



# The Healthy Mummy Marketplace

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# about us

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The Healthy Mummy is **the largest mums only platform** and reaches MILLIONS of mums each day that are passionate about health, wellbeing, fitness, food and family.

**The Healthy Mummy aims to empower mums and their families to live a healthier life.**

# our numbers

## WEBSITE

**800,000+**

unique visitors  
to the website  
each month

**4,000,000+**

page views  
on the website  
each month

**10,000+**

orders on  
the website  
each week

**over  
1,000,000**

Healthy Mummy  
Email Subscribers

## REVIEWS

**5 Star Rated**  
with over  
25,000+ 5-star reviews

## SOCIAL MEDIA

**over  
1,500,000+**

combined social  
media followers

**over  
200,000+**

combined instagram  
followers

**over  
3,000**

weekly posts  
by members

**over  
500,000**

private group  
members\*

# our story

Founded in 2010 with a vision of becoming Australia's pre-eminent support solution for women aiming to regain their health and wellbeing after becoming a mother. We support women through each stage of their parenting journey from pregnancy, the toddler years right through to menopause and beyond.

Over eleven years later, The Healthy Mummy is the global leader in the mothers-only health, wellness, food, fitness and wellness niche, with a full service offering that supports sustainable, healthy and realistic living with over **1.5 million mums** using the platform each week.

Our private Facebook community (group) is uniquely engaged with over **3,000 posts** by members each week, providing feedback, support and reviews daily on all topics that mothers encounter.

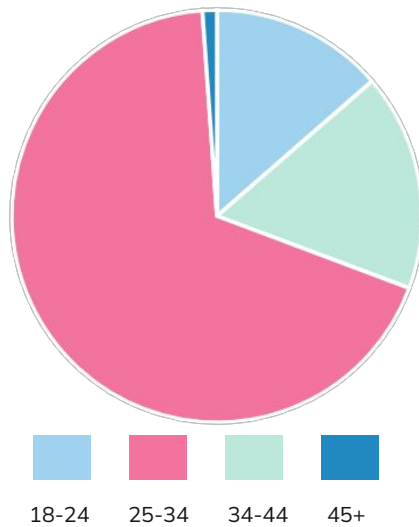


# our audience

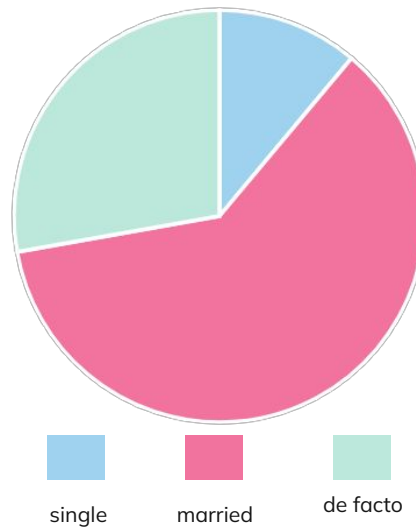
**At The Healthy Mummy we specialise in understanding our customers.**

The depth and flexibility of The Healthy Mummy's customer offering, plus the size and strength of its online community, means that its customer group encompasses a diverse set of women across all stages of motherhood.

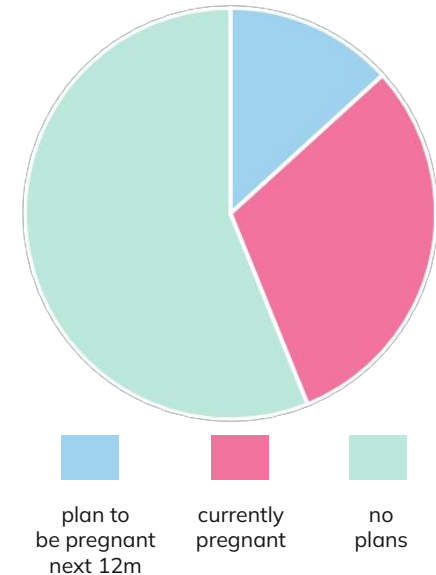
**AGE DISTRIBUTION**



**RELATIONSHIP STATUS**



**PREGNANCY STATUS**

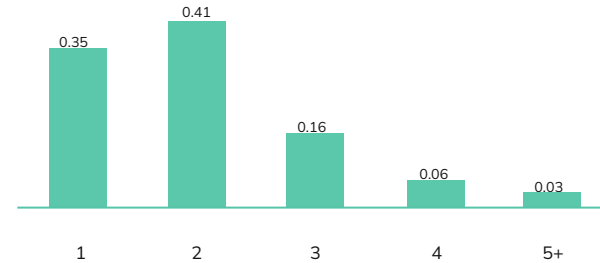




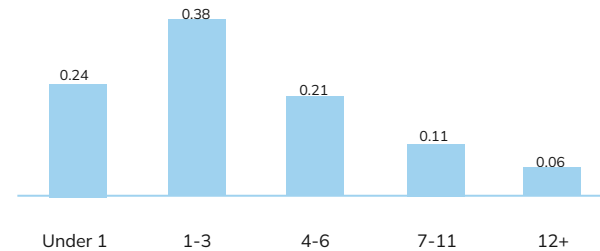
# our audience, cont.



