



COMMON NOUN

Phase 3

“

"Perfection is the
enemy of good."

-VOLTAIRE

”

NUMEROUS CHILDREN HAVE EMOTIONAL OR BEHAVIORAL ISSUES.

MANY OF THESE ISSUES ARE NOT NOTICED OR SOLVED.

THIS IS JUST A **PIECE OF THE PUZZLE.**



CHILDREN LEARN HOW TO DEAL WITH FAILURE

BY WATCHING THEIR PARENTS FACE THEIR OWN MISTAKES.

THERE IS A VITAL CONNECTION HERE.



ALMOST ALL MOMS FEEL A FORM OF "MOM GUILT."

ALMOST A FOURTH OF THESE MOTHERS FEEL CHRONIC GUILT.

LET'S ASK OURSELVES, "WHY?"



SOCIAL MEDIA HAS A MAJOR EFFECT ON MOTHERS.

IT HEAVILY CONTRIBUTES TO PRESSURES TO BE PERFECT,

AND IT AFFECTS MANY MOTHERS' CONFIDENCE IN THEIR PARENTING.

THIS ISN'T FAIR.



MANY MOMS WORK FULL TIME...

- AS A MOTHER
- IN THE WORKFORCE
- AND IN THE HOME

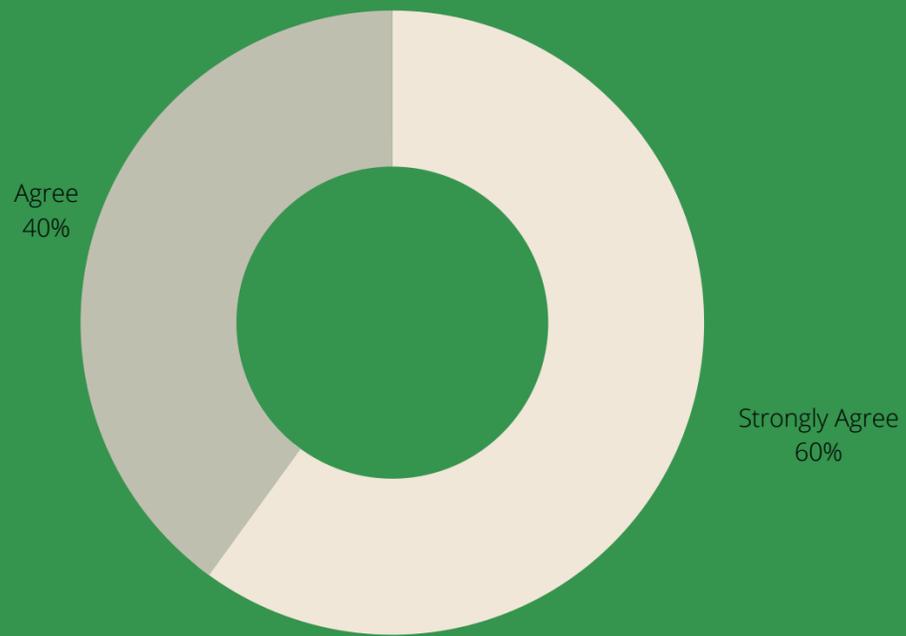
THIS BALANCING ACT CREATES PRESSURES TO
DO IT ALL PERFECTLY.

BUT, WE KNOW THAT PERFECTION IS **IMPOSSIBLE.**

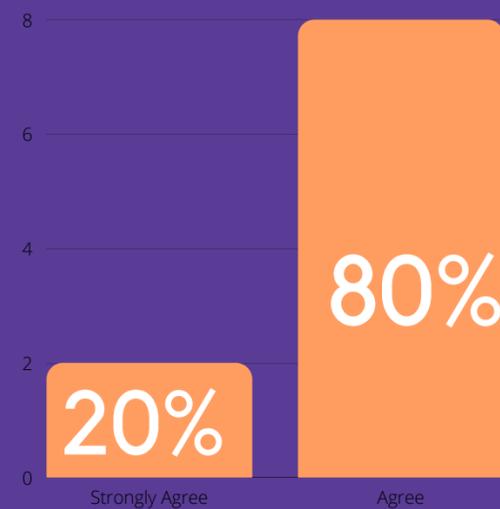


SURVEY FINDINGS

Mothers who say there are pressures to be the perfect parent



Mothers who want their kids to use enriching and creative products, even if that means paying a premium



How often mothers are concerned about the world their kid is growing up in and/or their self-image and mental health



HOW DO MOMS FEEL?

"Those kinds of posts make me feel like such a failure."

