

market  
mommy<sup>®</sup> 2017  
media  
kit

about  
dawn  
berryman  
founder



Hello! My name is Dawn Berryman, founder of Market Mommy®, an online marketing resource for mom entrepreneurs. With a B.A. in English, communications and journalism from Indiana University, I have worked in the field of marketing and public relations since 2002. I still currently work as a specialist in the non-profit sector.

I have been a mom business owner since 2006 when I began selling photo cards and magnets online. I understand first-hand the struggles moms face when starting and marketing a small, online business with a small budget. I hope I can help you build a successful business while sharing what I've learned {and am still learning} along the way!

I currently live in rural Ohio with my husband and our three children. Feel free to contact me any time at [info@marketmommy.com](mailto:info@marketmommy.com). I'd be glad to hear from you. You can also find me regularly on Twitter, Facebook, Pinterest and Instagram!

e-mail dawn at: [info@marketmommy.com](mailto:info@marketmommy.com)

stats



accolades



**2012 Winner**

StartupNation Leading Moms  
in Business Competition

[See My Rank](#)



regular contributor at:



# how can we help?



## ala carte services

### copywriting

press releases	\$50
blog posts	\$50
web articles	\$50

### consultation {hourly rates}

marketing advice/planning	\$50
media kits	\$50
public relations services	\$50
blogger campaigns	\$50

### graphic design

square banner ad	\$35
large banner ad	\$50
logo	\$75
flyer	\$50
business cards	\$35
infographics	\$75

\*Need something that isn't listed?  
Contact us for a quote; chances are we can still help!

# advertising menu

## website {monthly rates}

125 x 125 pixel ad on blog sidebar	\$50
480 x 60 pixel banner ad on homepage	\$75
sponsored blog post* {3 links + 1 image}	\$50
sponsored giveaway** {3 links + 1 image}	\$75
text link advertisement***	\$25
directory upgrade	\$15

\*includes one facebook and twitter post

\*\*includes multiple social media posts and rafflecopter giveaway

\*\*\* not available on homepage

## newsletter {monthly rates}

125 x 125 pixel ad on sidebar	\$25
480 x 60 pixel banner ad	\$50
advertorial {2 links + 1 image}	\$50
dedicated e-mail	\$125
text link advertisement	\$10

\*the number of ads are limited each issue.

## social media

promotional posts	\$10
	4/\$30
twitter party	\$125

# 2017 editorial calendar

january

- Healthy You; Healthy Business

february

- Be a STAR Mom Entrepreneur

march

- Spring Fling

april

- Branding 101

may

- Social Media Extravaganza

june

- Online Advertising

july

- Vacation; yay or nay?

august

- Back to School; Back to Business

september

- Marketing with Images

october

- 2017 Holiday Gift Guide Launch

november

- Holiday Gift Guide Features

december

- 2018:: Ready or Not?!



facebook.com/MarketMommy  
 twitter.com/MarketMommy  
 pinterest.com/MarketMommy  
 instagram.com/market.mommy



# \$199 packages

## starter

- logo creation
- written press release
- timeline & profile image
- button ad design

## strictly advertising

- homepage ad
  - blog ad
  - 4 social media posts
  - newsletter advertorial
  - directory upgrade
- {1 month package}

## public relations

- written press release
  - distribution to free sites
  - publication on our blog
  - distribution to 400+ bloggers and publications
- ☆consider adding a blogger campaign or social media release on PRUnderground to dramatically increase your SEO benefit!*

## social media

- timeline & profile image
  - weekly tweets & facebook posts
  - gain 200+ facebook fans
  - dedicated pinterest board
- {3 month package}

## direct sales

- twitter party
- gain 200+ facebook fans
- button ad design
- hour of consultation geared toward team growth

## pick four {4}

- logo creation
- written press release
- press release distribution
- timeline & profile image
- button ad design
- homepage ad
- blog ad
- 4 social media posts
- newsletter advertorial
- directory upgrade
- sponsored blog post

