

Dadtography

The Vision

Dadtography is a unique visual discussion platform composed of a desktop and mobile-responsive website and distinctive social sharing hashtag. **Dadtography.com** is a new way to engage and have conversations through words, photography and videos.

Dadtography.com continues to grow by producing visual and written content, interacting with brands and growing the base of contributors that share blog posts and photography in a sincere and authentic way.

Overview & Demographics

Dadtography.com is a mobile-responsive website integrating with social media platforms as a way to share conversations about parenting, being a dad, technology, products and other topics of interest to dads and families. **Dadtography.com** serves as the hub for the **#Dadtography** movement. Photos from Instagram and Twitter are automatically displayed (yet curated) on the website.

As the movement continues to grow, so too will the audience and reach the conversations achieve. Dadtography continues to attract a diverse readership and participation, dominated by women (59.5%), aged 24-35 (30%) living in the U.S. (70.7%), UK (6.3%) and Canada (3.4%). Additional stats are displayed on the last page.

CUBE
CLUB

 Polaroid CUBE™

Dadtography

Brands

Dadtography.com as well as our Facebook, Instagram and Twitter social media channels continue to engage and grow our audience base.

Dadtography.com contributors are uniquely positioned to share engaging stories and conversations, seamlessly weaving brands into the discussion.

We're looking to engage with brands through sponsored posts, product giveaways, brand ambassadorships and other special projects.

Dadtography.com is actively seeking quality brands to engage with our readers and contributors. We offer an economical and proven method for engaging with a targeted audience. For a real life example, use the link below for a campaign case study.

bit.ly/SmarterShotCampaign

Learn how **Dadtography.com** engaged with Samsung Camera to generate nearly 900 social shares, 12,000 page views and 122,000 organic impressions with a total paid marketing budget less than \$10 USD.



ORLANDO
INTERACTIVE
EXPERIENCE

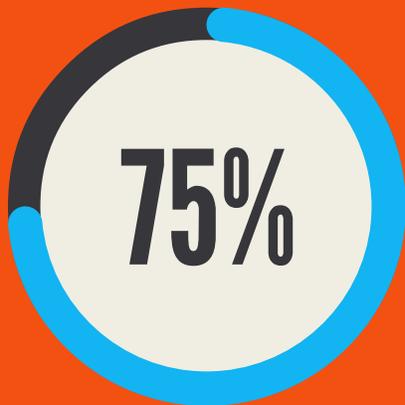
STARTUP
SUMMIT

presented by

Dadtography

Analytics

Measuring the return on your investment is important, and that's why **Dadtography.com** provides transparent reporting. **Dadtography.com** was founded by digital marketing professional Daniel Ruyter and we understand the value of analytics. That's why we show not only our website and social media performance, but also work to assist in showing your return on marketing investment (ROMI).



Organic Search Traffic



Direct + Social Referral Traffic

22k

Unique Visitors
(Since May 31 Launch)

660



Image Shares

98.8k



Tweet
Impressions

79



Tweet Mentions

5,517

January '16 Page Views
(15% growth vs Dec '15)