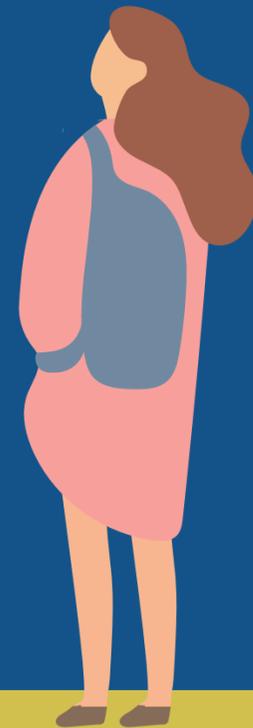
"Influencers and even people in everyday life can make having a baby seem so glamorous and fun without acknowledging how hard it is physically/emotionally/financially."

"When I did follow [mommy influencers], they caused me to spiral down and lose a lot of confidence."

"The perfection and even the 'real' moments they share were far from what my experience has been."



"Watching [mommy blogger content] was making me feel so anxious and inadequate."



"I follow mommy influencers who [only] show the *real* side of it...it makes me feel like I'm not alone."



KEY INSIGHTS

1. Kids and moms feel like they have to be perfect.
2. Our media and society take a toll on them.



THE TARGET

She's a hard-working mom.

- Suburban, with disposable income to spend on enrichment
- Millennial parent who is cognizant of mental health
- Invested in parenting her 3-10 year old children
- Feels guilty for not always being the perfect mother
- Stresses about balancing life as a mom and work
- Social media saavy



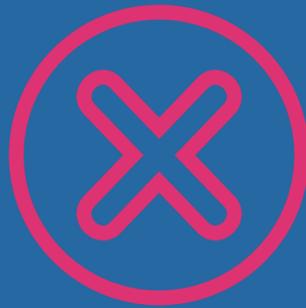
20-30% of U.S. moms fit these criteria

With a focus on homeschooling households

HEALING THROUGH MISTAKES, TOGETHER

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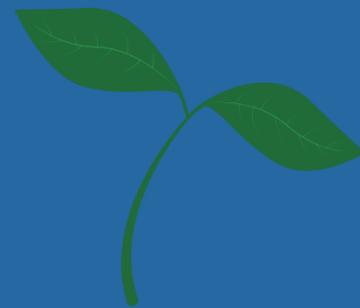
Mistake.



Accept.



Alleviate.



CONTINUOUS ADVERTISING EFFORTS

Online Ambassadors

Search Engine Marketing (SEM)

Organic Social Media



**MISTAKES ARE YEAR
ROUND.**





AMBASSADOR PROGRAM

Why Should I be an Ambassador?

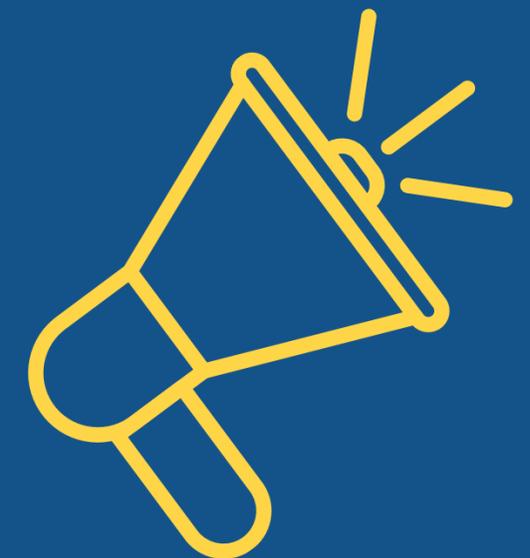
- Get a FREE Mistake doll and subscription
- Get AMAZING merchandise for you and your children
- Receive a discount code to share with your followers
- Be a part of an amazing community of mothers who are passionate about our mission

