

twitter



Marketing to Moms on Twitter Survey Results & Report

2010

Confidential



LISAFINN

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Introduction

Twitter offers marketers a valuable opportunity to interact with moms in a fresh, informal way. The medium itself, with its 140-character limit and whimsical graphics, sets a friendly, casual tone, and moms are especially receptive to companies whose Twitter presence is personable and interactive.

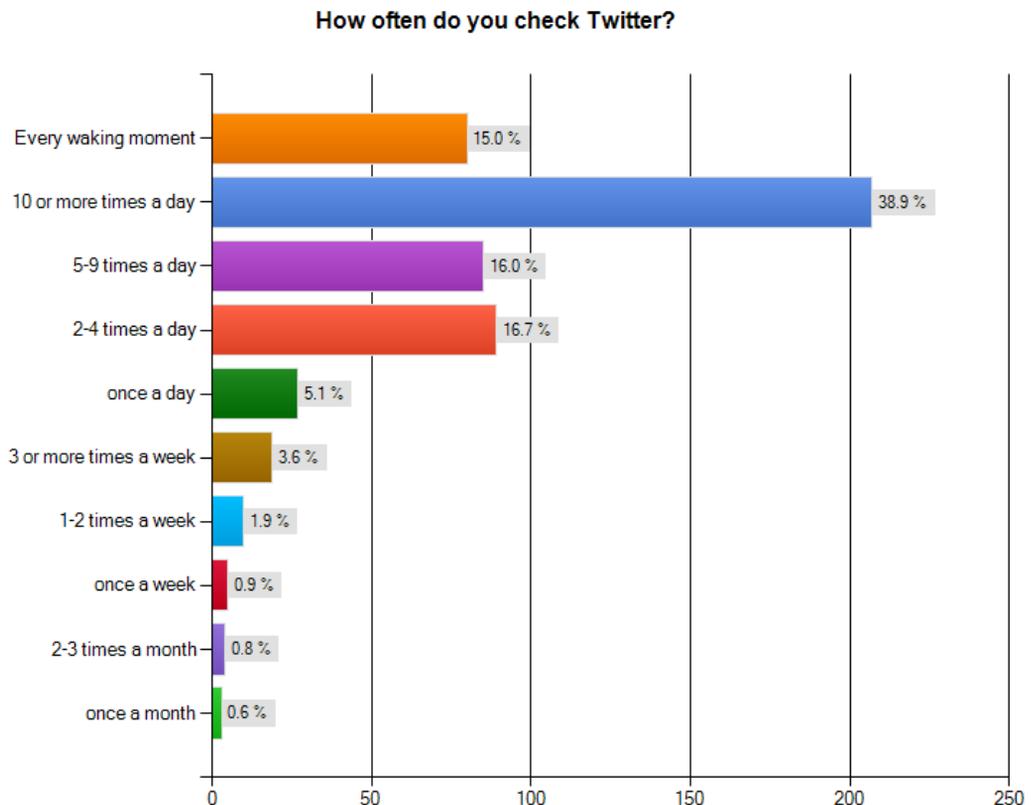
Moms are more open to meeting new people on Twitter than on Facebook, and they're especially interested in getting links to news and articles of interest, making Twitter an ideal place for businesses to make contact with moms. The key is to offer them information that's of value, such as links to articles on parenting topics and special offers for followers.

