

10 Facts Brands Need to Know About Marketing to Millennial Moms: Shopping Behaviors



Maria T. Bailey

A selection of facts from her newest book

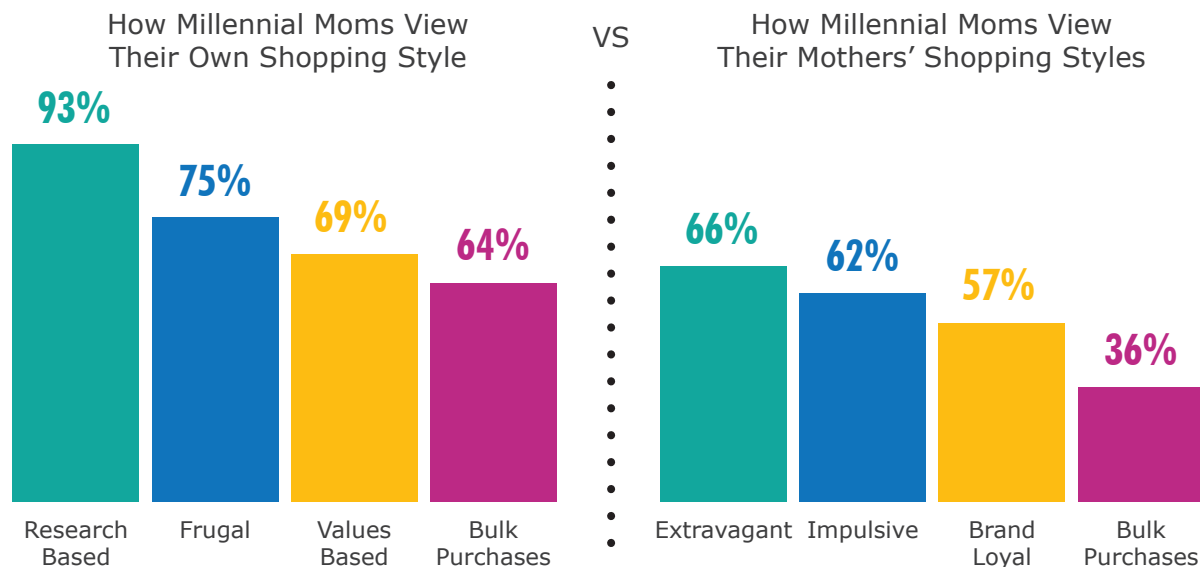
MILLENNIAL MOMS: 202 Facts Marketers Need to Know to Build Brands and Drive Sales

1

THE UNIQUE SHOPPING STYLE OF MILLENNIAL MOMS

- According to a BSM Media survey asking Millennial Moms to compare their shopping styles to their moms' behaviors, Millennials are more likely to be frugal and less likely to make impulse purchases.