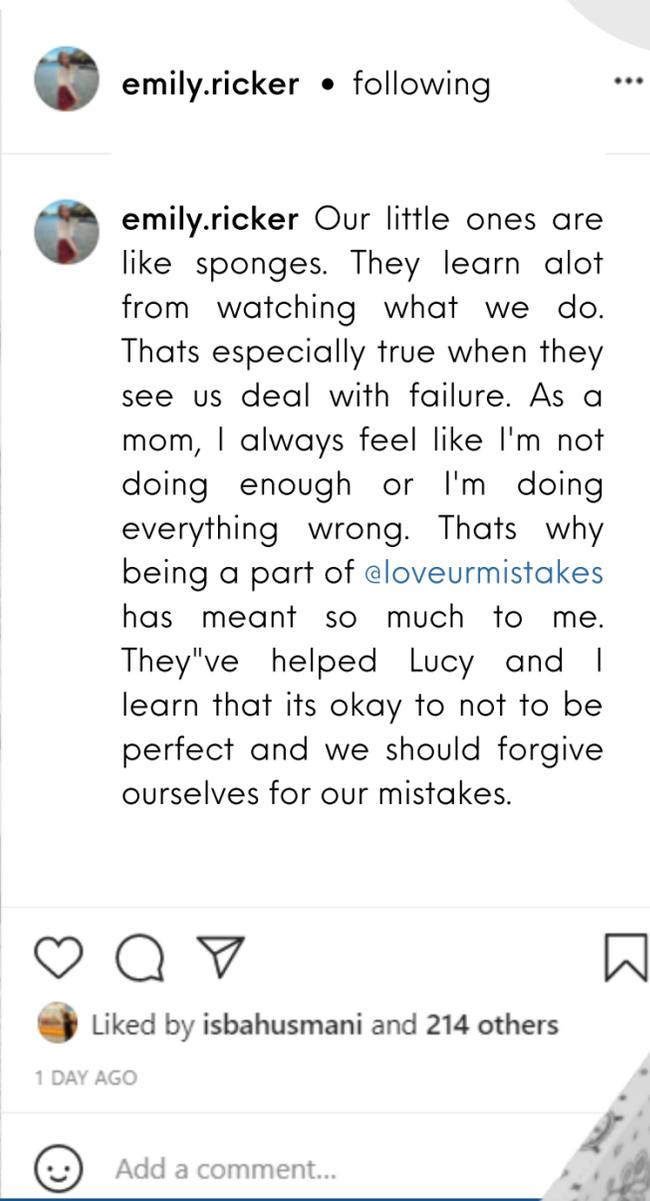
What does an Ambassador do?

- Feature Mistake branded content on your social media platforms once a month (or more!)
- Spread the word about Mistake to friends and family
 - Place Mistake website link in your Instagram bio
 - Refer friends to the ambassador program

ONLINE AMBASSADORS

Mistake will work with members who are passionate about their beliefs. Mothers will receive a Mistkae "box" full of Mistake merchandise.





SEARCH ENGINE MARKETING

Using Google Ads, the SEM option will allow a direct to website marketing option for audiences using keywords in their searches. This will result in a more narrow targeting of ads as they will only show up to searches that are related to the brand or mission.

