

# 10 Facts Brands Need to Know About Marketing to Millennial Moms: Technology



**Maria T. Bailey**

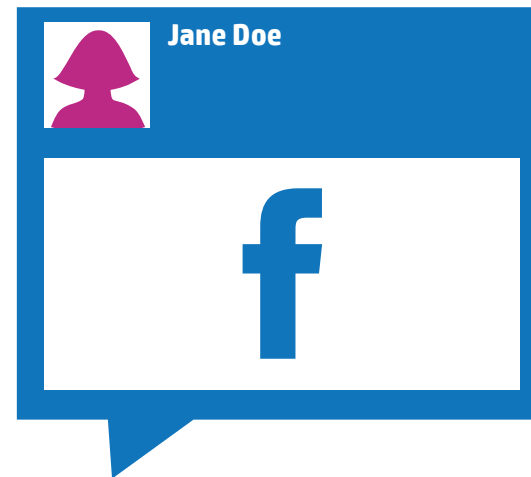
A selection of facts from her newest book

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

# 1

## SHARING IS CARING

- Facebook is her first source of support for sharing images or information.
- Text messages and email are her second source for sharing and her most popular tool.
- 87% of Millennial Moms use Facebook to share images with family and friends followed by texting at 84%.



# 2

## TECH BLING IS HER NEW THING

- #Wearable technology is her bling.
- With Fitbit, Millennial Moms create Facebook groups to support their efforts, which they then track on the app.
- Millennial Moms accept the idea that technology is an integrated part of their daily lives.



# 3

## NEW MEDIA NOW

- Millennial moms are early adapters of new media.
- Quick to adopt technology if they feel it serves a need for them or their family.
- Even though millennial moms are early adopters of new media, they must first find a purpose for it in their busy lives.
- It's not necessary to be active on every platform to create meaningful relationships with moms.



# 4

## TRENDING NOW: PERSICOPE

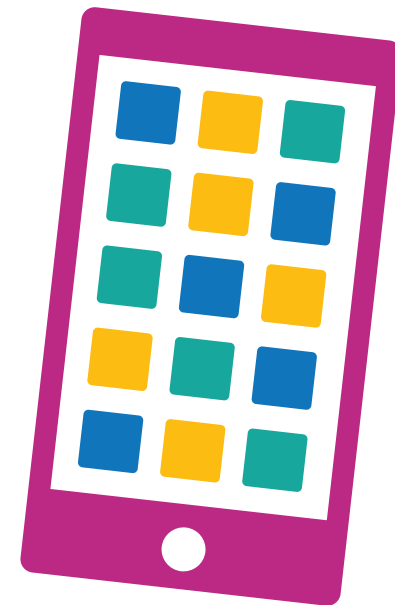
- Millennial Moms are adopting periscope as their new social media platform.
- Moms are experimenting with short 5 minute chats and behind the scenes footage from special events, while brands are broadcasting from sponsored events.



# 5

## SHE'S GOT AN APP, OR 10, FOR THAT

- The average Millennial Mom has 31 apps on her wireless device, only regularly using 9.
- She finds them through friends, recommendations, research and searching the app store.
- 15% of Millennial Moms say they have 5 or more gaming apps.
- While she won't spend more than \$2 on an app for herself, she'll spend up to \$4 on an app for her child.



# 6

## THE NEW 'TUBE

- YouTube is the search engine for millennial moms, with nearly 25% of moms viewing videos daily.
- The best advice for brands right now? If you haven't started shifting some of your marketing budget to video, it's time!

### **#TAKENOTE**

**Work with mom bloggers to produce videos that you can use on your social media outlets and they can promote through theirs. Check out MomTV.com and subscribe to mom channels.**

# 7

## VIDEOS LEAD TO PURCHASES

- Videos: they make moms laugh, help her learn and lead her to purchase.
- Eye-catching images attract attention and influence purchasing decisions.

