



Bring back play, the Skootle Box way!

Digital Communications Plan

Prepared for Skootle Box

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1.0 ORGANIZATION AND SITUATION

1.1 SITUATIONAL ANALYSIS

Skootle Box is a new small business venture providing a monthly mail subscription service. Each month business owner and Occupational Therapist, Sabrina Adair, hand-selects toys and activities proved to assist children in developing their sensory and motor development skills. These items are placed in a playfully designed box called a “Skootle Box” and are sent out to subscribers. Skootle Box is in the early phases of its launch and has not yet developed an established and committed customer base for its service.

1.2 BUSINESS OPPORTUNITY/NEED

Skootle Box is the only mail subscription service of its kind in Canada offering a unique product and service in the toy industry. In Ontario’s current school board system, a child may have a wait time of 5-7 years to see an occupational therapist if it is to be covered under the publicly-funded process.¹ If a parent were to seek private options, an initial assessment can cost from \$200-\$300 and ongoing appointments are approximately \$100 a session.¹ There is an opportunity for Skootle Box to be an affordable option for parents and to become a household name and leader in the occupational therapy and play therapy industry in Canada.

After conducting a social media audit, Skootle Box’s minimal digital presence and lack of customer base are indicators of the need for online brand awareness to increase sales. As a new business, Skootle Box has not yet implemented a strategic digital communications plan targeting the desired audience for its service leaving the company with an awareness issue.

To overcome this, Skootle Box will need to organically grow its digital presence to engage and reach key audiences. These audiences are primarily parents who are looking for ways to engage with their children during peak years of development. There is also an opportunity to engage and reach a secondary audience consisting of a network of elementary school teachers and professionals working in the elementary school system. The awareness created by targeting these audiences through a strategic digital communications plan will begin to establish a relationship with a committed customer base for the Skootle Box subscription service.

A SWOT analysis has been included in Appendix A.

2.0 TARGET AUDIENCE ANALYSIS

2.1 PRIMARY AUDIENCE

The role this audience plays in this campaign is a customer and an influencer. A detailed persona has been included in Appendix A.

Moms of Children Aged 3-8

Mothers are a powerful audience that will launch this campaign forward both as consumers and influencers. Mothers control 85% of household purchases making this an important consumer audience to target². Additionally, there are nearly 4000 mommy blogs in Canada, and the presence of mommy social media influencers is continuously growing.³ With this in mind, it provides a key opportunity to leverage the influence of mommy bloggers and social media influencers to persuade other moms to purchase Skootle Box.

2.2 SECONDARY AUDIENCE

The role these audiences play in this campaign is influencers. The success of this campaign will rely on increasing awareness of the Skootle Box service with this audience to influence the primary audience. A detailed persona has been included in Appendix A.

Waterloo Region Elementary School Staff

The Waterloo Region District School Board is one of the larger school boards in Ontario consisting of 64,000 students and 121 schools, 105 being elementary schools.⁴ Elementary students spend about 31 hours a week at school surrounded by teachers and other staff (PSWs, behaviour counsellors etc.). Due to recent Ford cuts, teachers and staff are dealing with larger classrooms and less help/funding. This hurts children that are struggling and require more support. With this in mind, it provides a key opportunity to leverage the influence of elementary school staff on parents. This audience will launch the campaign forward by making parents aware of Skootle Box as an affordable and more effective alternative to traditional occupational therapy that will assist their child's development outside of the classroom.

Digital News Media/Bloggers

The media will provide a key opportunity to raise awareness and produce publicity surrounding the Skootle Box brand and mail subscription service. Media contacts will consist of journalists and bloggers that primarily cover parenting, children's products, and teaching. This audience will help inform and influence the primary audience.

3.0 GOALS & OBJECTIVES

3.1 OVERALL GOAL

The goal of this strategic digital communications plan is to generate awareness and build relationships among key audiences to promote Skootle Box as an affordable and more effective alternative to traditional occupational therapy.

