



WOMEN'S MARKETING

MOBILE MOMS:

Engaging Women at
Every Step of the Consumer Journey

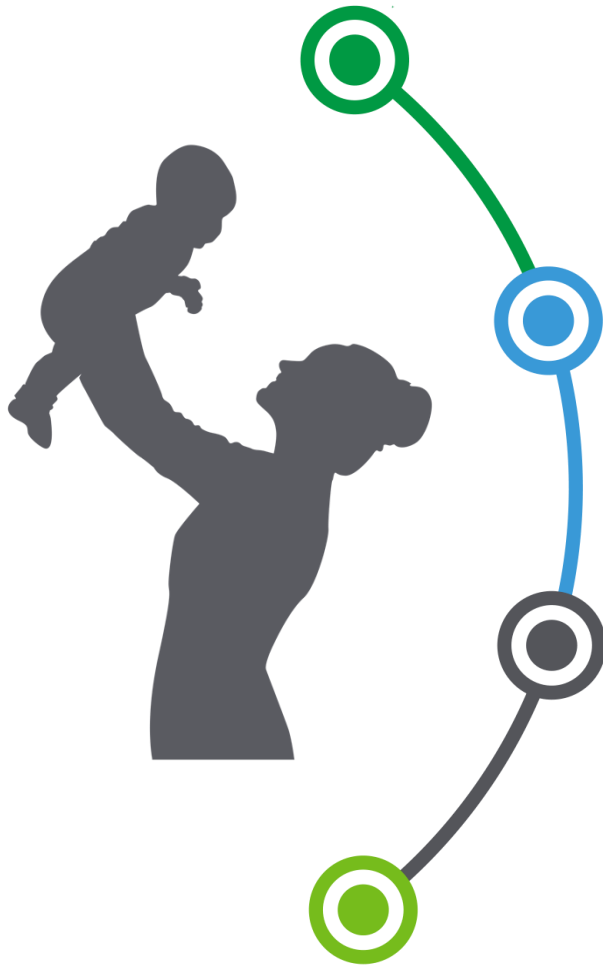


Welcome

Women's Marketing is the leading **marketing and media services** agency for emerging and high growth brands. Our **insights and data** help us reach and activate consumers, especially women, to help brands grow.



Women's Marketing



Analytics & Insights

- Solving business challenges with custom data solutions
- Insights tools, proprietary data & research
- Driving investment, channel selection & results
- Social insights from technology & proprietary social community
- Deep understanding of women's behaviors and purchasing patterns

Full Funnel Media Services

- Best-in-class media, based on women's path to purchase
- Innovative activations & creative integrations
- Data-driven solutions, with in-house trading desk
- Social ★ Influencer ★ Content ★ Creative studio
- Amazon Marketplace Center of Excellence

Nimble Marketing Strategy

- Strategic business planning
- Market assessment & segmentation
- Brand, channel, and consumer expertise



Welcome To Motherhood

Looking At The World Differently



When women become mothers, they begin to look at the world differently

Moms changed purchase criteria in the following categories:



63% food/beverage



52% detergents/cleansers



48% personal care/baby care



41% apparel/shoes

9 in **10** pregnant women and moms re-evaluate brands and product choices

Critical Factors When Evaluating Brands

- Offers consistent quality
- Proven to be safe
- Easy to use
- Good online reviews
- Low prices
- Recommended by friend
- Brand understands what it's like to be a mom
- Offers real-time customer service
- Environmentally conscious



They Rely on Trusted Brands, But Are Open To Trying Something New

60%

Mostly stick to traditional brands but sometimes try new or emerging brands

21%

often try new or emerging brands and sometimes buy brands that are more traditional