***"If a product looks good when photographed by a 'real' person, then I'm more likely to believe in its quality."***

### **#TAKENOTE**

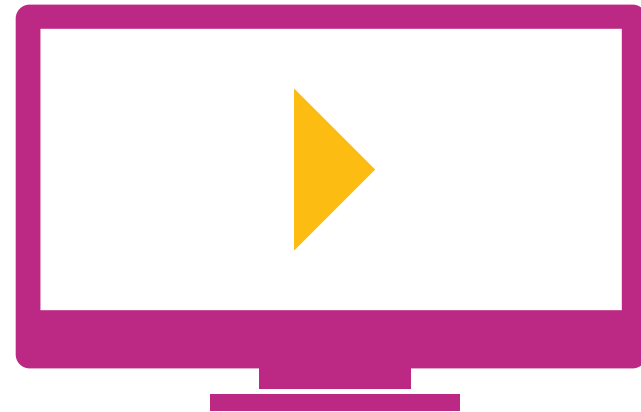
**Understand the 'where' and 'why' of video consumption.**



# 8

## VIDE(BI)OGRAPHERS

- Millennial Mom bloggers are more likely to integrate video into their social media sharing.
- Marketers are clamoring to engage with the most popular faces on video but beware of the ticket price!
- Take a look at some of their subscribers and the relationship between blogger and maker.



***"It's almost as if everything we share, as millennial moms, tells a story of who we are and what we believe, so its very important to feel identified with the brand's messages."***

**- Denisse I.**

# 9

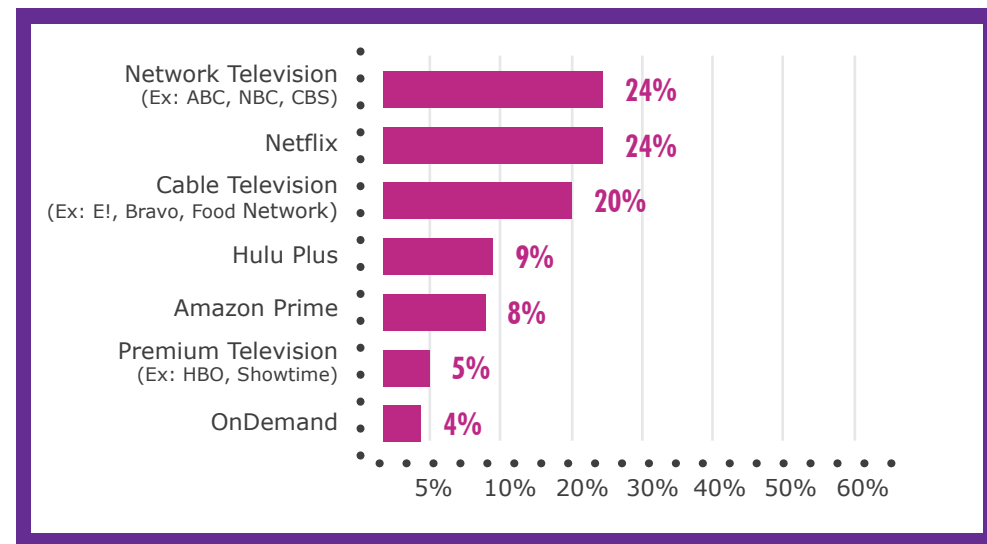
## NETFLIX AND MILLS

- Millennial Moms are as likely to watch Netflix as they are to watch network TV.
- With the rise in popularity of the digital video recorder (DVR) and streaming services like Netflix and Hulu, Millennial Moms have grown accustomed to binge-watching their favorite TV shows.

***"TV is no longer time to zone out, but for millennials to tune in."***

**- Grant McCracken**

**What Millennial Moms Are Watching Daily**



Source: BSM Media, 2015

# 10

## TRENDY TUNES

- The most common delivery device for tunes is their smartphone, followed by computer and television.
- 54% of millennials have downloaded more than 30 songs in the last month.



# 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](https://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](https://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](mailto:Maria@bsmmedia.com).
5. Follow Maria Bailey on social media:

