

SMASH TALK

We Talk to You . . .

Where in the world is Schuylkill?

Luckily, it really doesn't matter

because Colleen Padilla can spread her "word of mom" from anywhere to all over the place with a few clicks of her mouse . . . that's why brands from Playschool to Pure Digital are courting her favor. The owner and operator of classymommy.com and mother of two started writing about products that she likes back in 2006 then, as her unique visits (up to 35,000 a month now) and influence grew; companies started sending products to her vying for her stamp of approval. After all, what could be better than a genuine mom with a rockin' website giving props to your products, complete with video logs (back when the "vlog" wasn't two words, much less one) showing her kids enjoying them on the spot?

. . . Now Wal-Mart (the first retailer to seek her out) has enlisted her and 11 other Mommy Bloggers (now called "Elevenmoms," though now there are twelve . . . you know Wal-Mart, always the master of understatement) to share videos on Wal-Mart's just-launched site, "[moneysavingmom](#)." Colleen and the others are heck-bent on maintaining their cred by not endorsing products for pay . . . though some grumbling in the power-blogger space about this . . . do you have to take a vow of poverty to remain authentic? . . . and if so, doesn't that kind of have the mega corps laughing all the way to the bank? Colleen says that Wal-Mart has been wonderful about maintaining boundaries and enabling content creation (tickets to [Blogworld](#) are in the mail), without expecting special favors (she submits video content on money-saving and sustainability for use on the site and little of it is Wal-Mart-specific).

P.S. Schuylkill is in Pennsylvania . . .

[Click here to view one of Colleen's videos](#)

Insights from Carol's
interview with one of
Wal-Mart's beta
bloggers . . .