



**Marketing
to Moms:**

***YOUR*
RECIPE
FOR
SUCCESS**

#1 KNOW WHO YOU'RE COOKING FOR



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Who are you cooking for?

If you don't know, *ask*.



- Life stage & family composition
- Income level, education, geography, ethnicity, values/priorities
- Favorite and most frequented places to connect with the world
- Her level of "greenness" and health awareness
- How & where does she connect/work/play: Playgroups, support groups, exercise groups, school, work, cell phone, smart phone, lap top, desk top, tablet, blogs, message boards, FB, twitter, YouTube, texting?
- What "language" does she speak (literally and figuratively): Millenium Mom comfortable with FB and apps? Boomer Mom more at ease with tradition e-mail and print brochures?

Don't forget: Know your brand. Know your voice. Know your story.

#2 FEED A REAL HUNGER





Mom challenged by

Isolation

Lack of time

Cynicism

Frustration

Overwhelmed

On a budget

Fear & pessimism

Boredom

No time/energy for her

Social acceptance

Your marketing solution

Connection

Save time, simplify

Authenticity

Hear her & respond quick & appropriate

Make her life/choices easier

Show her ways to save

Information, empathy & optimism

Fun, entertainment

Pamper, nurture mom

Hip, fun, cool

#3 USE QUALITY INGREDIENTS



QUALITY INGREDIENTS:

- * Power of the purse strings
- * Transparency
- * Authentic and well formed team
- * Cohesive messaging
- * Focus
- * Positivity



#4 SOMETIMES IT'S OK TO THROW OUT THE COOKBOOK



Think outside the recipe box:



1. Generate a buzz worthy, timely, simple, or why-didn't-I-think-of-that idea
2. No budget? Not (necessarily) a problem – Get your name out there via community involvement, reciprocation, and negotiation.
3. Ask for input from folks outside your bubble. If you want “think outside the box ideas” you may need to access ideas from outside of the box.
4. Consider “think outside the box” means of marketing text campaigns, novel videos, solution-oriented apps, podcasts
5. Don't forget the FUN. Online games, hosted house parties, and novel contests meet moms' needs to interact and escape.

#5 SET THE RIGHT TEMPERATURE AND LET IT COOK (FORGE GENUINE CONNECTIONS)



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Build Real Relationships With Real Moms:

1. Be curious. Ask questions and listen to what she has to say.
2. No one likes a phony.
3. Make it easy for her to share the love - "forward to friend" link on e-newsletters, access to brochures to share with friends, reward program for engagement & loyalty, comments, posts.
4. Remember that the "word of mom" goes both ways.
5. Moms are a moving target. Go to her online and in person.
6. Real connection helps you keep up.
7. Put a face on your organization.

Pinterest



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Sample recipe:

Connect-to-Mom Cupcakes

*Choose organic & fair trade whenever possible

1 scoop Understanding

1 batch Vision

1 cup Solutions

1 rounded tsp each: Respect and Authenticity

Dash of Sharing

Pinch of Rewards

Add Support and Fun to taste

Mix gently.

Bake in a round pan on warm to high heat.

When finished will be "sticky"



***Note: This recipe may also be used to make
"Happy Partner Pancakes"***



FIND YOUR
RECIPE FOR SUCCESS...

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