Keyword Ideas

Mistake Club

Playmagine

Educational resources

Summer activities

Bored in the summer

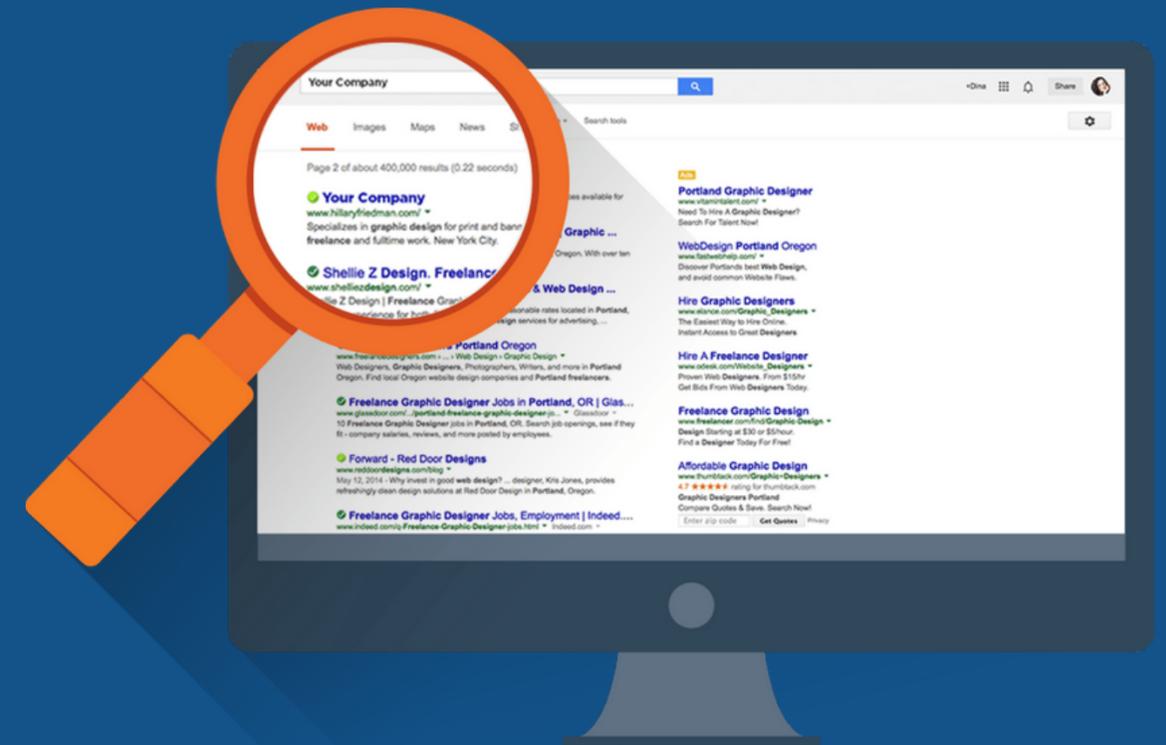
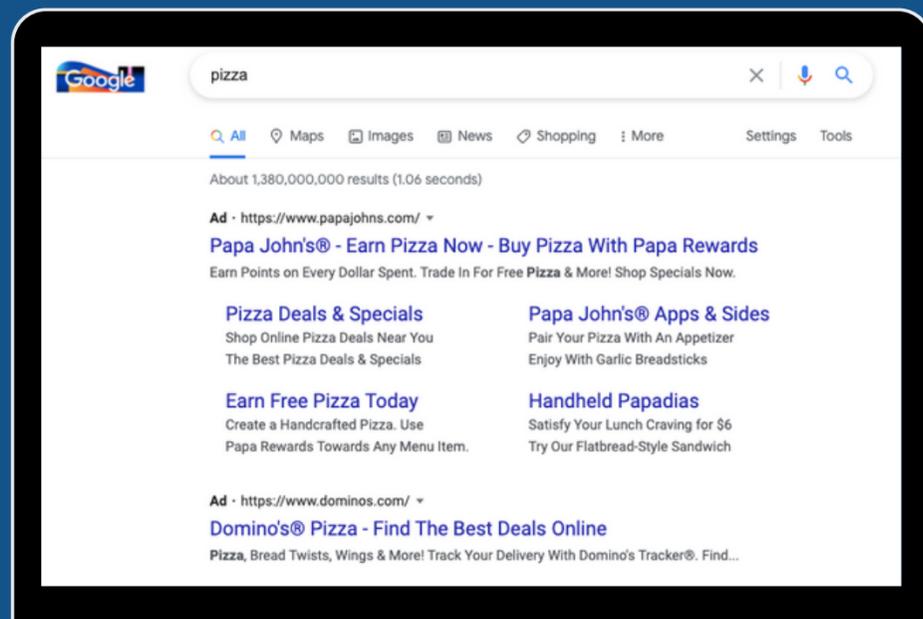
Children activities