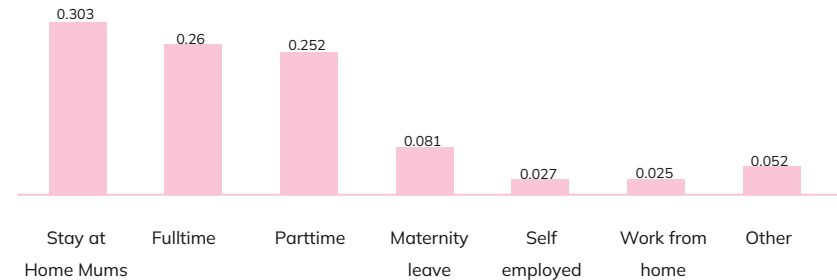
NUMBER OF CHILDREN



AGE OF CHILDREN



EMPLOYMENT STATUS



# marketplace

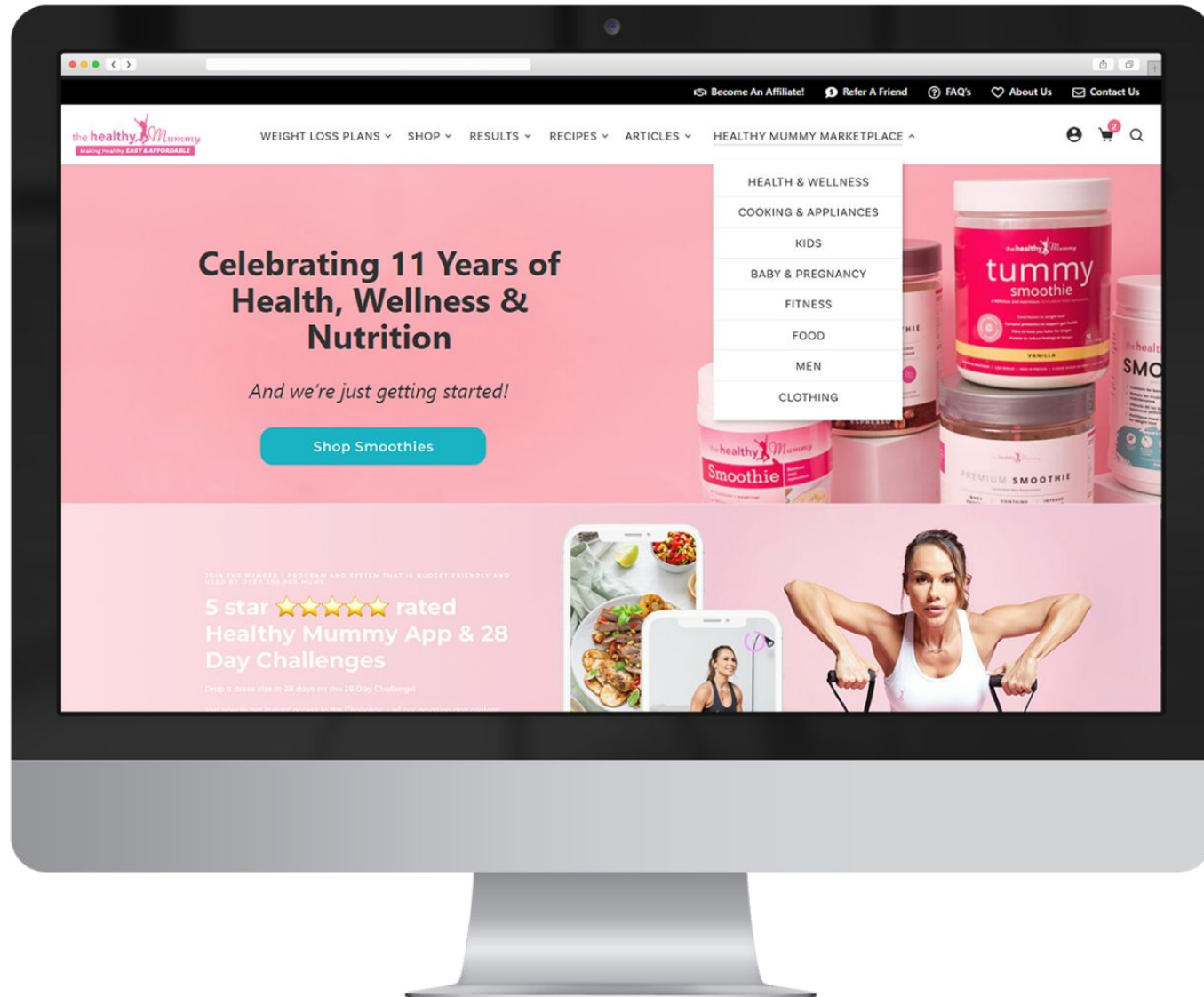
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Due to overwhelming demand from our 100,000's of mums across Australia to create a trusted shopping experience across all things health, fitness, family, lifestyle and wellbeing, **The Healthy Mummy Marketplace is launching in May 2022.**