16%

always buy traditional brands



Mobile – It's How Moms Connect With Brands

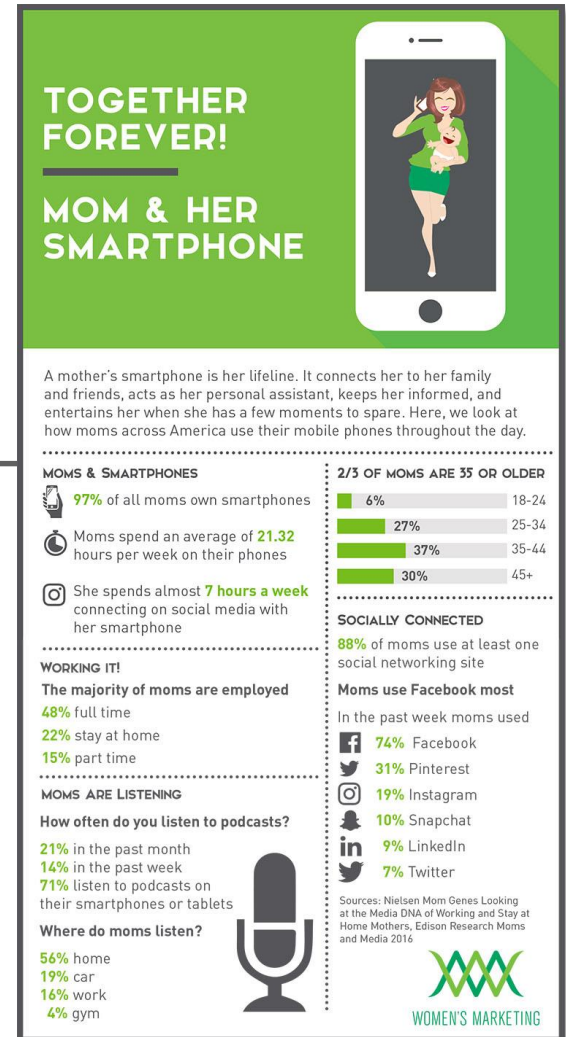
A Mother's Smartphone Is Her Lifeline

97% of all moms own smartphones

63% say they use their smartphone more since becoming a mom

Moms spend an average of **21.32** hours per week on their phone

50% own both a smartphone and a tablet



Moms on Mobile

What she's doing on her smartphone or tablet

- Checking social media
- Taking/sharing photos
- Listening to music
- Watching video
- Looking up recipes
- Getting parenting advice
- Paying bills
- Shopping



Social Media: How She Engages With The World

90% of moms actively use at least one social networking site and spend almost 7 hours a week connecting with friends, family, and brands on her smartphone