twitter



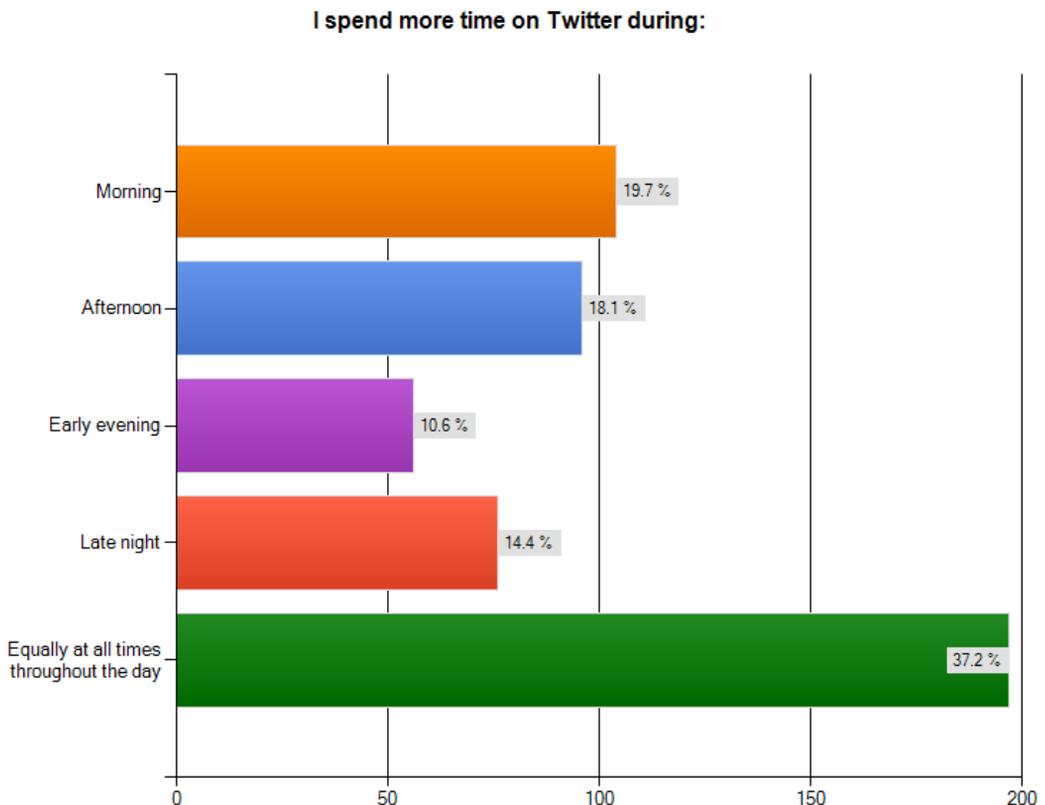
Moms Are Hooked on Twitter

Moms who use Twitter check their Twitter feeds almost constantly — 54% check 10 times or more per day, including 15% who check “every waking moment.” Only 13% check it once a day or less.



When They Connect

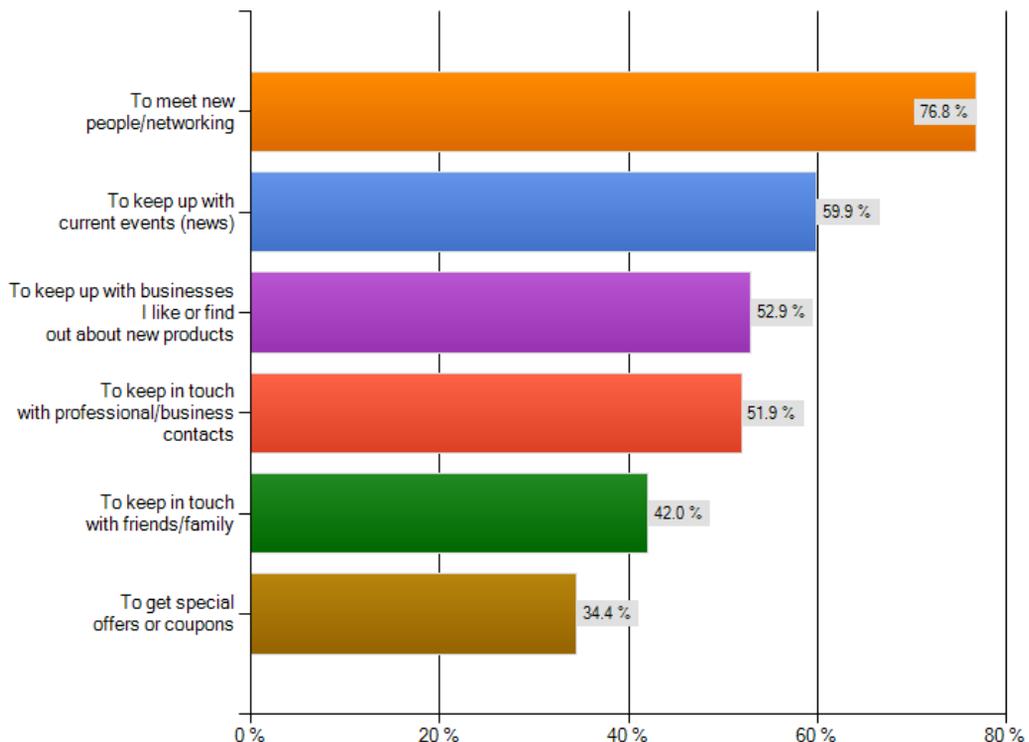
Moms are on Twitter at all hours of the day and night; 37% visit the site equally at all times of the day, while two in 10 say they visit most in the morning (20%) or the afternoon (18%).



