

babasocial

PRAMWORLD & PARTNERS

INFLUENCER MARKETING PROGRAMME

www.babasocialcreators.com/pramworldpartners



WHO WE ARE

In the realm of parents and babies, BabaSocial creates genuine influencer partnerships by offering strategic guidance and a structured approach. This provides brands with peace of mind when engaging in gifted social media collaborations.

BabaSocial guarantees a suitable match between influencers and brands, nurturing enduring relationships grounded in mutual respect and understanding.



WHAT WE DO

SEARCH & SELECTION

We will be searching for influencers that align with your brand. Your influencer partners will have audiences 80%+ female, aged 25-39 and located in your targeted regions.

ON-BOARDING & BRIEFS

Every influencer you partner with will be on-boarded by phone to the campaign and briefed in detail with a campaign custom collab kit.

TRACKING & REPORTING

Our influencer advocates ensure posting is according to brief and on time. We record reach and engagements to keep you up to date each month the activity levels

CONTENT USAGE RIGHTS

All content will be tagged with your brands. You will have rights to reuse this on your social media accounts.



Swaddle Up™ Original Cotton Grey

0.00

Tax included.

Size:

Choose one

Content Commitment:

Choose one

Insta Reel & Interactive Stories

Insta Grid 'Giveaway' & Interactive Stories

1 TikTok video in 30 days

The multi-award winning zip-up swaddle that allows your baby to sleep in a more natural ARMS UP™ position.



More sleep



Multi-award winning

- Developed to help families celebrate their new arrival, whilst remembering and honouring the baby or babies they have lost

SELECTION

Our strong connected community allows us to immediately assess our Influencer relationships for potential partners. Our always on recruitment process means we are always welcoming new creators.

The promotion of collaborations takes place on our unique Hub, where influencers opt in to campaigns and select what content they would like to create for a gifted collaboration.

With a selection of influencers that have requested to take part in the campaign, the brand now make there selection of Influencers they want to partner with.



CONTENT BRIEFS

For each collaboration, your chosen influencer is **personally onboarded to your campaign and talked through your custom brief** relating to the specific product they will be promoting.

This includes, a brand profile, product profile, key highlights to feature, the theme of the post and all tags, links and hashtags. In addition, **each receives an on-boarding call** with a member of the team to confirm and for us to highlight key points.





TRACKING & REPORTING

As influencer partners receive their products they will have an agreed timeframe to publish content, this is usually 30 days. Our team work closely with them to ensure all is as expected with the product and have progress updates.

Once published the months activity is analysed and presented in a report. Our brand each have monthly meetings to review the activity and plan for the next.





