The rising influence of bloggers over consumers has been noted in both scholarly and practitioner marketing and related literature. Bloggers have come to be both feared and revered by marketers, painted as being able to damage a brand’s reputation in a single key stroke or enhance it through virtual word-of-mouth. They have been labelled as ‘prosumers’ - that is consumers turned producers. While motivations for blogging have been examined in previous research, the rise of the paid blogger has significantly changed the landscape bloggers work in. This paper examines the main motivations of a set of blogging prosumers: – the so-called mommy/mum bloggers. While bloggers may be labelled prosumers, there is some academic opinion that mum bloggers may actually be vulnerable consumers. A total of 46 interviews were conducted with Australian mum bloggers and subsequent data analysed using the computer assisted software, NVivo, and with a grounded approach to theory development. Findings distil six key motivators for the bloggers: community and connection; helping people; therapy and venting; being heard; improving or developing new skills; and making money. On stand-out finding is that previous research did not uncover money making as a motivation for bloggers, despite the recent increase in sponsorship of bloggers by brands. The mum bloggers’ motivations were also seen to evolve over time as they became more experienced and interacted with marketers. Generally, these findings have implications for marketing theory related to prosumption and for marketers who are seeking to engage with bloggers.

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