


BE SEEN, HEARD AND TRUSTED BY AUSTRALIAN SINGLE MUMS





*Would you like your service
to be seen by 1,000's of Australian
single mums every day?*

Founder Lucy Good discovered a unique position in the market as there was no other online resource which inspires and supports single mums through providing resources and knowledge to help navigate every stage of single motherhood. This is reflected in Beanstalk becoming Australia's most engaged online platform for single mums.

Growing steadily every single day, Beanstalk has appeared on TV (Sunrise, The Today Show, Today Extra) radio (ABC) and in print (The Age, Daily Mail Australia, Sydney Morning Herald) and is continuing to grow as single mums reach for the support they need on their journey.

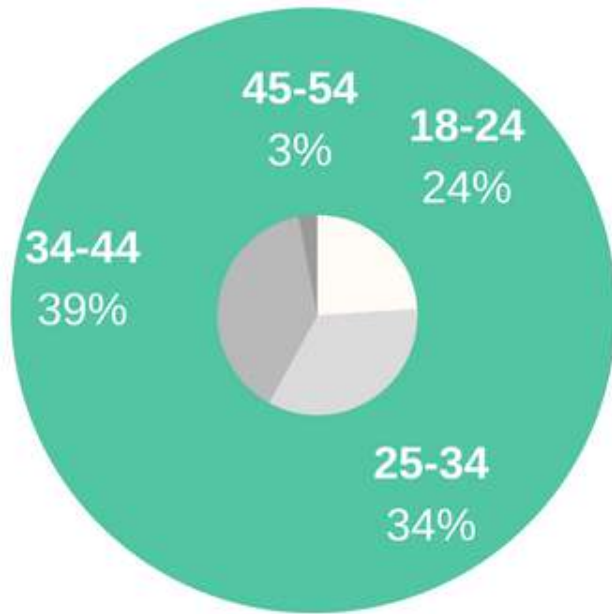


WHAT WE GIVE SINGLE MUMS

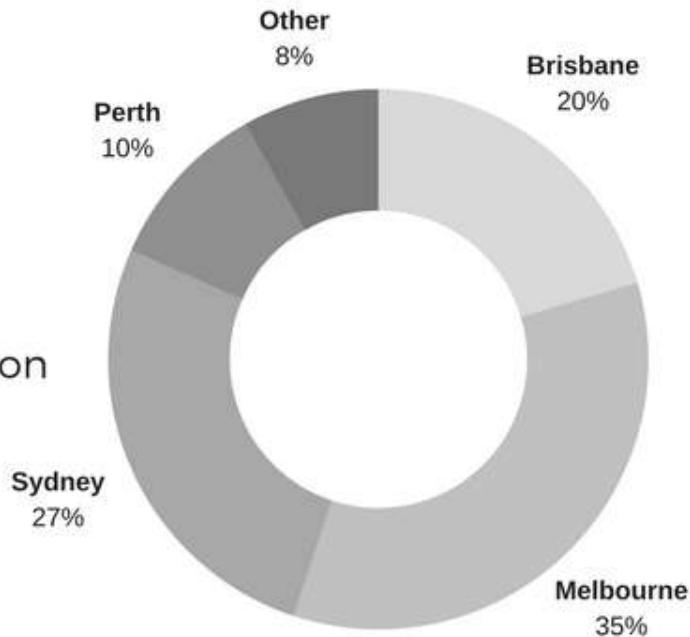


AUDIENCE

Ages



Location



Single mums-to-be



Newly single mums



Seasoned single mums



Single mums with partners



75%

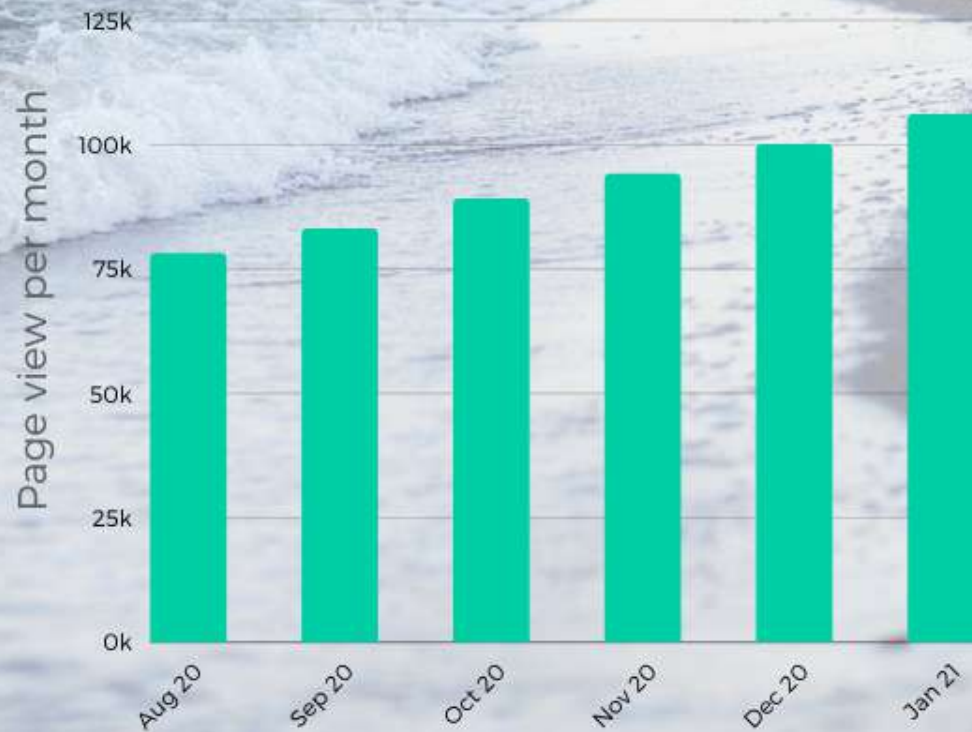
Australian mums claim to have made a purchase online in the last 14 days.

