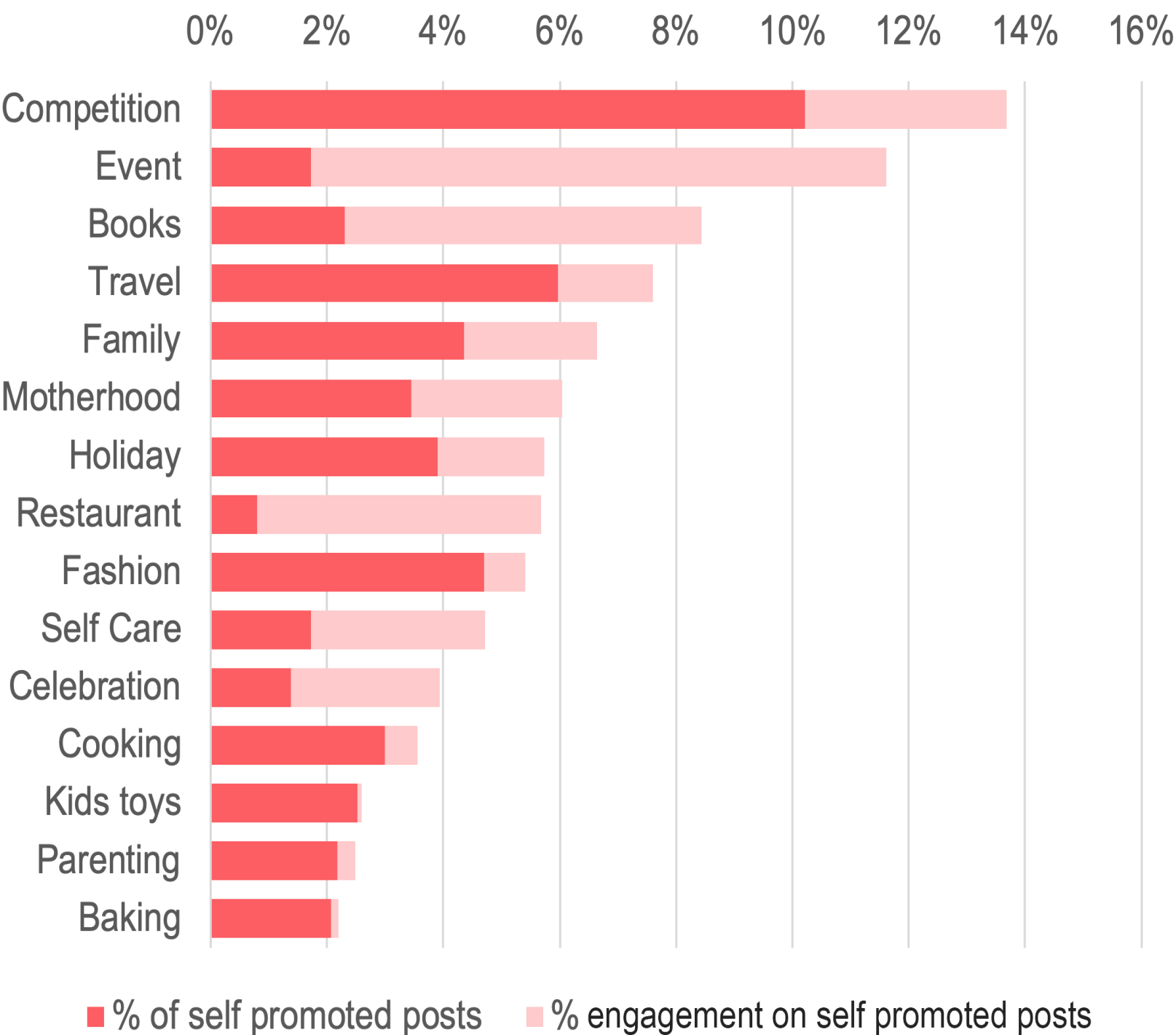
The way in which a sponsored post was presented however, made a significant difference in the average engagement.

#AD LOCATION EFFECT ON ENGAGEMENT

The way the AD post was presented also impacted engagement scores. By adding 'AD' in the middle or end of the post, it resulted in 23.0% more engagement than using the Paid Partnership option and 12.8% more than having it at the beginning of a post.



MOST EFFECTIVE CONTENT FOR ENGAGEMENT



BRAND AFFINITY

Followers engaged more with content related to events, books, restaurants, self care and celebrations than posts about travel, fashion, cooking, kids toys, parenting and baking.

Influencers regularly shared what books they read, or asked their followers to advise on books to read.

It appears that followers were more engaged in content that promoted the individual (mum) rather than activities that involved the whole family such as holidays, travel, cooking or baking.



WORK WITH THE TOP 50 MUMMY INFLUENCERS

Work with InfluBase to put your brand in front of more than 14 million potential buyers.

We work with the top 50 mummy influencers to spread the word about your brand in an authentic and engaging way.

CONTACT:

ross.furlong@influbase.com

influbase.com

151 Wardour Street,

London W1F 8WE