How Moms Use Twitter

Networking/meeting new people and keeping up with news and current events are moms' top motivations for using Twitter. More than three quarters (77%) of moms cite networking as the reason they use Twitter most often, and 60% cite keeping up with news (multiple responses allowed).

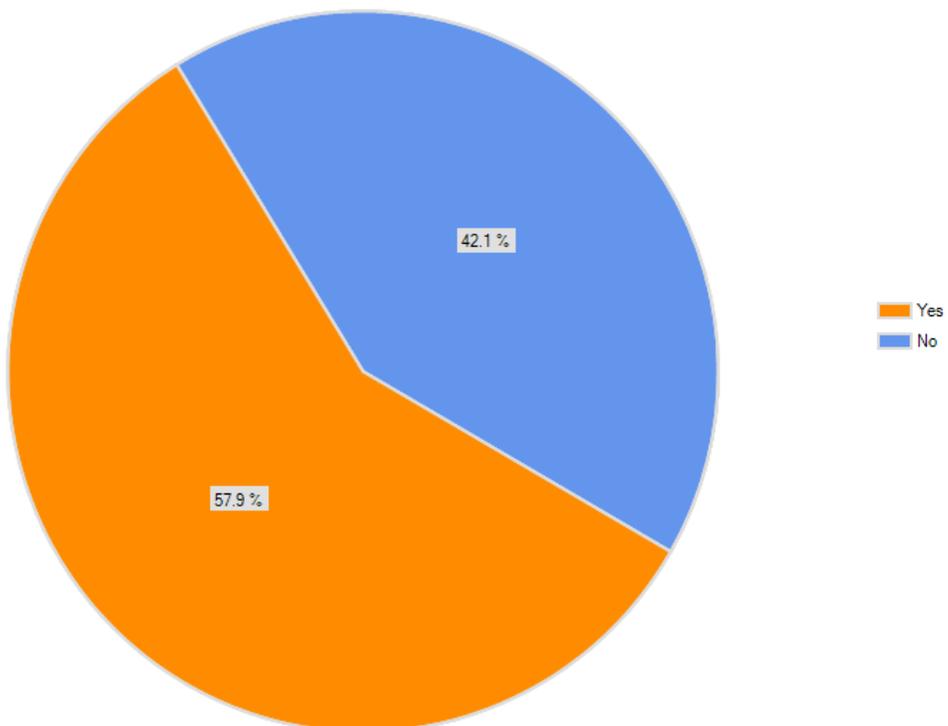
How do you use Twitter most often? (choose all that apply)