Subscription

Mom guilt

Mom and child

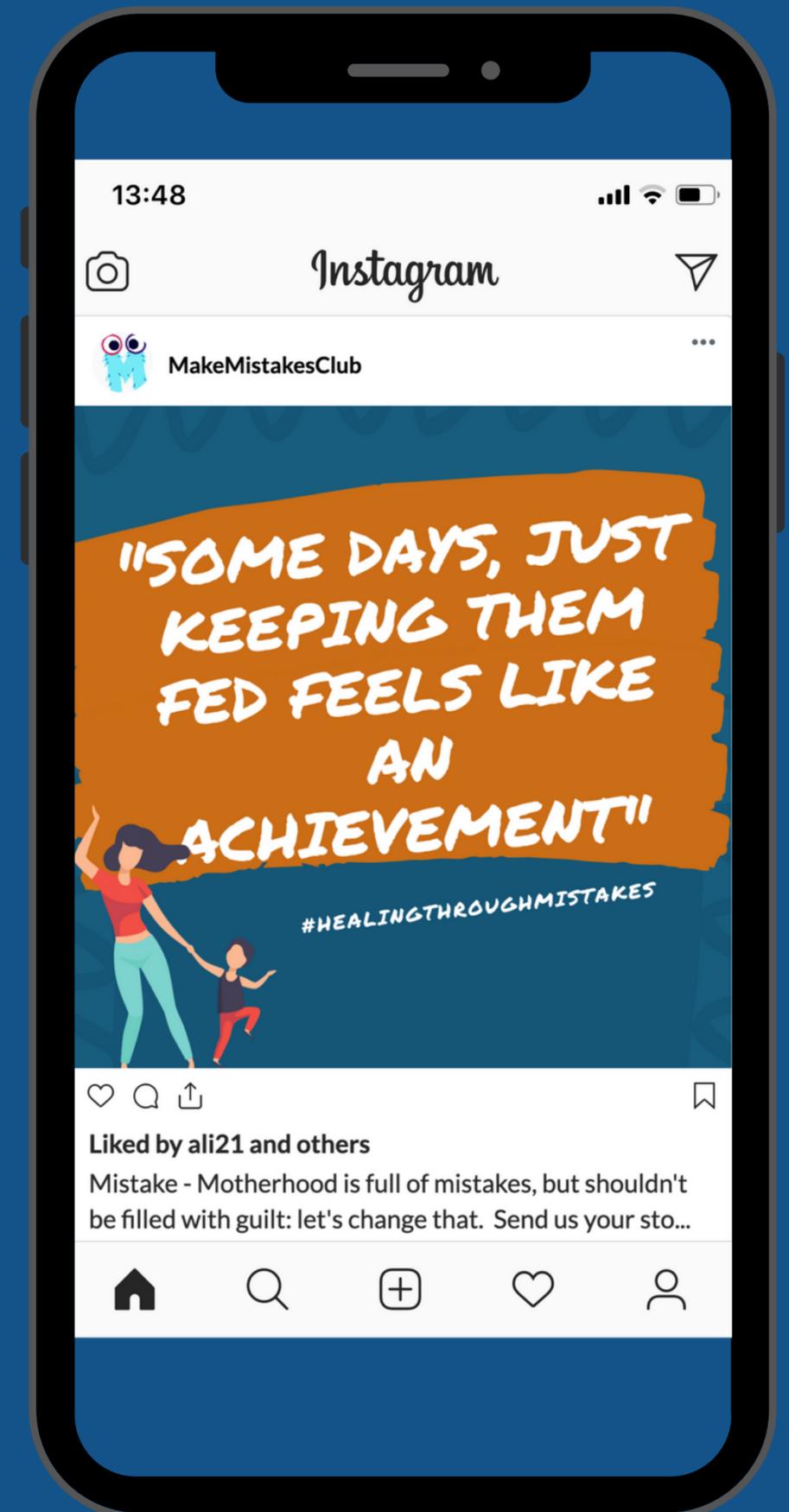
Healing Mistakes



SOCIAL - ORGANIC: INSTAGRAM

Use #healingthroughmistakes to get mothers to engage with the content and share.

Encourage mothers to DM Mistake's account with their personal stories about the struggles and mistakes of motherhood



SOCIAL – ORGANIC: FACEBOOK

Mistake will host a private group on their Facebook account:

Encouraging mothers to ask questions, get support, be a part of a community, and share their experiences with mistake.



