

Blogging Mom of 4



...Juggling It All



Dawn Wells Blogging Mom of 4

Social Media Consultant, Blogger, Brand Ambassador, Stay-at-Home Mom of 4, Wife, Homeschooler.

Dawn has 4 sites in her [brand](#): Blogging Mom of 4, Mommy Needs Her Coffee, Blogging is a Trip and Slop Swap (and 2 more sites on her team).

Slop Swap was her first blog which was started in April of 2011. In the first year, Dawn grew her fan base to over 25,000 readers. In the second year, the 3 other sites were developed and the fan base grew to where it is now at over 50,000 total.

Dawn is also the Project Manager of [Madame Deals Media](#) and a weekly contributor for [MomsEveryDay.com](#).

"Dawn is a personable blogger with thousands of devoted fans. She is instrumental in organizing and engaging over 70+ bloggers each week for the Mission Giveaway Event. Her promotional ideas and consistency are top rate. I highly recommend working with her!"

Amee Cantagallo
Madame Deals

Creator of the Mission Giveaway event
and Owner Madame Deals Media

"Dawn is not only a pleasure to work with, but is consistently one of the highest producers in any of our contests and activities. She is the leader in referrals over 3 campaigns, and does not fail to prove one of the highest traffic generators we have. Dawn is most certainly an asset to our team."

Cynthia Andrzejewski
Moms with Voices Media

About the Blogging Mom of 4 Brand

Blogging Mom of 4 is more than "just a blog." It is who I am and it is my brand. BMO4 is now my main website. It is my brand that ties all of my sites together. BMO4 has the largest readership base reaching almost 30k readers on its own. BMO4 is a family focused website that is content driven.

About Dawn

I am a stay-at-home/work-at-home, homeschooling mother of 4. I have a degree in Marketing-Retail and before having the opportunity to stay home with my children, I was in Retail Management for 15 years. I love blogging and staying in touch with my readers. I think having that connection with them is what keeps them coming back to the blog(s).

I also love social media. Having a background in marketing, I love now being in social media. I think it is a whole new avenue that not all brands are exploring and/or using to their advantage. I love working with brands to help them get the most of social media.

Readership Demographics

Our readership base is 96% Female. While our readers are primarily women, we do draw some search engine traffic and male readers. Our traffic is mostly U.S. based; however, we do have readers in 20 Countries.

Age Range:

18-24 - 4.7%
25-34 - 28%
35-44 - 21%
45-54 - 18%
55+ - 25%

Blogging Mom of 4 Statistics

Facebook Readers: 18k

Twitter Followers: 7800+

Monthly Pageviews: 30k+

Email Subscribers: 2200+

Monthly Unique Visitors: 10k+

Pinterest Followers: 4200

Why should you work with the Blogging Mom of 4 Brand?

I take a lot of pride in everything I do and that is reflected in my sites. I make sure that all of my advertisers are getting top notch promotion and that they are satisfied with what they have purchased. I have listed a variety of advertising options on my [PR and Advertising page](#). If you do not see what you want from what is listed, please contact me at dawn@bloggingmomof4.com and we can customize a package that will fit your needs. I am also a [Social Media Consultant](#) so if you're looking for help in that area, ask me for a proposal.