Wireless Tweeting

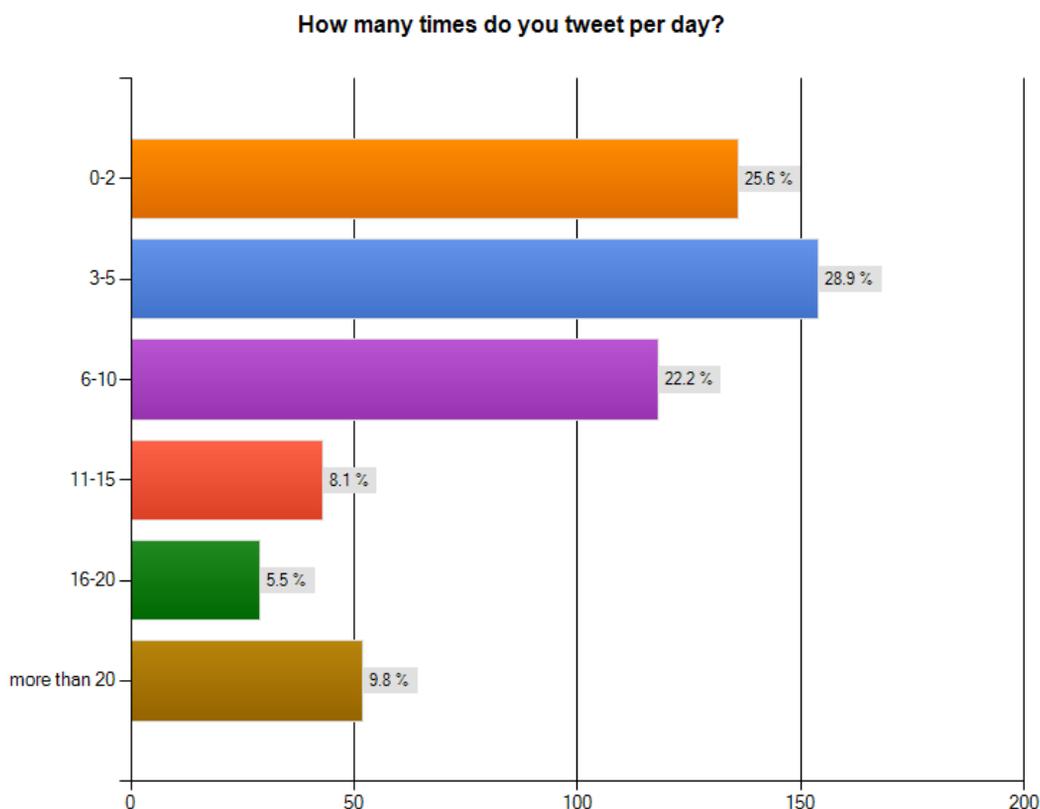
Most moms log onto Twitter from their cell phones or smart phones at least some of the time (58%). By comparison, 42% of moms who are on Facebook log onto Facebook from their mobile devices.

Do you ever log onto Twitter from your cell phone/iPhone/Blackberry/smartphone?



How Often Moms Tweet

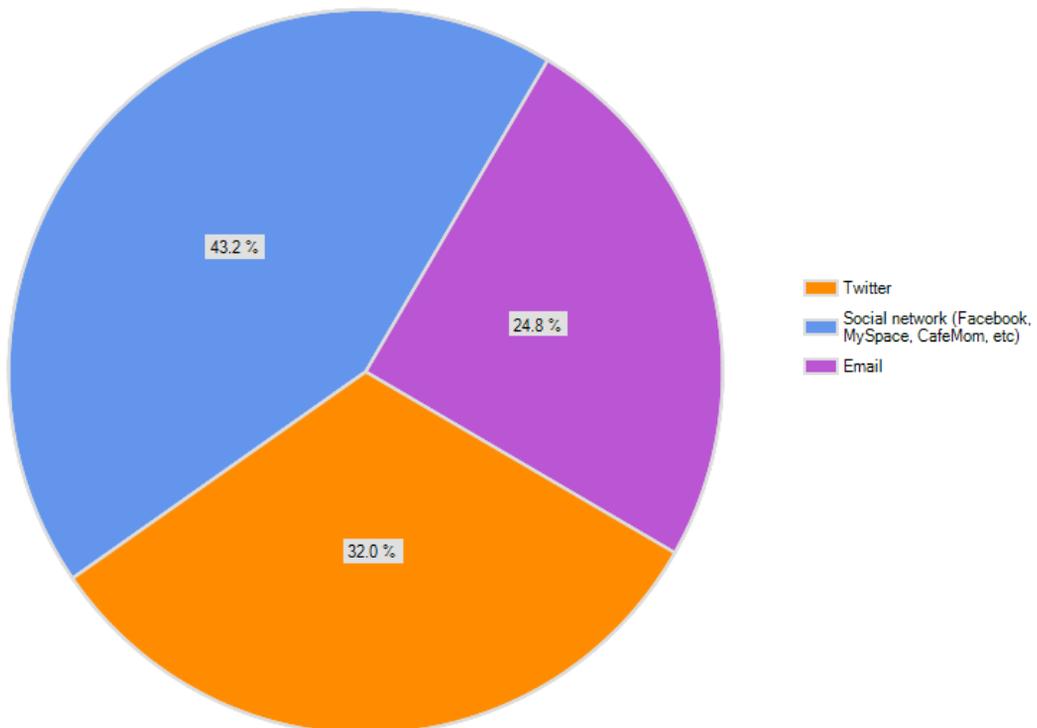
Despite spending so much time on Twitter, moms aren't tweeting every time they visit; the largest proportion tweet 3-5 (29%) or 0-2 (26%) times a day. About one in five (22%) tweet 6-10 times a day, and one in 10 (10%) tweet more than 20 times a day.



