



Marketing to Moms and their Millennial and Gen Z Students

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Marketing to the Moms of College Bound Gen Zs



Summary

Moms of college bound students which include the youngest Millennials and oldest Gen Zs are preparing to send their student back to campus while other are spending the summer visiting campuses and monitoring application essays. As the leading Marketing to Moms and the AOR for several higher education institutions, BSM Media took a deep dive into the involvement of moms in the college selection process and what college marketers can do to connect with these powerful gatekeepers.

During June 2017, BSM Media surveyed over 700 moms with college bound students from across the US. The results are included in this document.

Each page includes not only insights but potential tactics denoted by the light bulb in the blue box.

For more information or questions on how BSM Media can help you connect with moms, email Laura@bsmmedia.com

WHY MOMS?

- Control \$2.3 trillion in US spending
- Household Gatekeeper
 - CFO: Chief Financial Officer
 - CCO: Chief Calendar Officer
- 56% share the college selection decision with their children
 - Another 10% make the ultimate choice
- 60% suggest colleges to her child during college search
- 49% have considered going back to college



- ✓ Colleges should not exclude moms as a potential target for her child and/or herself as a student

TALK TO HER WHEN SHE'S ON YOUR CAMPUS

- 70% say they've been to their community college campus
 - Sporting events
 - Theater
 - Dual Enrollment



- ✓ On campus banners focused on flexibility, quality of education
- ✓ Highlight on-ramping programs in brochures, flyers, information displays

BE A RESOURCE WHEN SHE NEEDS YOU

- 25% of moms begin the college search process with her child in the 1st semester of high school
 - 20% start in the summer between sophomore and junior years
- 80% follow college Facebook pages



- ✓ Distribute “How-To Apply” digital content
- ✓ Offer college prep 101 classes for moms and dads
- ✓ Offer college essay writing course during summer
- ✓ Search social media for moms in the college search process

BREAKING NEWS How genetics could help future learners unlock hidden potential

HIGHER EDUCATION Home Higher Education The New 1st Step in the College Search and Application Process

THE NEW 1ST STEP IN THE COLLEGE SEARCH AND APPLICATION PROCESS



BY MATTHEW LYNCH / SEPTEMBER 8, 2015 / 1148 / 1

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SEARCH

Search

 **College Interactive**
January 23, 2015 ·  Like Page

Mid-year advice for #CollegeSearch. A mid-year check in? download the Collegeinteractive app to keep on track.
<http://www.citizen-times.com/.../column-midyear-che.../20639337/>



Column: Midyear checkpoint for college-bound students
What should students at each high school grade level be doing now?
CITIZEN-TIMES.COM

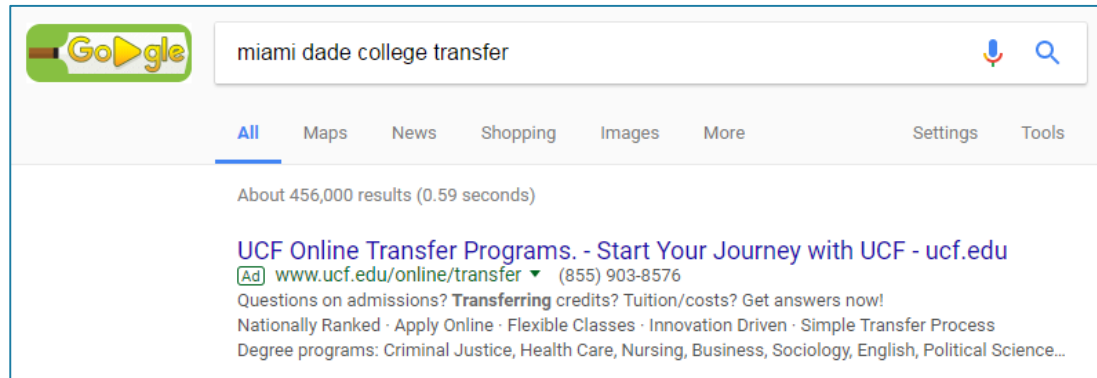
MAKE HER FEEL A PART OF HER CHILD'S JOURNEY



- ✓ Host parent's night
- ✓ Emails focused on transfer rate, campus activities and financial aid

BE WHERE SHE IS

- 20% use CollegeBoard.org and other search sites
- 19% use search engines such as Google and Yahoo!



- ✓ Digital ads
- ✓ Maximize SEO
- ✓ Monitor your competition

IF YOU ARE A COMMUNITY COLLEGE- DISPEL THE MYTHS AND LEVERAGE THE POSITIVE

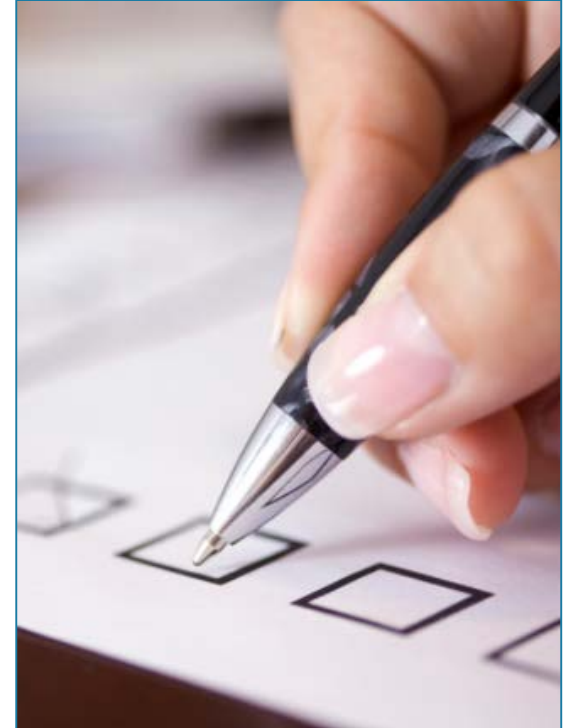
- 44% find community college financially appealing
- 65% consider the child's readiness to live away from home during the selection process
- 36% find the ease in transferring to 4-year school appealing
- 46% believe a community college doesn't offer the large variety of classes
- 26% feel a community college doesn't offer the level of education offered by a 4-year school



- ✓ Distribute testimonials by students, alumni, professors and parents via social media
 - Video, guest blog posts by students and professors
- ✓ Highlight success stories

BEST PRACTICES- We asked Moms!

- Special parent's night events
- Content touting transfer rate to 4-year colleges
- Tickets to plays for drama students or special degree Seeking students
- Personal calls from professors and administrators
- Manage quantity and content of outbound emails and direct mail
- Interaction with alumni and current students



MOM AS STUDENT

- Target the “right” life stage
- Testimonials from professors, alumni, current students
 - Videos
 - Live events
- Digital content
 - “5 ways to learn at the speed of life”
 - “Integrating family and studies”
- Seek out moms
 - PTAs/First grade moms
 - Mommy Groups
- Bring moms on campus before the life stages
 - Mom group meeting
 - Offer up experts in kid friendly environment





Thank You

More Resources:

www.MillennialInfluencers.com

www.MarketingToMoms.com

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