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Mommies LLC  
d/b/a Cape Cod Moms  
PO Box 795  
Falmouth, MA 02541  
info@capecodmoms.com  
www.capecodmoms.com

To Whom It May Concern:

Cape Cod Moms was founded 2010 as a free resource; a place to network and collaborate for moms and parents on Cape Cod. Our blog is designed to help Cape Cod Moms connect with other moms, caregivers and the community to be empowered with knowledge and support. Today our culture focuses on celebrity perfection, which fosters a desire in women and caregivers to do everything right. This is an impossible achievement for anyone and leaves women feeling overworked as they try to strive for a standard only achieved in the media. Cape Cod Moms is a supportive safe haven for moms to know they aren't alone in the obstacles they face every day; other moms and caregivers struggle to get it all done too! Our site is a place to find support, resources, local retail discounts, community events and friendships with other Cape Cod Moms from Provincetown to Barnstable to Falmouth to the Islands and beyond!

### **Performance**

Cape Cod Moms has been growing and since 2011 the sessions to our website has grown by 384%, our new visitors have grown by 461% and our page views have grown by 265%. All of our social media accounts have experienced growth for 2018 and continue to do so in 2019. Facebook is our largest social media account and our Facebook Account Likes grew 9.38% from 2018 to 2019 and our follows grew 10.28%. Our Instagram growth was 21.6% and our YouTube views grew 66%. These growth numbers show that we have a loyal audience while we continue to grow. It also shows that our blog is providing the encouragement and support moms and caregivers want and need. Our bounce rate is also dropping. From 2017 to 2018 our bounce rate continued the trend of a monthly average of 1%. When we first began our bounce rate was 23.5%, demonstrating that more people are finding the content they need from our site. We are the original collaborative go-to source for events, stories, and expert opinions on our local community. We are excited to continue to grow with our readers and audience.

Currently our blog is linked with various local online newspapers including but not limited to: Wicked Local in multiple towns, the Patriot Ledger, the Herald News and the Milford Daily News which helps us reach even more mothers and families.

Many users view our site on their mobile devices; however our location reach encompasses every single town on Cape Cod, Oak Bluffs, Edgartown, and even Boston and the majority of the surrounding areas. We do have visitors from other NE states as well as across the country and world. Our most popular blog posts have been travel & vacation posts, Cape Kids Cast (a new weekly kid news channel), Advisor posts; Review posts about local products or businesses; our annual Festivus Giveaway post, Recipes, Events, and the more personal posts from our local moms. More recently our video posts and interviews have become more popular. We are also planning on rolling out a new Parenting Podcast after having so much fun on our various radio interviews.

We have several ways for local businesses to become involved with us through direct advertising, Member events, event posting, reviews, giveaways, our upcoming loyalty club program, and our newsletter.

We hope that you will consider us as a group worthy of partnering with. Thank you so much for your time and we are always more than happy to discuss any of this with you or customize or negotiate a deal specific to your needs.

Cheers,

Amy DellaPosta  
Mommies LLC  
d/b/a Cape Cod Moms  
PO Box 795  
Falmouth, MA. 02541  
(T) 774-273-3156  
(F) 508-540-0816  
[info@capecodmoms.com](mailto:info@capecodmoms.com)  
[www.capecodmoms.com](http://www.capecodmoms.com)