



Marketing to Moms on Facebook

Survey Results & Report

EXECUTIVE SUMMARY

2010



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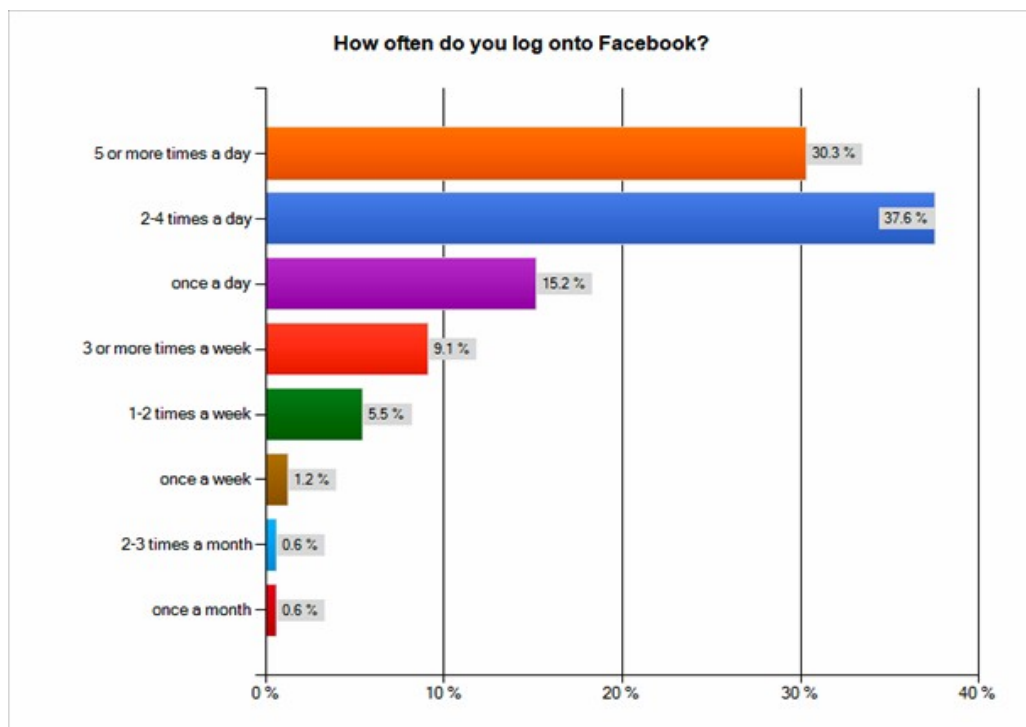
Social media such as Facebook are occupying an increasingly large share of marketers' attention because of the potential to reach a wide audience through friend-to-friend referrals that inspire trust. Facebook is especially attractive to marketers trying to connect with moms, because moms' limited time and fragmented attention make it crucial to market to them in ways that fit into their lifestyles and habits.

Several aspects of moms' Facebook use make them especially appealing as targets for marketers:

- They log on frequently.
- They use the site primarily to interact with others in their social networks — which translates to lot of potential referrals.
- They are receptive to marketing on the site, as long as it follows their “rules.”

The study looked at how moms use Facebook as well as delving into how they feel about various forms of marketing on the site. It also asked them for direct feedback on how marketers should connect with them through the site.

The majority of moms who are on Facebook log in at least once a day; 68% log on two or more times daily.



For the most part, moms behave similarly on Facebook regardless of age. This is an important finding for marketers, given that demographic factors such as age are still one of the primary ways to target marketing campaigns. That they're not suggests that Facebook has achieved a measure of mainstream appeal, and also that moms may be better segmented by factors other than age, such as lifestyle habits.

Moms' top reason for using Facebook is keeping in touch with friends and family (96%); only about a quarter use it for keeping up with professional contacts or playing games/taking quizzes.

Although moms' primary motivation for being on Facebook is social connection, they are receptive to marketing on the site, as long as it's done in a non-intrusive way and offers them real value.

Three-quarters of moms are fans of at least one company on Facebook, and parenting-specific sites are moms' top picks. To win with moms on Facebook, marketers should:

- Develop interactive promotions and ask for moms' opinions
- Offer coupons, exclusive offers or discounts for fans, and "share with a friend" promotions
- Be careful not to bombard moms with updates or ads, or to make unrealistic-sounding offers.

The Moms on Facebook Survey was conducted online in July 2009. The report includes behavioral and attitudinal data and open-ended feedback on marketing techniques, as well as a marketing playbook for reaching moms on Facebook.

The full *Marketing to Moms on Facebook* report is available at www.momreports.com, price: \$249.

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