3.2 MEASURABLE OBJECTIVES

The objectives of the proposed campaign are as follows:

1. To have an effect on the awareness of moms of children aged 3-8 in Canada; specifically, to generate the recognition that Skootle Box is a more affordable and effective solution to traditional occupational therapy treatment (1000 parents within 9 months).
2. To have an effect on the action of moms of children aged 3-8 in Canada; specifically, to increase the number of subscribers for the Skootle Box service (100 subscribers within 9 months, approx. 10-12 new subscribers per month).
3. To have an effect on the action of Canadian mommy social media influencers with children aged 3-8; specifically, to share authentic reviews of Skootle Box on their platforms to organically grow Skootle Box's digital presence (18 mentions within 9 months).
4. To have an effect on the awareness of elementary school staff; specifically, to generate the recognition that Skootle Box is a more affordable and effective occupational therapy solution for parents to try at home (Minimum 2500 elementary school staff within 9 months).
5. To have an effect on the action of Waterloo Region elementary school teachers and personal support workers; specifically, to generate referrals to parents from the school board system (50 referrals within 9 months).
6. To have an effect on the action of digital media outlets; specifically, to generate news articles and blog posts featuring Skootle Box (5 media mentions within 9 months).

4.0 STRATEGY OVERVIEW

The proposed strategic digital communications plan is a proactive strategy designed to increase awareness and generate action among target audiences. This campaign will blend classic publicity outreach implemented in the digital space along with social media marketing tactics and referral programs to promote Skootle Box across multiple digital platforms.

4.1 KEY MESSAGES

All communication tactics will include key messages that have been developed for each audience. The overall big message of the campaign is, “Bring back play, the Skootle Box Way!”

Moms of Children aged 3-8	Waterloo Region Elementary School Staff
Bring back play, the Skootle Box way! An affordable, timely and convenient play therapy subscription box for kids.	Help increase engagement in your classroom today by offering play, the Skootle Box way!
Kiddo’s got mail! Your child will receive hand-selected toys and activities in the mail every month to promote skill development and bring back play, the Skootle Box way!	Recommend an affordable, timely and convenient play therapy subscription box for kids at your next parent meeting.
Imagine a world where your child willingly ditches screen time. Bring back play, the Skootle Box way! A monthly subscription box of hand-selected play therapy toys mailed to your child every month!	Encourage growth outside of the classroom through play, the Skootle Box way!
Kids love mail! Send your little something extra special. Skootle Box is bursting with hand-selected toys and activities to promote your child’s development.	Inspire, engage and foster growth with the help of parents through play, the Skootle Box way!

Digital News Media/Bloggers

Key messages will be pulled from the above chart depending on the type of media outlet and the audience it may reach. For example, digital magazine publication, “Today’s Parent”, will include key messages developed for Moms of children aged 3-8, while a blog written by a teacher will include key messages developed for elementary school staff.

4.2 TACTICS

Digital Media PR Outreach

Targeted digital media outreach to traditional online channels and blogs will be an integral part of this digital communications plan to increase awareness and promote action among both target audiences. This will involve building a targeted list of online media outlets. Each media outlet selected will have relevant contact information for pitching purposes. Additionally, a newsworthy media pitch will be developed to persuade journalists and bloggers to cover Skootle Box in their next article and/or post.

Social Media Influencer Relations

Targeted social media influencer outreach will be an integral part of this digital communications plan to increase awareness and promote action among the primary audience. This will involve building a targeted list of the primary audience who have an influential social media presence and platform. The list will include social media handles, influencers' names and relevant contact information. Additionally, an engaging influencer pitch will be developed to persuade the contact to try Skootle Box and share authentic experiences using the product with their audience.

Social Media Marketing

Social media marketing will be an integral part of this digital communications plan to increase awareness and promote action among the primary audience. The social media marketing campaign will consist of three parts: social media giveaways, a customer referral program and an IGTV series.

- **Social Media Giveaways** – Host a social media giveaway once a month on Instagram and Facebook. Conditions of the campaign will be to follow Skootle Box, like the post and comment tagging your best mom friend. A random winner will be selected each month, and that winner and tagged friend will receive a free box. This will generate organic engagement on social media pages and will increase followers, overall increasing Skootle Box's awareness and reach.
- **Customer Promo Program** – Include a card in each box offering 15% off their next purchase if they post and tag @SkootleBox on social media. Once the customer posts, a promo code will be direct messaged to them and can be applied to their next purchase.
- **IGTV Series** – Word of mouth is 10 times more effective. This campaign will consist of personal communication from Sabrina herself. She will post on Instagram TV once a month outlining the activities that are being sent out in Skootle Box that month, providing details on how they will help kids learn and grow.