TRUSTED BY

snüz®

Lansinoh®



ergobaby™

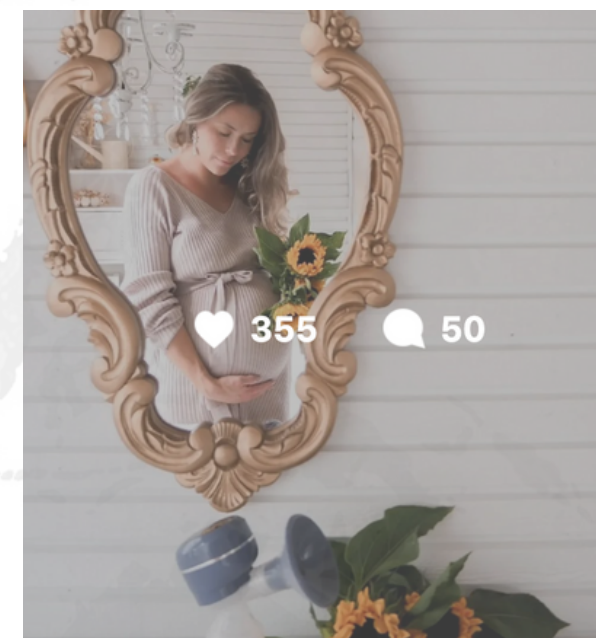
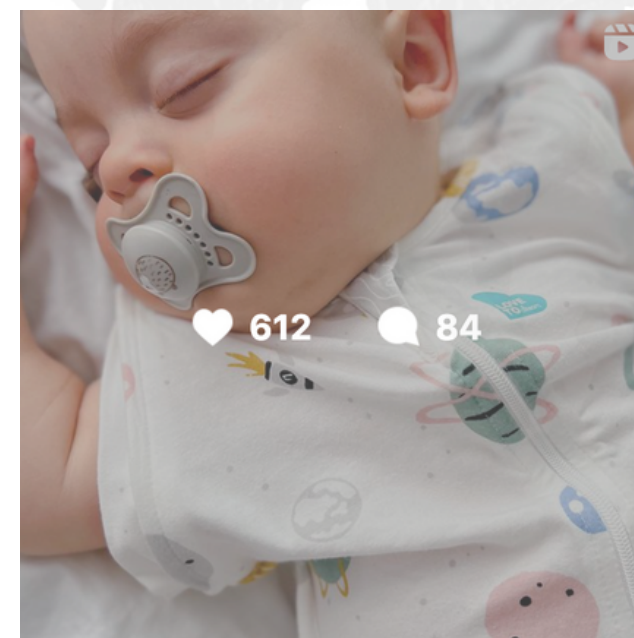
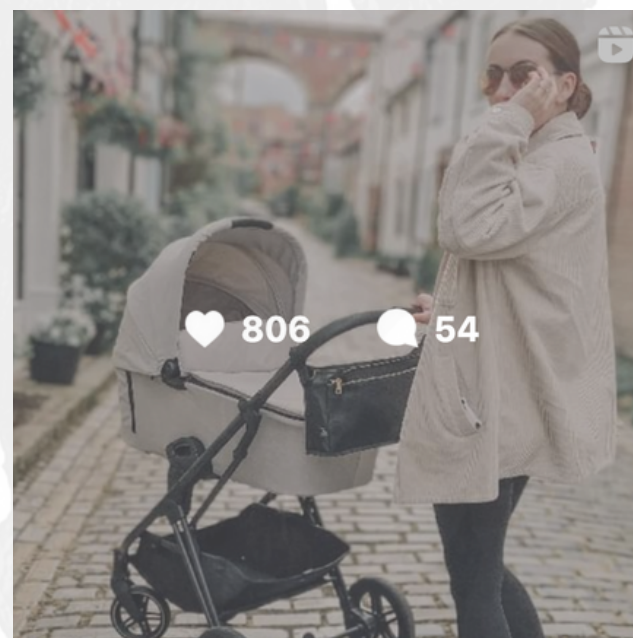
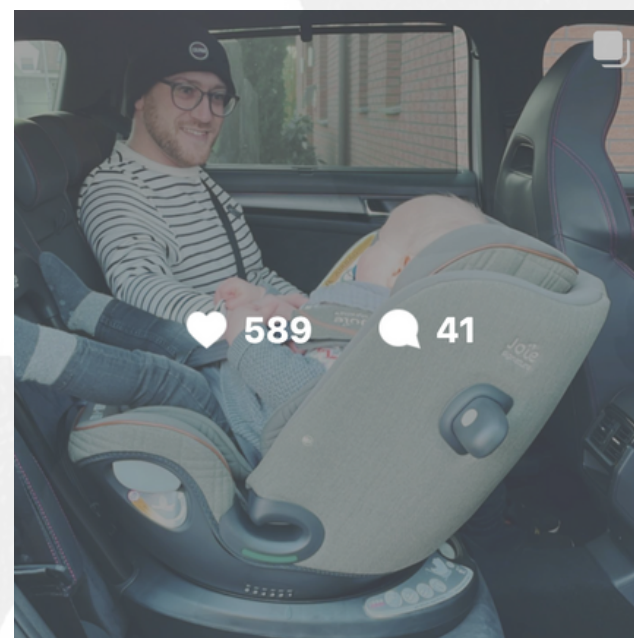
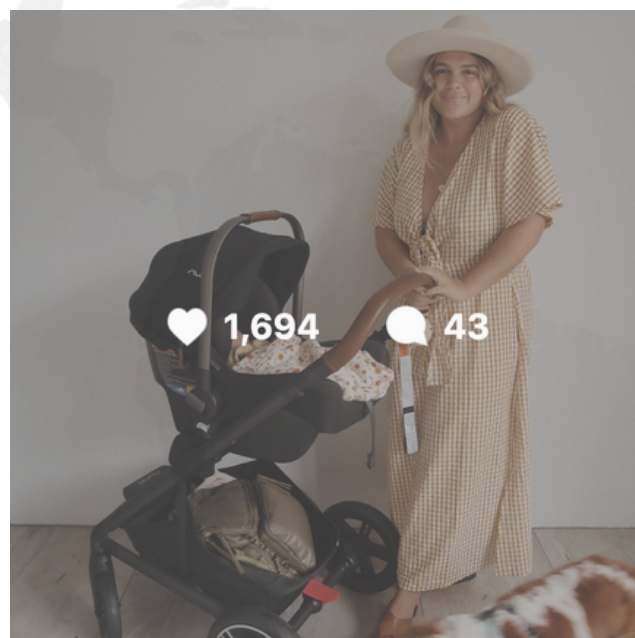
the little
Green Sheep®

