

## Media Release

### More than just the first influencer marketing agency for mothers!

### The Social Moms offers community and marketing all under one roof

- The Social Chain Group launches the first full-service influencer marketing agency for the target group of mothers together with Tanya Neufeldt and Camilla Rando
- Managing director positions filled in a job-sharing tandem
- Launch of the online platform Social Moms Community to follow in autumn 2019

**Berlin, 07 May 2019** – As part of The Social Chain Group's expanding business areas the company has founded Social Moms together with two media professionals – Tanya Neufeldt and Camilla Rando. In addition to the design and implementation of creative concepts, the focus is on creating relevant content and increasing audiences via its own channels – by mothers for mothers.

They have started with the **Social Moms Agency**, the first Influencer marketing agency specialising in the target group mothers ([socialmoms-agency.de](https://socialmoms-agency.de)). The service spectrum of the full-service agency ranges from consultation and project management, conception and strategy up to content production and analysis of blogs and social media.

In explaining the agency's USP, Camilla Rando and Tanya Neufeldt promised, "We will not only deliver content strategies and creative content, but also expand our own network of macro and micro influencers, our Social Moms. We successfully distribute our campaigns with our Social Moms, so that we can increase our follower numbers and social media success within a short time."

#### "We connect mothers! Because motherhood unites"

The two managing directors share the position in a job tandem. "It was important to us that we fill the executive position in tandem – so we can enjoy both a family and a career. We believe in flexible, future-oriented work structures and will also offer our employees work models allowing them to concentrate on family and professional life at the same time. After all, the following statement applies to all areas of life: "Organisation is everything, and together we are stronger".



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"The proportion of women in management positions in Germany is still too low," says Georg Kofler, CEO of the Social Chain Group AG. "For me, it is desirable for every company from a social and entrepreneurial point of view to have qualified women in management. That's why I'm all the more pleased that we're able to add two women with such vast media experience to our team at the Social Chain Group. As the first influencer marketing agency for mothers, the Social Moms will expand our agency expertise and fit seamlessly into our business areas."

**"We want authentic stories for an emotional target group"**

The launch of the centre piece of the Social Moms, the ***Social Moms Community***, is planned for autumn 2019. The Social Moms Community is a platform that provides mothers with advice and support in all situations in life and that shows appreciation. A community that connects mothers at all levels, that brings mothers together, supports and encourages them.

"The Social Moms are not just any Social Media Marketing Agency. They derive from the Social Chain Group. By combining social media publishing and social marketing, they can offer their customers integrated concepts, knowledge of specific target groups and their needs as well as storytelling specialising in mothers. All this under one roof, combined with the creative performance and diverse expertise of our group," says Holger Hansen, Co-founder and CEO of the Social Chain Group AG.

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### **About the Social Chain Group AG:**

The Social Chain Group ([socialchaingroup.com](https://socialchaingroup.com)) is an integrated social media company within the business areas Social Media and E-Commerce. The Social Chain Group employs a total of 700 people in Berlin, Manchester, Munich, London, and New York.

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### **About Social Moms GmbH:**

#### **About Tanya Neufeldt:**

Tanya Neufeldt stood in front of the camera for 15 years for TV stations RTL and Sat.1 before creating her blog "Lucie Marshall" in 2012. The blog quickly became known as "Sex and the City for Mothers". She has published three books on the blog: "Auf High Heels in den Kreißaal" (Goldmann 2015), "Mama, I need to Kotz" (Goldmann 2016) and "Drei Zettel für Lilo" (in cooperation with STOKKE). Under the name Lucie Marshall, she was for many years a regular columnist for the women's magazine Freundin and the newspaper taz. Her eight-part web series "Lucie" was created in cooperation with car manufacturer Skoda.

Tanya is a keynote speaker at many marketing conferences and advises companies on blog concepts and influencer marketing. Her fourth book "Mütter aus Deutschland", in cooperation with Care.com – the largest care platform, will be published in May 2019.

#### **About Camilla Rando:**

Camilla Rando is one of Germany's top bloggers. Since 2007 she has not only been writing for blogs (Fashion ID, Conleys), but has also developed blog concepts for companies such as Douglas. She has worked as a Communications Manager at various advertising agencies, as well as a Budget Director for Daimler Berlin. While pregnant with her first child in 2013 she founded MUMMY MAG, one of the most successful online formats for "Working Moms". The corresponding print magazine is published twice a year. She also develops concepts such as "Das STOKKE Summerhouse," which is now in its third year.

For many years, Camilla has been advising numerous clients in the field of influencer marketing and developing strategies for influencer campaigns. She has also been the campaign face for many clients, including BOSCH Smart Home, Jules Mumm and Löwenzahn Organics.