Education Referral Program

An education referral program will complement this digital communications plan to increase awareness and promote action among both the primary and secondary audiences. This will involve developing an e-newsletter complimented with a factsheet outlining the product benefits for school-aged children with an exclusive promo code available to families of the region. The e-newsletter will be released on the Waterloo Region District School Board website and [School-Day](#), an online communication system used by parents, teachers and office administrative staff.

5.0 IMPLEMENTATION & CHALLENGES

5.1 SCHEDULE

A schedule has been created to organize the campaign planning, execution and evaluation. The proposed campaign will have a duration of 9 months and will begin in January 2020. A detailed schedule has been included in Appendix A.

5.2 BUDGET

There is no budget allocated for this campaign. If the client would like to implement a \$500 budget, I would recommend using this money to boost the social media giveaway posts on Instagram and Facebook. Paying to boost a post for as little as \$5 is a cost-effective way to increase the number of views on your post, overall increasing traffic and engagement.

5.3 CHALLENGES

As a start-up company, Skootle Box has minimal human resources to implement, monitor and evaluate this digital communications plan. This campaign will rely on Sabrina allocating more time a week dedicated to digital communications. If this is not feasible, a part-time communications employee will need to be hired.

With no budget for digital advertising, Skootle Box must rely heavily on public relations tactics to boost its overall digital presence.

6.0 MEASUREMENT & EVALUATION

Objective	Measurement	Success Criteria
To have an effect on the awareness of moms of children aged 3-8 in Canada; specifically, to generate the recognition that Skootle Box is a more affordable and effective solution to traditional occupational therapy treatment.	Use social media analytics to track follower growth and media monitor social media engagement.	Minimum 1000 parents within 9 months
To have an effect on the action of moms of children aged 3-8 in Canada; specifically, to increase the number of subscribers for the Skootle Box service.	Track the number of sales throughout the implementation phase of the plan.	Minimum 100 subscribers within 9 months, approx. 10-12 new subscribers per month.
To have an effect on the action of Canadian mommy social media influencers with children aged 3-8; specifically, to share authentic reviews of Skootle Box on their platforms to organically grow Skootle Box's digital presence.	Media Monitor influencer pages and document influencer mentions in an excel document.	Minimum 18 mentions or tags within 9 months.
To have an effect on the awareness of elementary school staff; specifically, to generate the recognition that Skootle Box is a more affordable and effective occupational therapy solution for parents to try at home.	Track link views through factsheet link included in e-newsletter on Bitly.	Minimum 2500 elementary school staff within 9 months.
To have an effect on the action of elementary school teachers and personal support workers; specifically, to generate referrals to parents from the school board system.	Track the educational referral program through monitoring the usage of the promo code.	Minimum 50 referrals within 9 months.
To have an effect on the action of digital media outlets; specifically, to generate news articles and blog posts featuring Skootle Box.	Media Monitor pitched media outlets for coverage and document media mentions in an excel document.	Minimum 5 mentions in the media within 9 months.

References

- ¹ Adair, S. (2019). Personal Communication [interview], September 25, 2019.
- ² Carter, C. (2017, May 1). Meet the Company Decoding How to Market to Millennial Moms. *Forbes*. Retrieved November 5, 2019, from <https://www.forbes.com/sites/christinecarter/2017/05/01/marketing-to-millennial-moms-where-there-is-pain-there-is-profit/#46b1c0b15201>
- ³ NadKarni, G. (2019). Canada's Top 10 Mommy Bloggers. *Reader's Digest*. Retrieved November 5, 2019, from <https://www.readersdigest.ca/health/relationships/canadas-top-10-mommy-bloggers/>
- ⁴ Waterloo Region District School Board. (2019). *Our Schools*. Retrieved November 5, 2019, from <https://www.wrdsb.ca/our-schools/>