84%



47%



37%



37%



66% of mothers view social networks as a good source of information about brands

65% learn about products and services through social networking

YouTube: Mother's Little Helper



83% of moms use YouTube as a source for answering parenting questions

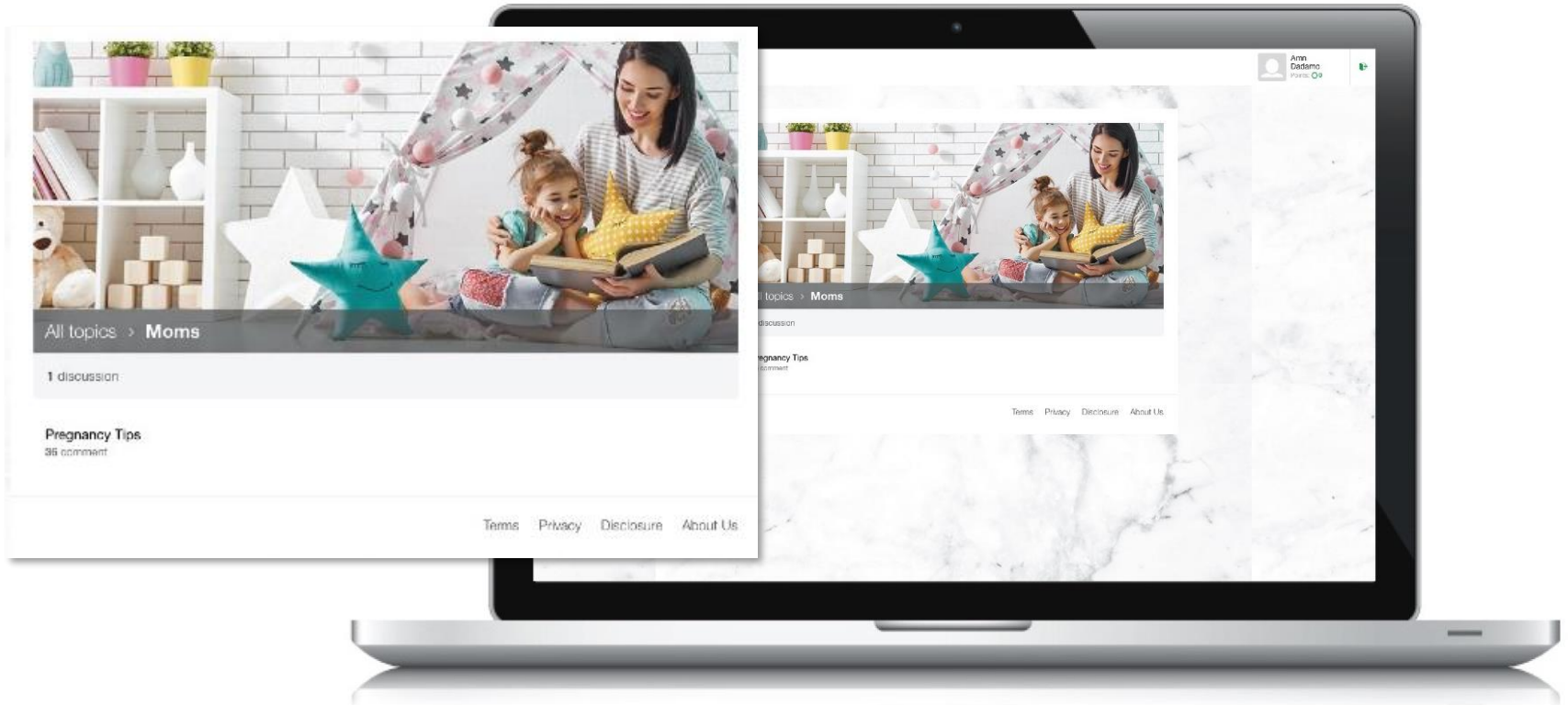
81% watch how to and DIY videos

58% agree they're likely to search for videos about a product before purchasing

54% say YouTube helped them discover new brands and products that fit into their lifestyle and interests

Our Social Community

We wanted to know more....so we asked our own social community



Engaging Women at Every Step of the Consumer Journey

To better understand how moms are using mobile to discover, research, and shop, we engaged our own Glimmer community and asked them about their experience

This is what we learned...



What We Learned

Who did we speak to?

500 moms from across the U.S.



53% Millennials

47% Generation X

Moms can't live without...

#1



mobile phone

#2



nap time

#3



Lip gloss

Her Most Trusted Advisors? Grandma & Google



Who is your most trusted advisor, the one that you can't buy a baby product without consulting first?

My Mom	25%
Search (Google)	17%
Other Family	17%
Friends	17%
Mom Groups	15%
Pediatrician	6%



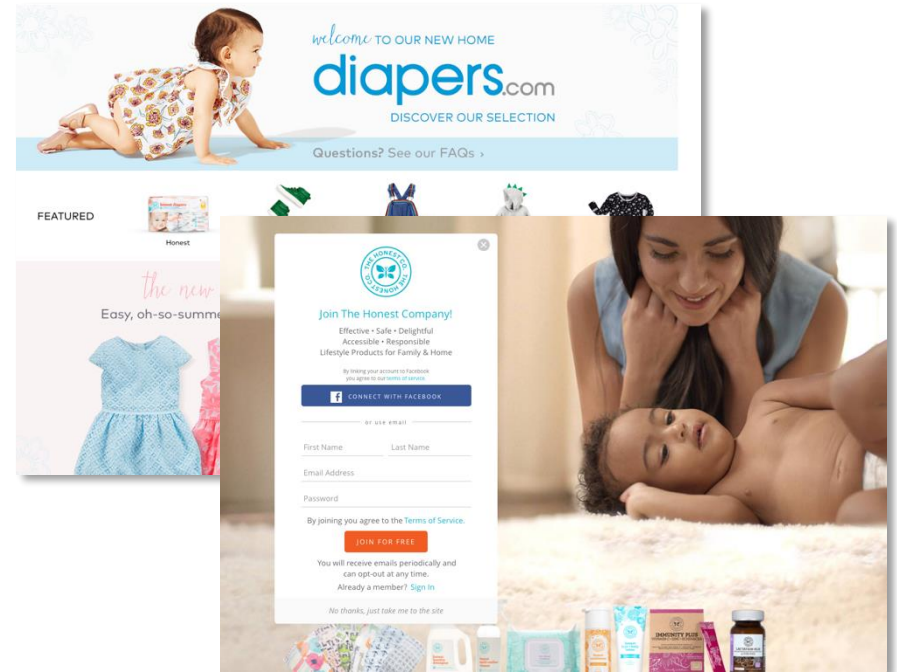
Baby #2? I've Got This!

