

CONNECTING BRANDS TO PARENTS

Are you offering high quality family experiences at your visitor attraction that you would like parents to know about?

Do you run seasonal events that would appeal to families?

If you need help getting the word out to parents then we can help.

MyKidsTime is one of the most trusted online brands* for parents and kids. Over time we have established MyKidsTime as a reputable source of useful content for parents. Parents trust us.

* Based on 2012-20 Userneeds surveys benchmarked against other websites.

With a highly engaged community of loyal, action-taking parents, we can actively deliver your message to our website visitors, mailing list and social media audience. We work hard to engage and activate parents.

Over 600k influential Irish parents connect with MyKidsTime channels every month, 80% using smart devices, all looking to solve problems in their busy family lives, create great experiences for their kids, to be entertained or simply inspired.

We help parents get excited about your attraction!



ATTRACTION AND EVENT PROMOTION PACKAGES

The Mykidstime team can work with your attraction to create tailored packages but if you want an off the shelf option here are 3 proven packages to choose from.

ANNUAL GOLD PACKAGE

Content

1. Your events or workshops will be placed onto our monthly "What's on..." article as well as our seasonal What's On holiday features.
2. Your events or workshops or Attraction will be included on new themed event features that we create and publish on MyKidsTime e.g. Magical Fairy Events or Outdoor Events for Families This Summer.
3. Your attraction will be promoted through new Blog posts (e.g. "10 Unusual Things to Do With Kids At...") placed on our popular Travel section.
4. Your Attraction will be placed in prime position on all annual special features or guides, promoted on Home page, ezine and social media, e.g. "99 Fantastic Places To Take Your Child This Summer" or "101 Ideas for Your Family Holiday in Ireland."
5. If you run kids camps during school holidays we will put your camps in prime position onto our camps features.
6. If your attraction offers family friendly eating options we will include your eating options in prime position on our top 100 child friendly eating guide as well as our local child friendly eating guide.
7. If your attraction offers family friendly accommodation options we will include your accommodation in prime position on our relevant family friendly accommodation features.
8. If your attraction offers birthday parties for kids, we will include your party offers in prime position on our unusual party places guide as well as our local party guide.
9. We will work with you to help you create a piece of content that you can use for your own marketing. This could be a useful checklist, guide, infographic, whatever we think will work best to engage parents. We will take care of this for you.

ATTRACTION AND EVENT PROMOTION PACKAGES

ANNUAL GOLD PACKAGE CONT'

Competition

10. You will get exposure and optin emails (GDPR compliant) through branded website competitions.

11. You will also get brand awareness through fun Instagram or Facebook quick competitions about upcoming events.

Ezine

12. Parents will see your dedicated email in advance of the summer season (or another season of your choice) highlighting all the amazing things they can experience at your location.

13. Your events will also be included on group What's On emails to our parent mailing list (Easter, Halloween, Santa etc)

Social

14. Your events will be showcased through our Social Media channels to parents across Ireland.

15. Your attraction or upcoming event will be featured on 6 dedicated Instagram Stories on our Instagram channel and on our Instagram Newsfeed.

16. You can do an Instagram and a Facebook Story takeover on our Instagram and Facebook page to showcase your Attraction with either a Day in the Life of.. or highlights of what you have to offer families

17. Highlights from your Attraction will be placed on a special Pinterest board to promote you as a family friendly destination for families.

Feedback from Parents

18. If you need any insights and feedback to help you decide on important services you want to offer them, we will ask parents on our MyKidsTime parent panel as well as send out an email to our Willing to be Surveyed email list (3k) to get some feedback for you. This could be anything from when to run events or camps to what new things to offer to what else to add to existing events to make them newer and more appealing.

ATTRACTION AND EVENT PROMOTION PACKAGES

ANNUAL SILVER PACKAGE

Content

1. Your events or workshops will be placed onto our monthly "What's on..." article as well as our seasonal What's On holiday features.
2. Your events or workshops or Attraction will be included on new themed event features e.g. Fairy Events or Elf Events or The Best Science Places.
3. Your Attraction placed on up to 3 relevant annual special features or guides, promoted on Home page, ezine and social media, e.g. "99 Fantastic Places To Take Your Child This Summer" or "101 Ideas for Your Family Holiday in Ireland"
4. If you run kids camps during school holidays we will add those onto our camps features.
5. If your attraction offers family friendly eating we will include you on our top 100 child friendly eating guide as well as our child friendly eating guide.
6. If your attraction offers family friendly accommodation options we will include you on one of our most popular family friendly accommodation features.
7. If your attraction offers birthday parties for kids, we will include you on our unusual party places guide as well as our local party guide.

Competitions

8. You will get exposure and optin emails (GDPR compliant) through a website competition run on MyKidsTime.
9. Your Events or Attraction can also be promoted to parents on our seasonal competitions to give away family event or entry tickets.

Social

10. Your events will be showcased through our Social Media channels.
11. Make us the co-host for your Facebook events and we can bring them direct to our Facebook audience.
12. Your attraction or upcoming event will be featured on a dedicated Instagram and Facebook Story on our Instagram channel / Facebook page and on our Instagram Newsfeed.
13. Your events will regularly be included on our weekly What's On for families Instagram and Facebook stories.

ATTRACTION AND EVENT PROMOTION PACKAGES

VALUE PACKAGE

Placement on your choice of 1 of our popular features for parents, e.g. "99 Fantastic Places To Go In Ireland With Kids This Summer" or "101 Ideas for Your Family Holiday in Ireland". Your image or embed video, text about your attraction and link to your website or booking page will be placed onto the feature. Our features are well ranked on search engines and we promote them every year on our website, ezine and social media.

Example Gold Package Stats *

<i>Total Reach</i>	1,197,768
1. Content	610,363 views & 7,860 shares
2. Ezine	37k subscribers, 502 clicks
3. Competitions	15,328 views, 6,803 entries, 1,178 shares
4. Social media	551,090 reach, 6,745 engaged users
5. Click activity	8,307 clicks

Example Silver Package Stats *

<i>Total Reach</i>	782,826
1. Content	443,368 views & 4,229 shares
2. Ezine	37k subscribers, 344 clicks
3. Competitions	1,821 views, 761 entries, 80 shares
4. Social media	300,530 reach, 2,289 engaged users
5. Click activity	1,921 clicks

** Results can only be guaranteed and organic posts on Social Media can only be made with the provision of high quality engaging images*

Pricing

Gold: €275pm if paying by monthly subscription, or €3,000 upfront payment

Silver: €150pm if paying monthly, or €1500 upfront payment

Value: €300

If you have any questions or would like to discuss any packages further, please get in touch with Jill on 087 2299128 jill@mykidstime.com.

All prices are quoted excluding VAT.