FLIGHT ONE: SUMMER

Outdoor

Pinterest Paid Ads

May 9th - Mothers Day Facebook Ads



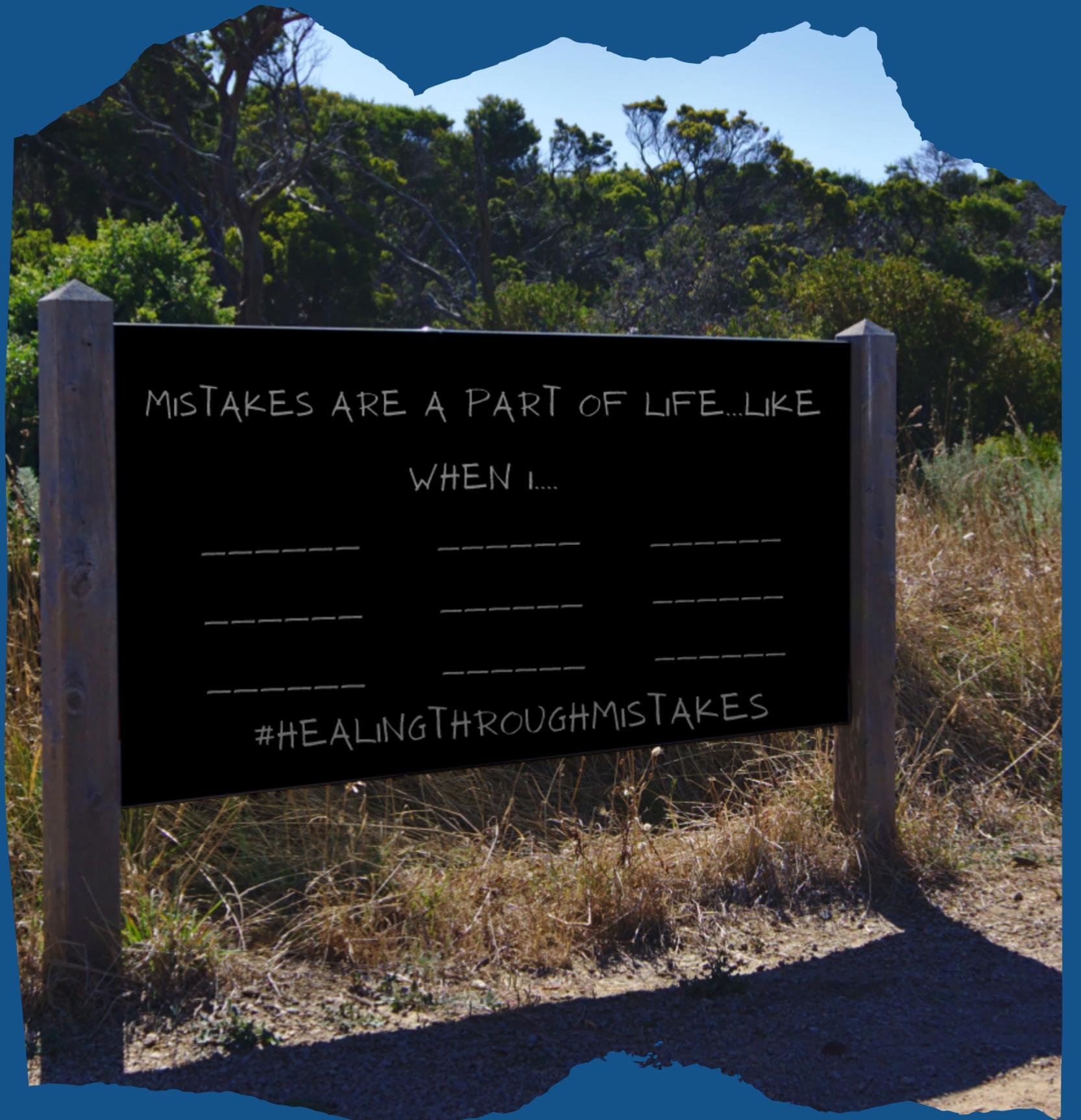
**KIDS ARE LOOKING FOR FUN.
MOMS ARE LOOKING FOR ACTIVITIES THEIR KIDS.**



OUTDOOR

Simple chalkboard installations in Waterloo Park and Mueller Park in Austin, TX, starting on May 7th, which is National Children's Mental Health Day.

Encourage mothers and children visiting the park to both share their mistakes, and to see that they are a part of a broader supportive community.



SOCIAL – PAID: PINTEREST

Mistake will pay for sponsored Pinterest posts, as this is popular for mothers looking for activities for their children.

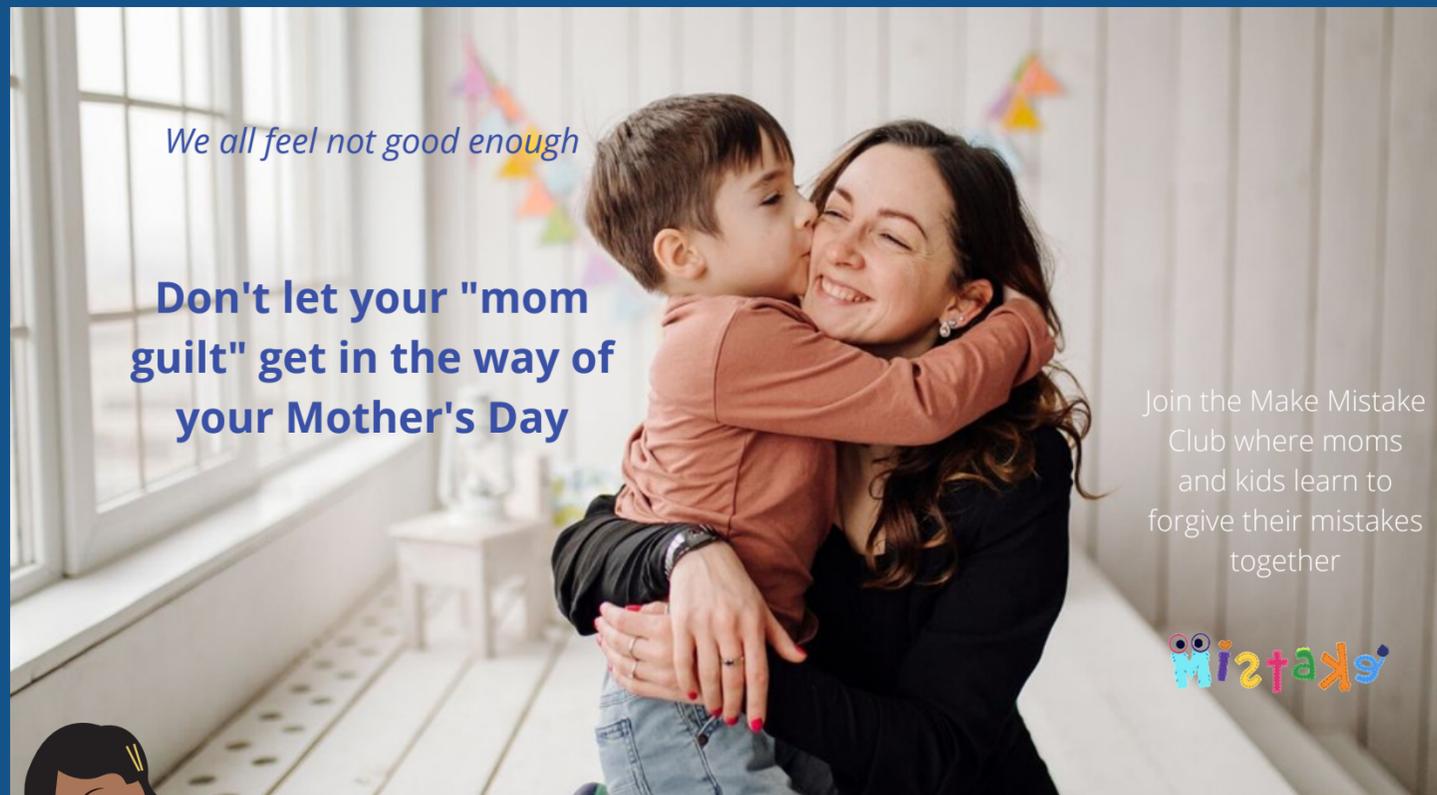
We will post information about Mistake as a learning tool and creative bonding opportunity for kids with their moms, with a link to the site.

