



Marketing to Moms: *Your* Recipe for Success

Know who you are cooking for

If you don't know, *ask*. Know who she is, what makes her tick and where she works/plays/lives. Be careful giving her what *you* think she wants/needs rather than what she states she does. Once you know who she is, you can address her needs.

Feed a real hunger

Solve a problem for her, not just with your product, but with your marketing approach. If you don't know how you can help, find out.

Common challenge

Isolation

Lack of time

Cynicism about brand

Frustration

Overwhelmed

On a budget

Fear & pessimism

Boredom

No time/energy to focus on self

Your Marketing solution

Connection

Save time

Authenticity

Quick reply; information on how concerns can/will be addressed

Make her life/choices easier

Show her how to save money

Empathy & optimism

Fun, entertainment

Pamper, nurture mom

Connect (and make it *easy* for her to connect with others)

Be authentic. Ask, share, reciprocate. Reward her for her loyalty or for connecting your campaign with other moms.

Make use of the old (mom-to-mom, e-mail) and new (Pinterest, text campaigns).

But no one brand can be everywhere. Narrow your focus (based on *your* mom customer demographics) to widen your success.

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