

10 Facts Brands Need to Know About Marketing to Millennial Moms



Maria T. Bailey

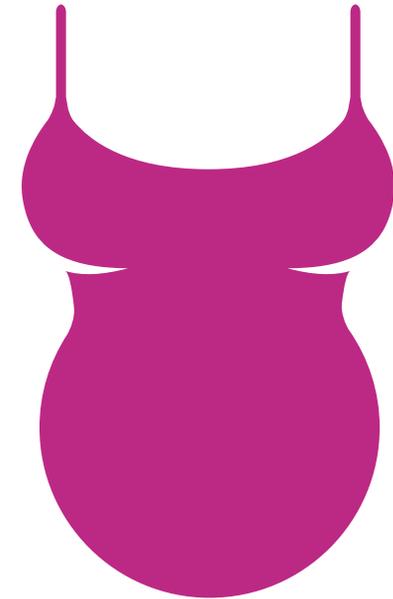
A selection of facts from her newest book

MILLENNIAL MOMS: 202 Facts Marketers Need to Know to Build Brands and Drive Sales

1

MILLENNIALS ARE POSTPONING MOTHERHOOD

- The average Millennial is 26 when she gives birth¹, the oldest average age yet for first-time motherhood and two years older than the average age in the mid-90s. In Europe, the age of new moms has risen to 33 years old and a BabyCenter report shows 28.5 as the age of first-time motherhood among Canadian women².



¹ Dua, Tanya, "The mother of all generations: 5 things brands should know about millennial moms," May 13, 2015, Digiday.com

² Baby Center Report, "Millennial Mom Report," 2014, Babycenter.com

2

MILLENNIAL MOMS SEE THEMSELVES AS MORE PREPARED FOR PARENTING

- 64% of Millennials Moms surveyed say they see themselves as more prepared for motherhood compared to their mother's generation.

"I've been more prepared for parenting than my parents were, but in some respects that was not a good thing. Most of the answers to your parenting concerns are a click away, but that can lead to becoming overwhelmed and decision paralysis. I think parents nowadays are less likely to parent from their instincts. Instead, we parent by committee, leaning on our friends' experiences, blogs, social media, etc."

- Tara J., 32



3

MILLENNIAL MOMS WANT SMALLER FAMILIES

- It may be the effect of the economy. It might be their pragmatic nature. It may be that they are waiting longer to have their first child or deciding to have children out of wedlock. Whatever their reason, 32% of Millennial Moms said that two children is the right-size family. Over 29% of Gen X moms responded that three or more was the perfect number.

Average Number of Children Per Household



Source: The World Factbook 2014

4

SHE CO-PARENTS MORE THAN ANY OTHER GENERATION

- It took a village of nannies, daycare providers and grandparents for her Baby Boomer mother to raise her, but for Millennial Moms who decide to marry, the support in parenting comes from her spouse. Millennial Dads have a greater desire to take on parenting tasks such as diapering, homework, drop-off/pick-up and bedtime routines.

#TAKENOTE

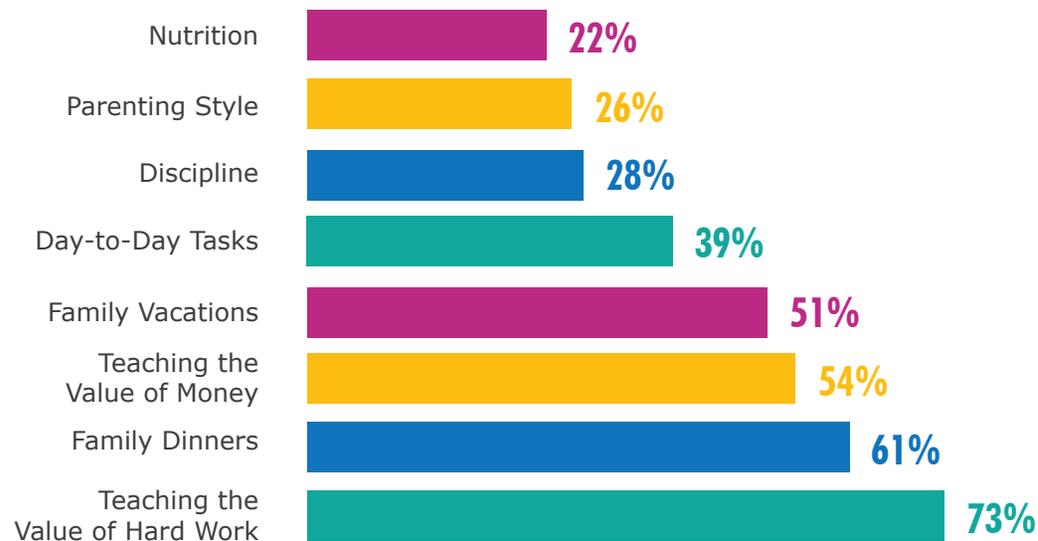
What does this mean for marketers? It means that she relates to commercials and ads that showcase the involved dad.

5

HER ROLE MODELS ARE HER PARENTS

- Unlike Gen Xers who separated themselves from their parents, Millennial Moms will turn to their own mothers for advice on everything from finances to relationships. She wants to do it her way but admires how her own mother did it years ago. So much so, that she's striving to re-create similar experiences for her own children.