Although they still seek out product recommendations from family and friends, second time Moms are more confident in their choices and rely heavily on social media and search almost as much as family members to make product choices

		Family	Search	Social
	First Time Mom	23%	15%	11%
	Second Time Mom	18%	17%	15%

Where Mom Shops

71% of Moms said they didn't belong to monthly subscription services, such as Honest Company or Diapers.com, of those that did **20%** belonged to Amazon Family



Walmart

89%



70%

amazon

69%

BABIES'R'US

47%

Club Store

30%

Increasingly, It's Amazon

All ▼

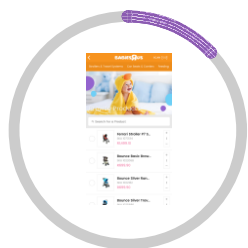
More consumers start their product search on **Amazon** than anywhere else on the web



52%
Amazon.com



26%
Search Engine



13%
Brand Website

Retailers Where US Mother Mobile Device Users Plan to Purchase School Supplies for Back-to-School, In-Store vs, Digitally*, May 2017

% of respondents

In-Store

Walmart 88%

Target 65%

Dollar Tree 36%

Dollar General 26%

Walgreens 24%

Staples 23%

Digitally*

Amazon 75%

Walmart 40%

Target 25%

11% Staples

9% OfficeMax/OfficeDepot.com

Note: ages 25-64; *among those who digitally purchase school supplies

Source: Field Agent, "Back-to-School 2017: 1,001 Moms Talk BTS Shopping," May 25, 2017

How Moms Interact With Baby Brands Online

Attention-Getting Content

1. Tips & How To

2. Mom Life Humor

Facebook

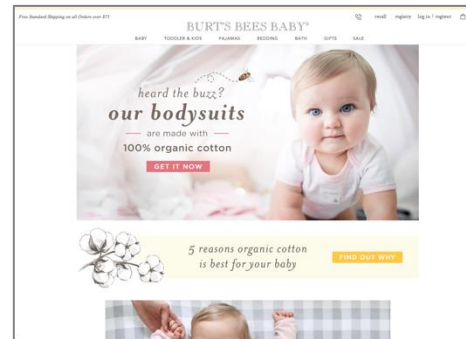
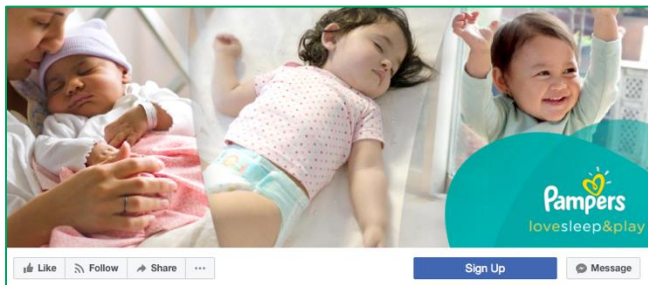
71%

Brand Website

55%

Instagram

53%



Pinterest
42%



Apps
23%



Moms Are Loyal To The Retailers And Brands They Trust



79% say they are loyal to the retailers they shop

Almost half of moms are loyal to between **1-3 brands** and a quarter of moms are loyal to between 4-6 brands

12% of moms are loyal to more than 7 brands

But they're willing to try something new if...

66% they receive a free sample

19% lower price

6% have a coupon*



***81%** of moms use coupons for baby products

Natural/Organic Is Important To Moms

**Moms said natural/organic
“very important” or “important”
in each product category:**

Baby Food	91%
Other Food	90%
Baby Personal Care	86%
Facial skincare	82%
Body care	82%
Feminine Care	74%
Hair Care	71%
Personal Care	67%

84% said natural/organic is an important attribute and **93%** are willing to pay more for these products



Want To Learn More?

Should
be me?



Marlea Clark
EVP, Marketing & Insights
Women's Marketing
mclark@womensmarketing.com
Womensmarketing.com
New York & Westport

 [@womensmarketinginc](https://www.facebook.com/womensmarketinginc)

 [@Womens_Mktg](https://twitter.com/Womens_Mktg)

 [Women's Marketing](https://www.linkedin.com/company/Women's%20Marketing)



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THANK YOU