The marketplace will be optimised across all digital platforms and supported by strong marketing campaigns and investment.

# marketplace





# benefits of marketplace

## BENEFITS

- Access to **1.5 million Australian mums** who are regularly shopping online
- **Leverage** the trusted Healthy Mummy brand to take your products to a new and engaged audience
- Access to **additional marketing opportunities** across Healthy Mummy community and digital platform (see page 11 for more)
- **Simple user-friendly interface and API** for sellers with sales and data insights and valuable reporting
- Access to Healthy Mummy **consumer industry research**



# categories



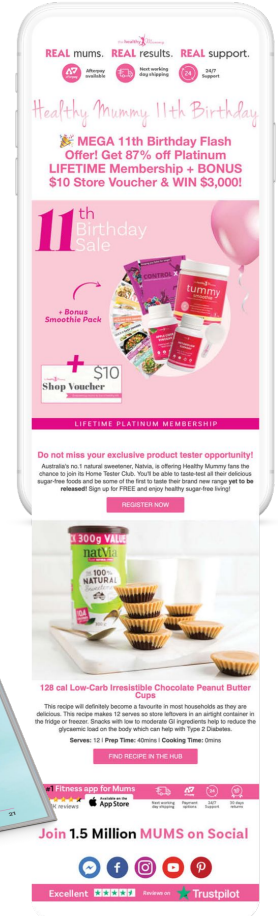
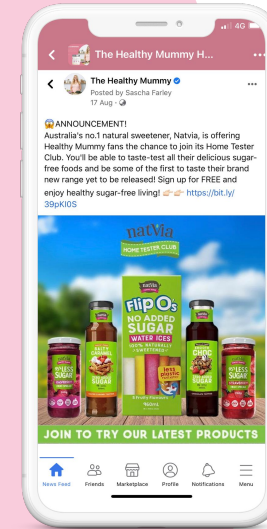
## CATEGORIES

- Health
- Wellness
- Cooking and appliances
- Kids
- Baby
- Pregnancy
- Fitness
- Food
- Men
- Clothing

# Additional marketing opportunities

## MARKETING OPPORTUNITIES - POA

- Premium listing opportunities
- Social integrated posts
- EDM inclusion
- Reviews - blogs, videos and access to our supercoaches (ambassadors)
- Consumer surveys and focus groups
- Healthy Mummy stamp of approval accreditation
- Product sampling
- Flyers and sample insertions
- Deals of the week - EDM and social promotion
- Product demonstrations
- Product placement
- Magazine inclusion - sold in Coles and Woolies



# FAQs



1. **How do I upload my products?**  
A) You will be provided with a seller dashboard where you can upload and manage all of your products
2. **How do I manage my inventory?**  
A) All inventory is managed via an API. You will receive notifications of purchases so you can fulfil from your warehouse.
3. **Am I in control of my pricing?**  
A) Yes, you can control the price of your products via the seller dashboard. From time to time The Healthy Mummy marketplace will run planned promotions which you will be invited to join e.g. Click Frenzy
4. **Who manages customer service?**  
A) We will manage all initial customer service requests and will refer only specific enquiries that cannot be answered by our team



# FAQs, cont.

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1. **What does the commission rate include?**

A) This includes your listing fees, customer service and administration fees. There are no hidden costs.

2. **Can I access sales reports**

A) Yes, the seller dashboard will provide you with real time reports on all sales and revenue

3. **Am I locked in?**

A) No, at any time you wish to remove your products you are able to do so

4. **What is the commission rate?**

A) Commission rate varies based on category

5. **Does The Healthy Mummy offer distribution services?**

A) Not at this stage. All warehousing, packing and postage will be managed by the seller.



# **Next steps.**

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**If you would like to be part of The Healthy Mummy Marketplace launching in May 2022 please complete the form below and we will be in touch shortly**

**[REGISTER HERE](#)**

# our contacts

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## Email



Marketplace@thehealthymummy.com

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