Areas Moms Would Like to Replicate From Their Childhood When Raising Their Own Children



Source: BSM Media, 2015

6

GRANDPARENTS PLAY A DIFFERENT ROLE IN THE LIVES OF MILLENNIALS

- Millennial Moms are using their comfort with technology to redefine the relationship between grandparent and grandchild. She uses Skype and FaceTime to deepen the relationship with the two generations that sandwich her.
- Millennial Moms are comfortable receiving financial gifts and purchases from their parents. thirty percent of Boomer grandparents contribute to some household expense of their adult Millennial child, such as tuition, extracurricular activities, family travel and childcare.

#TAKENOTE

For marketers, this means a unique opportunity to sell products to two generations of women. Boomers and Gen Xers have more disposable income than their Millennial children and they are more willing to spend their savings on their children and grandchildren.

7

MILLENNIAL MOMS LIKE TO HAVE STRUCTURED LIFESTYLES

- They grew up overscheduled, so now they use technology to control the many demands on their time. Everything is scheduled and text, email and online scheduling options win big points with moms, 64% of whom said they prefer making appointments without human interaction.
- Although Millennial Moms use modern technologies to help manage their schedules, they are also using traditional tools such as planners and calendars.

How Millennial Moms Stay Organized



Wall
Calendar
45%



Paper
Planner
40%



Phone
Calendar
55%



Computer
Calendar
39%

Source: The Fringe Hours

8

SHE IS LESS CRITICAL OF HER BODY THAN OLDER GENERATIONS

- Thanks to pop-culture events that helped her reach a high level of self-confidence, Millennial Moms are comfortable with their bodies. She's been watching the Dove "Campaign for Real Beauty" for years and sees celebrities like Mindy Kaling and Kim Kardashian post selfies with no makeup and encourage other women to do the same. Photoshopping is out for Millennial Moms and touched-up photos like Glamour Shots of the Baby Boomer generation would never fly today.

#TAKENOTE

When it comes to the images of moms you use in advertising and marketing, make sure they represent moms like themselves.

9

MILLENNIAL MOMS ARE DIGITAL STORYTELLERS

- Millennial Moms are using technology to bring their experiences to life in ways that scrapbooks never could. They're combining digital images with social media platforms and documenting every aspect of their lives. Platforms like Instagram and Tumblr allow Millennial Moms to share experiences without the investment of time in lengthy blog posts. Best of all, she can obtain the instant response that a Millennial love so much, in the form of likes and comments.

#TAKENOTE

As a marketer, you want to communicate in the same language as your customer. Use these platforms for exclusive, behind-the-scenes sneak peeks or for demonstrating products.

10

MILLENNIAL MOMS LOVE TAKING AND SHARING SMARTPHONE PHOTOS

- An overwhelming majority of moms take photos with their smartphones (82%) and share them on social media. Facebook ranks highest for photos shares at 70%, followed by 58% of moms who share on Instagram.
- Millennial Moms are using photo apps to manage their images and preserve their memories.

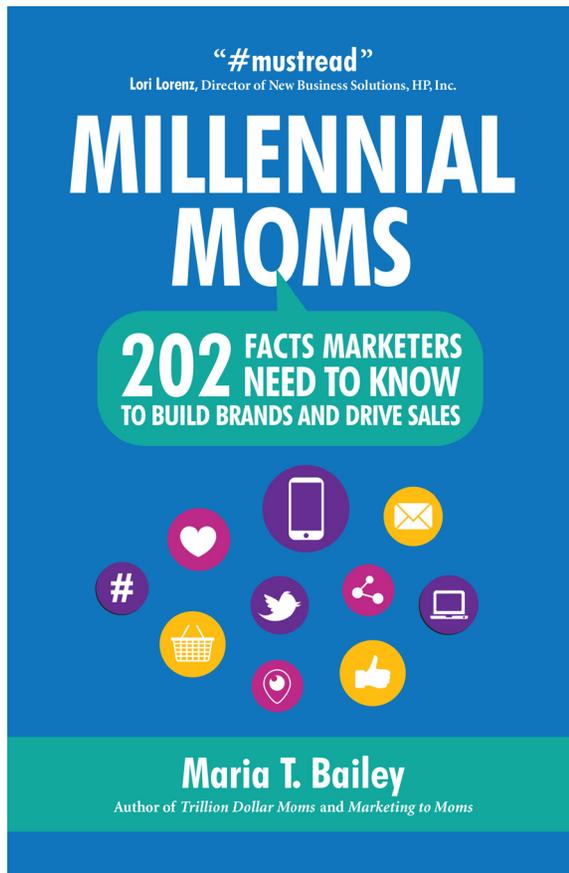
Popular Photo Apps Among Moms

A Beautiful Mess	PicStitch
Amazon Photo	Rhonna Designs
Flipagram	Shutterfly
Instagram	Sizelt
Photo Grid	Snapseed
Pic Collage	SuperPhoto
Pic Frame	VSCO
Pic Monkey	



Source: BSM Media, 2015

THANK YOU!



WANT TO LEARN MORE ABOUT MILLENNIAL MOMS?

1. Check out ***Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales*** by Maria Bailey, available on [Amazon.com](https://www.amazon.com).
2. Visit MillennialMomsMarketing.com to sign up for a 5-week digital course on Marketing to Millennial Moms and to download exclusive videos.
3. Visit BSMMedia.com to learn how Maria Bailey and her team at BSM Media can design an innovative millennial mom marketing campaign for your brand.
4. Contact Maria Bailey directly with questions at Maria@bsmmedia.com.
5. Follow Maria Bailey on social media:



@MariaBailey



@MariaBailey



/BSMMedia



/MariaBaileyBSM