APPENDIX A

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Education as an Occupational Therapist • Knowledge and experience as a parent who uses this product • Strong understanding of the target audience • Received a grant through the accelerator center • Has built relationships with government organizations • Conscious of competitors • Website has gone through recent updates • Her “Momhood Strong” FB page has 12,000 likes • Thorough understanding of the Occupational Therapy and Pediatric Therapy industry • The box is a low price point compared to therapy 	<ul style="list-style-type: none"> • Little to no social media presence • No SEO strategy • Lacking diversity in brand images • Unsure if the checkout works for everyone • Little knowledge of user experience • No sales • Low budget for marketing • Little time to dedicate to social media
Opportunities	Threats
<ul style="list-style-type: none"> • The only company of its kind in Canada • Continue influencer outreach • Spread awareness across Canada • Further government funding and private grants • The only major competitor is difficult to access in Canada due to high shipping costs 	<ul style="list-style-type: none"> • Sensory TheraPlay is the biggest competitor, they have an established brand in the US and 11,000 Instagram followers • Kids Ability and Kumon are also competitors • In-school programs are competitors • Can’t advertise “Occupational Therapy” • Single fathers might be harder to reach because mothers are more active on social media

PRIMARY AUDIENCE PERSONA

Kelsey Fullerton

This information is based off an actual interview with this audience member, please keep the information confidential



Background

- Customer Service Team Lead at Deluxe Payroll
- Worked at the same company for 4 years; worked her way up from payroll specialist
- Married with three children, 2 biological children (3 and 6), one stepchild (9)

Demographics

- Age: 29
- Identified Gender: Female
- Dual HH Income: \$140,000
- Lives in a newer build Suburban home in Cambridge, Ontario

Identifiers

- Proactive demeanour
- Always on-the-go
- Spends her weekdays at work and her weeknights/weekends taking her kids to hockey, gymnastics and taking care of her family
- Communication preferences: text message, social media (Facebook, Instagram & Snapchat) or email

Goals

- Support her family and keep her kids happy and healthy
- Continue to succeed and grow in her career

Challenges

- Organizing a family of five
- Making sure all kids are getting the attention they need
- Assisting all kids with homework and educational development

What Can We Do?

- Make it easy to manage child development
- Provide play therapy options for various ages to help parents with multiple kids
- Ensure the process is easy for parents on-the-go

Real Quotes

- “It’s been difficult making sure my kids are hitting proper development milestones with access to all of this technology.”
- “I don’t have time to work with each kid individually on their educational development.”
- “My child’s teachers have expressed the importance of less screen time and more playtime in a recent newsletter.”

Common Objections

- “I am worried the box won’t cater to the age range of my three children.”
- “I don’t want one child to feel like they are getting toys monthly, leaving the other kids out.”
- “I don’t want my children to think they need ‘extra help’ outside of school”

SECONDARY AUDIENCE PERSONA

Krista McFarland

This information is based off an actual interview with this audience member, please keep the information confidential



Background

- Bachelor's Degree from Brock University
- Works as a Behaviour Counsellor for the school board

Demographics

- Age: 26
- Identified Gender: Female
- Income: \$50,000
- Rents a townhouse in Hamilton, Ontario

Identifiers

- A calm demeanour that reassures patience
- A busy work schedule travelling to different schools within a single day
- A large caseload under her belt due to limited government funding
- Communication preferences in the workplace: email, text and phone
- Communication preferences outside of the workplace: Instagram, Facebook and Snapchat

Goals

- To provide students with a tool to build on skills learned at school, at home
- To guide consistency at home and school so that the child is more likely to succeed

Challenges

- Getting parents involved and making them aware of the importance of play therapy at home
- A commitment of the parent to try Skootle Box long-term for a consistent educational development plan

What Can We Do?

- Have promo codes available to give to parents to encourage participation in development outside of the classroom
- Provide videos/reviews/testimonials from families of the school or district

Real Quotes

- “School boards are currently facing a problem: there is a lack of resources, we are understaffed, and some of us are working in unsafe environments with angry/abusive kids.”
- “Kids are experiencing sensory overload in their first year of school because there are now 30 kids in a class, it is loud, and some don’t have developed social or fine motor skills because of the exposure to technology at an early age.”
- “Many kids don’t know how to express how they are feeling at school.”