LOVE
TO dream™



Glow Dreaming & MORE

TO ELEVATE AWARENESS ACROSS EUROPE, USA & AUSTRALIA





A CLOSER LOOK AT LOVE TO DREAM Q2/24

CONTENT

THE BRIEF

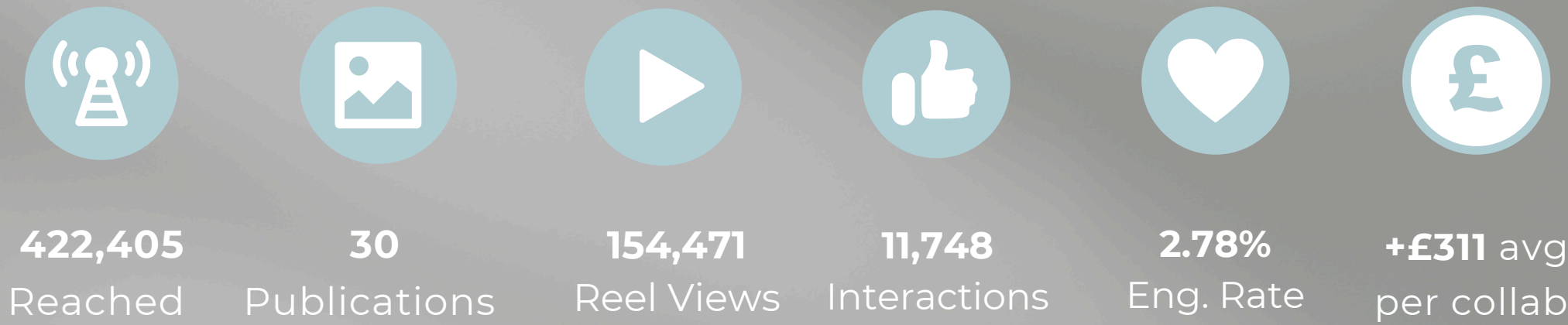
To position the hero Swaddle Up by Love To Dream as a must have from birth product. Focusing on womb to world transition with the Arms Up feature.

OBJECTIVES

- Drive the use of promotional codes measured by spend
- Drive awareness measured by profile visits
- Drive high awareness via influencer hosted giveaways



RESULTS IN NUMBERS





STANDARD LEVELS OF SERVICE

HIGH IMPACT

Aimed at fast-tracking brand presence, SOV in your category on social media as well as driving increased traffic to your brand's Instagram profile with **15** collaborations per month.

Service Cost £1,500 per month

CAMPAIGN DRIVE

Best suited to brands looking to support campaigns and launches through amplified influencer activity with **10** collaborations per month.

Service Cost £1,100 per month

SOFT LAUNCH & MAINTENANCE

A good way to maintain a steady level of awareness whilst helping to best position your brand with **5** collaborations per month.

Service Cost £625 per month



SERVICE COST VIA PRAMWORLD

Partnering with Pramworld for your influencer collaboration gives you access to a preferential service rate of £80+VAT per collaboration with no minimum collaboration number.

You can submit your campaign details [here](#)

SOFT LAUNCH & MAINTENANCE

A good way to maintain a steady level of awareness whilst helping to best position your brand with 1-5 collaborations per month.

CAMPAIGN DRIVE

Best suited to brands looking to support campaigns and launches through amplified influencer activity with 10 collaborations per month.

HIGH IMPACT

Aimed at fast-tracking brand presence, SOV in your category on social media as well as driving increased traffic to your brand's Instagram profile with 15 collaborations per month.



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FINAL THOUGHTS

Thanks for taking the time to read our information.
We would welcome the opportunity to learn more
about your brand and create a tailored campaign to
align influencer marketing with your marketing
objectives.

Thanks So Much

Gemma Nicholls

COMMERCIAL DIRECTOR
BABASOCIAL