Shopping Style of Millennial Moms VS Their Mothers

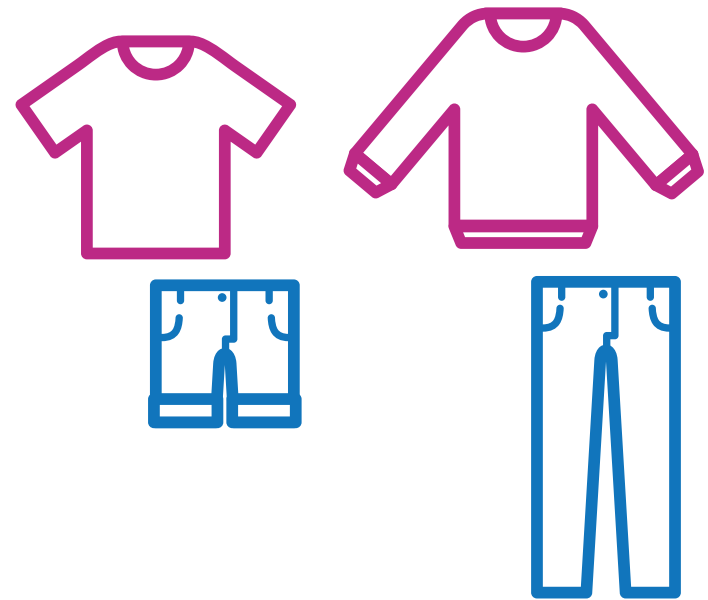


Source: BSM Media, 2015

2

SPENDING TRADEOFFS: SPLURGE VS. SAVE

- Millennial moms are more likely to save money on everyday items like consumable products, clothing and household items.
- When it comes time to special occasions, Millennial Moms splurge, with 65% splurging on celebrations for her family.
- Outfitting trendy tots ranks higher than shiny, new play things with 57% splurging on children's clothing and 72% saving on toys.



3

TIME = MONEY

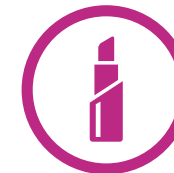
- A whopping 83% of Millennial Moms will pay more for a product or service that saves them time.

Millennial Moms Will Pay More for These Products to Save Time



58%

Meal Planning/Food Prep



36%

Beauty Products



51%

Household Chores



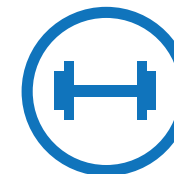
28%

Health & Wellness



46%

Technology



19%

Fitness



38%

Travel

Source: BSM Media, 2015

4

FRUGAL AND FABULOUS

- Like all Moms, Millennials Moms like to save money and coupons are key.
- Saving money via coupons makes them feel practical, satisfied and smart.
- Coupon bloggers lead the way in helping Millennials save money and make savvy shopping decisions.

#TAKENOTE

Don't hold your discount codes hostage by requiring too many steps before Moms can access them. With Millennials, instant gratification is always the way to go.



5

SMARTPHONES ARE THEIR SHOPPING PARTNERS

- 61% of Millennial Moms use their smartphones to make lists, review suggestions, retrieve coupons and comparison shop.

Top Comparison Shopping Sites/Apps Used by Moms



Source: BSM Media, 2015

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DIGITAL DISCOUNTS

- 75% of Millennial Moms access discount codes to get deals and 53% use mobile saving apps.
- 41% prefer to receive text coupons from brands and retailers.

#TAKENOTE

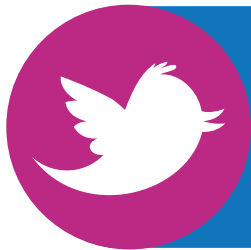
Email promotions are still effective but to reach Millennials, hit send early. Millennials read emails most often in the morning, before the kids wake up.



7

“WHAT DO YOU THINK?”

- Her smartphone might be her shopping companion, but her friends are just a text away.
- 90% of Millennial Moms say they send fitting room photos to someone outside of the store for their opinion.



Reliable in-store WiFi is a must for brands that want #MillennialMoms to share product photos while shopping.

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REVIEWS ARE A MUST

- Nearly 80% of Millennial Moms say they research a product online before purchasing it online or offline.
- Transparency is key and reviews must be truthful and credible.

Brand Checklist for the Millennial Mom Shopper

Product Reviews on Website & Social Media

"How To" Videos on YouTube & MomTV

Product Reviews on Blogs

Video Product Reviews on Amazon

Mobile Coupons

Discounts & Sneak Peeks on Social Media

Product Ideas on Pinterest

9

CAUSE MARKETING IS IN

- 54% of Millennial Moms indicated that they would buy a product because the brand supported a cause they cared about.

"I buy from companies like Warby Parker who gives a pair of glasses to a needy person for every pair that I purchase. I like to know they are giving back to others."

- Jennifer B., 35

"Toms for instance gives back to the less fortunate. It makes me feel good that when I purchase an item they give an item to someone who wouldn't normally be able to get it."

- Amy, 30



10

SHE SEEKS AUTHENTICITY AND BUYS LOCAL

- Millennials like knowing where their products are coming from and that the sellers are passionate people who care about the quality of their work.
- Etsy allows them to buy handmade goods without product availability being dictated by traditional sales campaigns.



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.
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