

## Millennial Moms 202 Facts Marketers Need To Know To Build Brands And Drive Sales

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### Millennial Moms 202 Facts Marketers

Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales [Maria T. Bailey] on Amazon.com. \*FREE\* shipping on qualifying offers. Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales

### Millennial Moms: 202 Facts Marketers Need to Know to Build ...

Millennial Moms have their own distinct triggers and it's imperative to speak their language in order to capture your share of their wallets. Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales is the go-to guide for marketing to Millennial Moms.

### Home - Millennial Moms Marketing

Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales 216. by Maria T Bailey. Paperback \$ 36.00. Ship This Item — Qualifies for Free Shipping Buy Online, Pick up in Store is currently unavailable, but this item may be available for in-store purchase.

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MILLENNIAL MOMS: 202 Facts Marketers Need to Know to Build Brands and Drive Sales Maria T. Bailey. MILLENNIALS ARE POSTPONING MOTHERHOOD 1 • The average Millennial is 26 when she gives birth<sup>1</sup>, the oldest average age yet for first-time motherhood and two years older than the

### 10 Facts Brands Need to Know About Marketing to Millennial ...

A new generation of mothers are quickly becoming the buying power of the mom market. With more than 73 million Millennials and 2/3 of them expected to have children in the next 5 years, marketers have a huge opportunity to cultivate a lucrative consumer group. Maria Bailey will provide insights...

### 2017 AAO Annual Session - Millennial Moms: 202 Facts ...

- 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

### 10 Facts Brands Need to Know About Marketing to Millennial ...

Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales is in an easy-to-read, full-color format that provides graphs, charts, quick insights and tactical implications. Packed with over 100 Millennial Mom interviews, brand managers, product developers and marketing professionals will take away information that can be applied immediately to building brands and selling product.

### About The Book - Millennial Moms Marketing

Millennial moms are the spending powerhouses of 2017, representing 46% of the total women in their age group. This year, millennial moms will spend \$200 billion — meaning marketers must develop marketing trends specifically for the millennial mom.

### How to Market to Millennial Moms - heymama

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October 23, 2015. Maria Bailey. CEO. BSM Media; Author of "Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales". The digital landscape has changed drastically from the height of the mother blogging era. Mothers are now making strong waves on Pinterest, YouTube, Instagram, Twitter, and of course, Facebook.

### Way Beyond Blogging: US Mothers' Likes and Dislikes on ...

A recent survey in a new book, Millennial Moms, 202 Facts Marketers Need to Know to Build Brands and Drive Sales, illustrates video consumption habits among moms of all generations, and even ...

### What Moms Are Watching (Other Than TV) - Business 2 Community

Millennial Moms: 202 Facts Marketers Need To Know To Build Brands and Drive Sales is the latest in a string of mom-focused titles she has authored. For information, visit MariaBailey.com.

### Millennial Moms Expected to Add \$750 Billion to U.S. Economy

The average age of a first-time millennial mom is 26, two years higher than what it was in the mid-'90s, according to a 2015 Millennial Moms report by Goldman Sachs.

### Tech-savvy millennial moms work on their own terms | Miami ...

The average age of a first-time millennial mom is 26, two years higher than what it was in the mid-'90s, according to a 2015 Millennial Moms report by Goldman Sachs.

### Balancing Act: Tech-savvy millennial moms work on their ...

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She is the author of seven books, including her newest book, Millennial Moms: 202 Facts Marketers Need To Know To Build Brands and Drive Sales (Wyatt-MacKenzie 2015), Power Moms: The New Rules for Engaging Mom Influencers Who Drive Brand Choice (Wyatt-MacKenzie, 2011), Mom 3.0: Marketing WITH Today's Mothers by Leveraging New Media & Technology (Wyatt-MacKenzie, 2008), Trillion Dollar Moms: Marketing to a New Generation of Mothers (Prima, 2005) and The Women's Home-Based Business Book of ...

**Author - Maria Bailey**

To retain millennial moms, some employers already are becoming creative in structuring jobs. Amy Sobel is a 32-year-old millennial mom who has a 15-month-old son and works from home for a Fort ...

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