83%

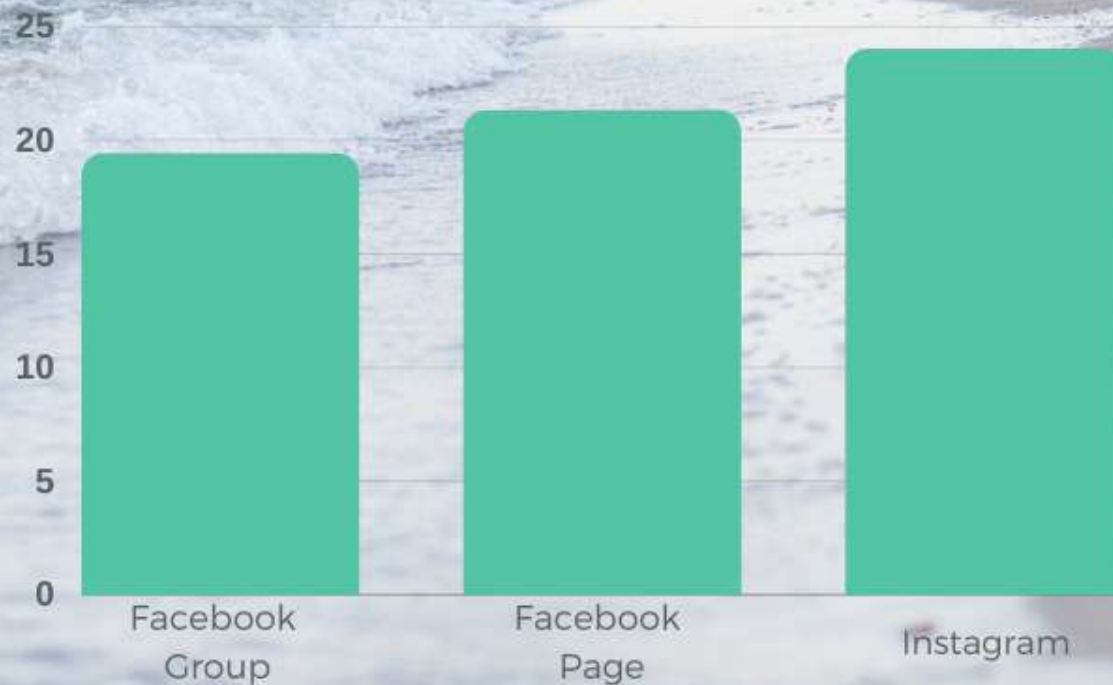
Beanstalk single mums work and have purchasing funds and financial independence.

Sources: Marketing To Mums by Katrina McCarter and Beanstalk survey to 488 Australian single mothers (March 2018)

BEANSTALK WEBSITE TRAFFIC



BEANSTALK SOCIAL MEDIA



TESTIMONIAL

"Marketing our business through Beanstalk was the best way for Divide to quickly reach a large number of single mums that needed our services.

What we didn't realise was the high level of professional support we would receive from marketing to lead generation to business development. By working with Lucy we have learnt about marketing and sales strategies that are way beyond the package offering.

We are so proud to have Divide recognised in a positive, modern space that genuinely supports single mums, not to mention being thrilled at our return on our investment in terms of time and money."

Belinda Etheridge, Divide - Simple Financial Separation

RECENT CAMPAIGNS

rsvp

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TALKED ABOUT BY



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