Common Objections

- “I am worried the box won’t be appropriate for all needs.”
- “I don’t want anything in the box to trigger negative reactions. For example, I work with an autistic child that is so fixated on the colour green, so I wouldn’t want the box to have a lot of green in it.”
- “How will I know if parents are using the activities properly every month?”

PROJECT SCHEDULE

Start Date	End Date	Milestone/Activity
Planning:		
Dec 7, 2019	Jan 4, 2020	Write e-newsletter, develop promo codes, and print customer promo cards.
Implementation:		
Jan 6, 2020	Jan 6, 2020	Launch Customer Referral Program
Jan 6, 2020	Jan 12, 2020	Social Media Giveaway 1
Jan 6, 2020	Jan 6, 2020	IGTV Series- Video 1
Feb 3, 2020	Sept 6, 2020	Ongoing Digital Media PR Outreach
Feb 3, 2020	Sept 6, 2020	Ongoing Social Media Influencer Outreach
Feb 3, 2020	Feb 9, 2020	Social Media Giveaway 2
Feb 3, 2020	Feb 3, 2020	IGTV Series- Video 2
Feb 10, 2020	Feb 10, 2020	Launch Education Referral Program
March 2, 2020	March 8, 2020	Social Media Giveaway 3
March 2, 2020	March 2, 2020	IGTV Series- Video 3
April 6, 2020	April 12, 2020	Social Media Giveaway 4
April 6, 2020	April 6, 2020	IGTV Series- Video 4
May 4, 2020	May 10, 2020	Social Media Giveaway 5
May 4, 2020	May 4, 2020	IGTV Series- Video 5
June 1, 2020	June 7, 2020	Social Media Giveaway 6
June 1, 2020	June 1, 2020	IGTV Series- Video 6
July 6, 2020	July 12, 2020	Social Media Giveaway 7
July 6, 2020	July 6, 2020	IGTV Series- Video 7
Aug 3, 2020	Aug 9, 2020	Social Media Giveaway 8
Aug 3, 2020	Aug 3, 2020	IGTV Series- Video 8
Sept 7, 2020	Sept 13, 2020	Social Media Giveaway 9
Sept 7, 2020	Sept 7, 2020	IGTV Series – Video 9
Evaluation:		
Oct 6, 2020	Oct 16, 2020	Evaluate Results

APPENDIX B

WORK SAMPLE 1: SOCIAL MEDIA INFLUENCER AND BLOGGER PITCH

Email Subject Line: Bring Back Play, the Skootle Box Way!

Hi (Insert First Name),

Kiddo's got mail! Let us send your little something extra special! Skootle Box is bursting with hand-selected toys and activities to promote your child's development.



There's also something for you, mom! Inside the box is a helpful guide that outlines how to use the activities to promote your child's essential development including fine motor skills, coordination, sensory awareness and building strength.

For more information on Skootle Box please click [here](#). Can I send you a sample for review?

Best,

Xx

WORK SAMPLE 2: JOURNALIST MEDIA PITCH

Email Subject Line: Bring Back Play, the Skootle Box Way!

Hi (Insert First Name),

Skootle Box is a new small business venture providing an affordable, timely and convenient play therapy subscription box for kids, delivered right to the doorstep!

Recent government cuts have children waiting 5-7 years to see an occupational therapist if it is to be covered under the publicly-funded process. If a parent was to seek private options, an initial assessment can cost from \$200-\$300 and ongoing appointments are approximately \$100 a session.

To help today's parents, each month Female Entrepreneur and Occupational Therapist, Sabrina Adair, hand-selects toys and activities proved to assist children in developing their sensory and motor development skills. These items are placed in a playfully designed box called a "Skootle Box" and are sent out monthly.



For more information on Skootle Box please click [here](#). Can I send you a sample for review? I will follow up with you in one week's time.