This will be a continuous ad with a lifetime budget set at \$1000, with an average cost-per-click of \$.50.



TARGETED MOTHER'S DAY AD

Mistake will have paid Facebook ads for the week leading up to Mother's day, May 9th, 2021



FLIGHT TWO: WINTER

Talk Shows/Podcasts

Facebook Ads

Meetup.com Support Groups

Email Marketing

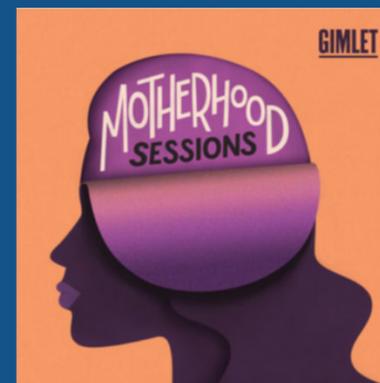


**THE STRESSES OF SCHOOL AND
LIFE ARE IN FULL SWING AGAIN.**



TALK SHOWS AND PODCASTS

Representatives of Mistake can go to local TV and podcast to talk about Mistake and relay the mission. Mental health issues o can be discussed in the shows, with a discussion on how Mistake can be a solution to the problems mothers and kids face.





Makemistakesclub

Sponsored ·



Games, interactive activities, workbooks, and more, all focused on teaching kids how to creatively embracing mistakes. Finally, an activity that kids and moms both agree on!

[#healingthroughmistakes](#)

[#mistakeclub](#)



<https://www.makemistakes.club/>

Learn More

Enriching Activities for Kids

541

26 Comments 87 Shares

Like

Comment

Share



SOCIAL – PAID FACEBOOK

Mistake will post numerous paid Facebook ads, targetted to older millennial mothers. They will also be specifically targeted to those who identify as homeschooling moms, counselors and teachers.



MEETUP SUPPORT GROUP

Mistake will host multiple meetups throughout the fall. These support group can help moms not feel alone.



The screenshot shows a Meetup event page. At the top, the Meetup logo is on the left, a search bar with the text "Search for keywords" is in the center, and "Finish your group", "Log in", and "Sign up" are on the right. Below the header, the date "May 9th, 2021" is displayed. The event title is "Make Mistakes Club - Moms Supporting Moms in ATX". It is hosted by "Make Mistakes Club", which has a profile picture of two stylized figures. A "Share" button is on the right. The "Details" section contains the text: "Mistake presents Moms Supporting Moms! We are open to all moms in the Austin area, to share their struggles, seek and provide emotional support, and grow together through the embracing of mistakes." To the right of the details is a sidebar with the group name "Make Mistakes Club" and "Public group", the date and time "May 9th, 2021 11:00 AM to 12:30 PM CDT", and the location "Opa 2050 S Lamar Blvd · Austin, TX". Below the location, it says "How to find us We will be sitting outside." At the bottom of the event card, the date and time "May 9th, 2021 11am" and the event name "Moms Supporting Moms" are shown. The price is "FREE". There is a star icon for favorites and a red "Request to join" button.

EMAIL MARKETING

With the emails acquired from the Facebooks ads we will target those who showed interest in Mistake. Emails will contain information about the Facebook group, their social media accounts, and information of any future events hosted by Mistake.



Using retargeting features through Google will allow Mistake to be remarketed to those who have already shown interest in the brand. This is useful for moms who may have wanted to purchase the subscription at one point in time to be reintroduced to the brand and create more unique contact points.

BUDGET

Outdoor: \$50

Meetup: \$50

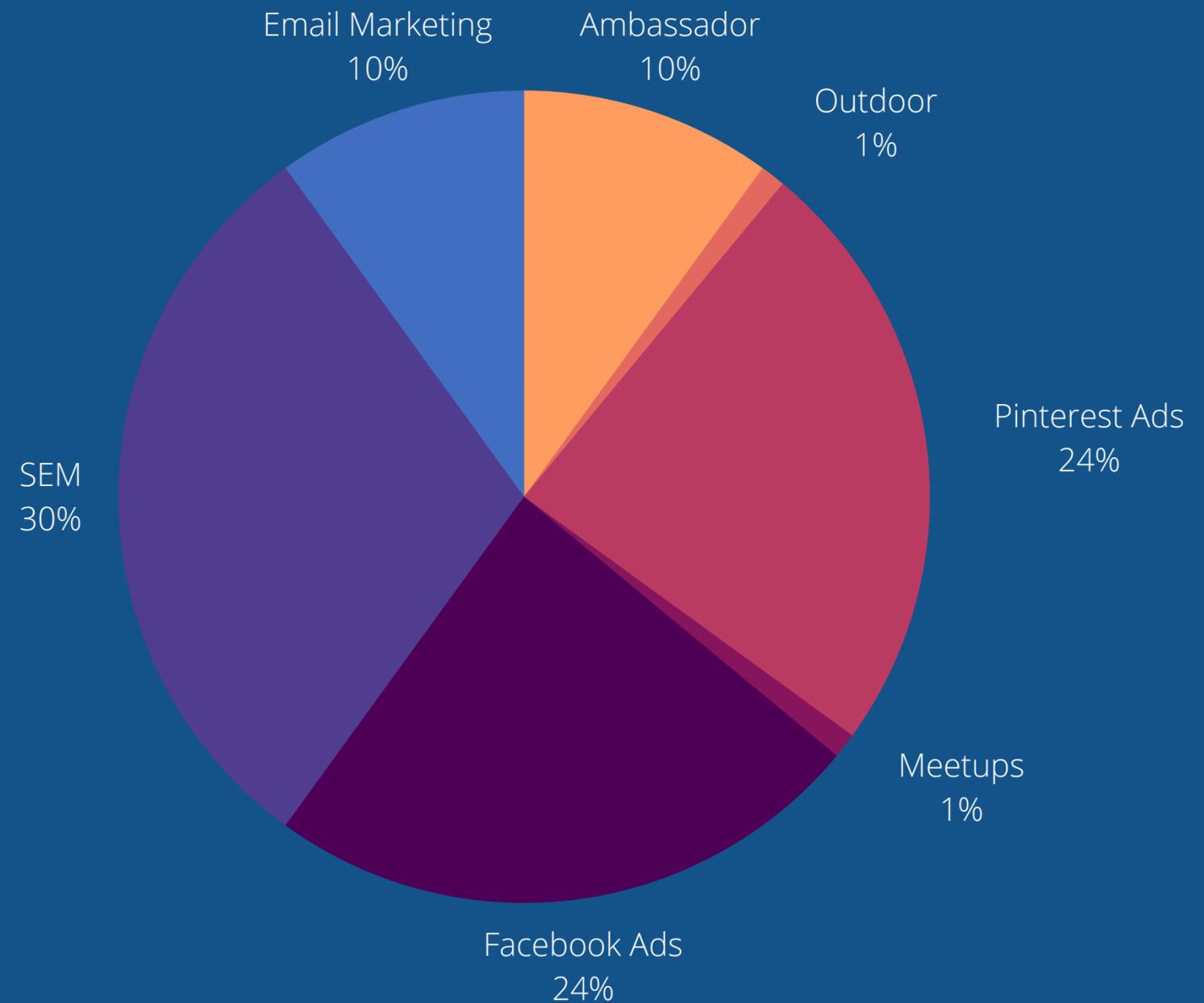
Ambassadors: \$500

Email Marketing: \$500

Pinterest Ads: \$1200

Facebook Ads: \$1200

Search Engine Marketing: \$1500



**LETS MAKE MISTAKE FOR MOMS
AND KIDS TOGETHER.**