Best,

Xx

WORK SAMPLE 3: MEDIA LISTS

Social Media Influencer List

Social Media Platform	Influencer Handle	Contact Name	Email	Reach	Engagement Rate
Instagram	@theomedit	Olivia Murray	hello@theomedit	11,531	7.60%
Instagram	@creativewifeandjoyfulworker	Codi Lynn	creativewifeandjoyfulworker@gmail.com	25,951	1.50%
Instagram	@we.are.theroses	Marjorie	missmarj77@gmail.com	10,525	3.60%
Instagram	@ryooung	Rachael Young	rachael.young@rogers.com	2,938	3.20%
Instagram	@thetisdelles	Kara Tisdelle	dozoisk@hotmail.com	5,624	1%
Instagram	@raisinghowells	Marsida Howell	marsida24@hotmail.com	46,724	1.90%
Instagram	@mylittlelakes	Jenny Lake	onlaketimeblog@gmail.com	6,737	3%
Instagram	@laaurenhahn	Lauren Hahn	laurenhahn@pushpr.ca	17,199	2.69%
Instagram	@lauralira	Laura	laura@ssheart.com	19,993	2.89%
Instagram	@thismamaloveslife	Candice Renee	thismamaloveslife@gmail.com	27,815	1.30%
Instagram	@breannapw	Breanna	hello@breannapw@gmail.com	22,506	1.20%
Instagram	@monika.boch	Monika Boch	mamablondinka@gmail.com	56,473	2.29%
Instagram	@lilyyange	Lily Yange	bloominglilyyy@gmail.com	23,307	1.80%
Instagram	@everydayharts	Lindsay Hart	lindsay@everydayharts.com	20,608	2.57%
Instagram	@london.kade	Stephanie DaPonte	londonkade@outlook.com	19,670	1.67%
Instagram	@bubbly.and.blush	Jay	bubbly.and.blush16@gmail.com	56,713	1.24%
Instagram	@heydylopez	Heydy	raisingjayandabel@gmail.com	67,640	1%
Instagram	@phoenixstafford	Phoenix Stafford	phoenix.r.s@hotmail.com	9,033	6%
YouTube	Along With the Youngs	Janine Young	Hello@alongwiththeyoungs.com	28,000	N/A
YouTube	Qaziinc	N/A	Qaziinc@gmail.com	233,000	N/A
Less than 1% = low engagement rate					
Between 1% and 3.5% = average/pretty good engagement rate					
Between 3.5% and 6% = high engagement rate					
Above 6% = very high engagement rate					

Traditional Media List

Media Type	Source Name	Contact Name	Job Role	Email
Website	Toronto4Kids	Lauren Carroll	Journalist	info@toronto4kids.com
Online Newspaper	Toronto Sun	Rita DeMontis	Journalist	rdemontis@postmedia.com
E-Zine	Ottawa Mommy Club	Lian Wright	Journalist	OMCEditor@hotmail.com
Online Magazine	Today's Parent	Jessica Spera	Journalist	jessica.spera@tpg.rogers.com
Online Magazine	City Parent	Christine Davis	Journalist	cdavis@metroland.com
Online Magazine	Calgary's Child Magazine	Melissa Thomson	Journalist	info@calgaryschild.com
Online Magazine	Urbanbaby & Toddler Magazine	Lara Leontowich	Journalist	lara@urbanbaby.ca
Blog	Mayahood Blog	Maya Fitzpatrick	Blogger	mayahoodblog@gmail.com
Blog	Mommy Connections	Kori Farrell	Blogger	Kori@mommyconnections.ca
Blog	Mommy Kat and Kids	Kathryn Lavellee	Blogger	info@mommykatandkids.com
Blog	Mom vs the Boys	Jennifer Ball	Blogger	momvstheboys@gmail.com
Blog	Parent Club	Caroline Fernandez	Blogger	info@parentclub.ca
Blog	British Columbia Mom	Tara Jensen	Blogger	note4tara@gmail.com
Blog	One Smiley Monkey	Angela Tijn	Blogger	angela@onesmileymonkey.com
Blog	Six Time Mommy	Jeanine	Blogger	sixtimemommy@gmail.com