The Desert Island Question

If moms were stranded on a desert island and had to choose Twitter, a social networking site such as Facebook, or email, the largest proportion of moms would choose the social networking site (43%) over Twitter (32%) or email (25%). This suggests that while Twitter may be more addictive in terms of spurring moms to check it frequently, social networking sites provide a stronger sense of connection.

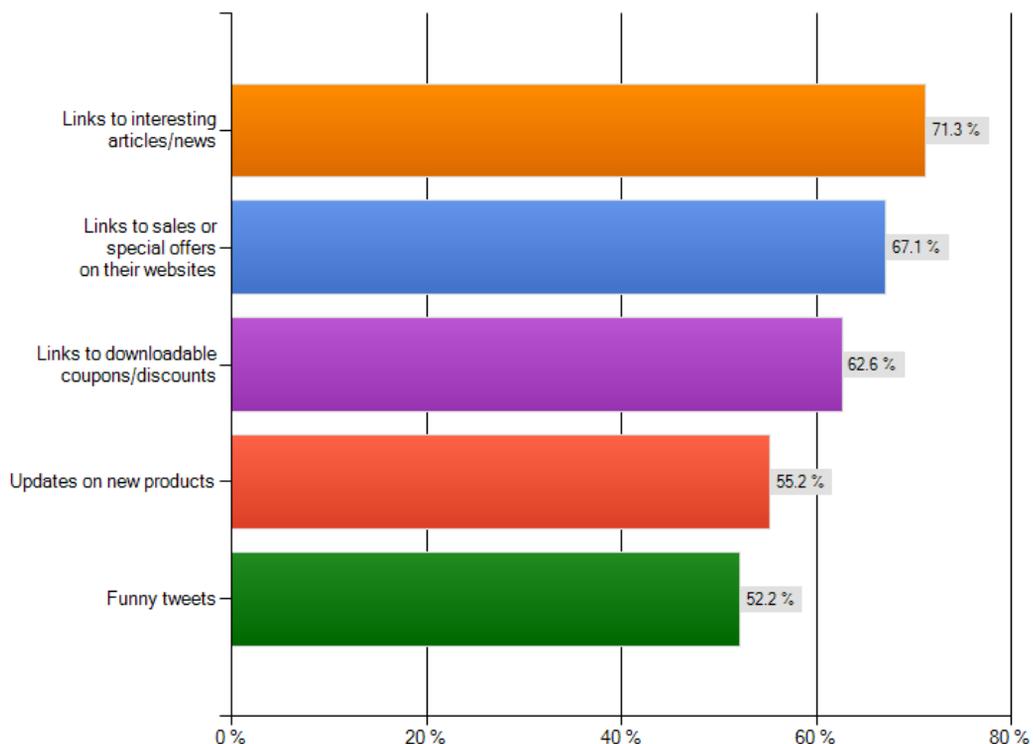
If you were on a desert island and could only have one, which would you choose?



What Moms Want From Businesses on Twitter

More than half of moms use Twitter to keep up with new products or with businesses they like. When asked what they like to see in businesses' tweets, moms' top choice is links to interesting articles (71%), followed by links to sales or special offers on the companies' own websites (67%) (multiple responses allowed). Links to coupons or discounts are also attractive (63%), and about half of moms like getting funny tweets (52%) or new product updates (55%) from businesses.

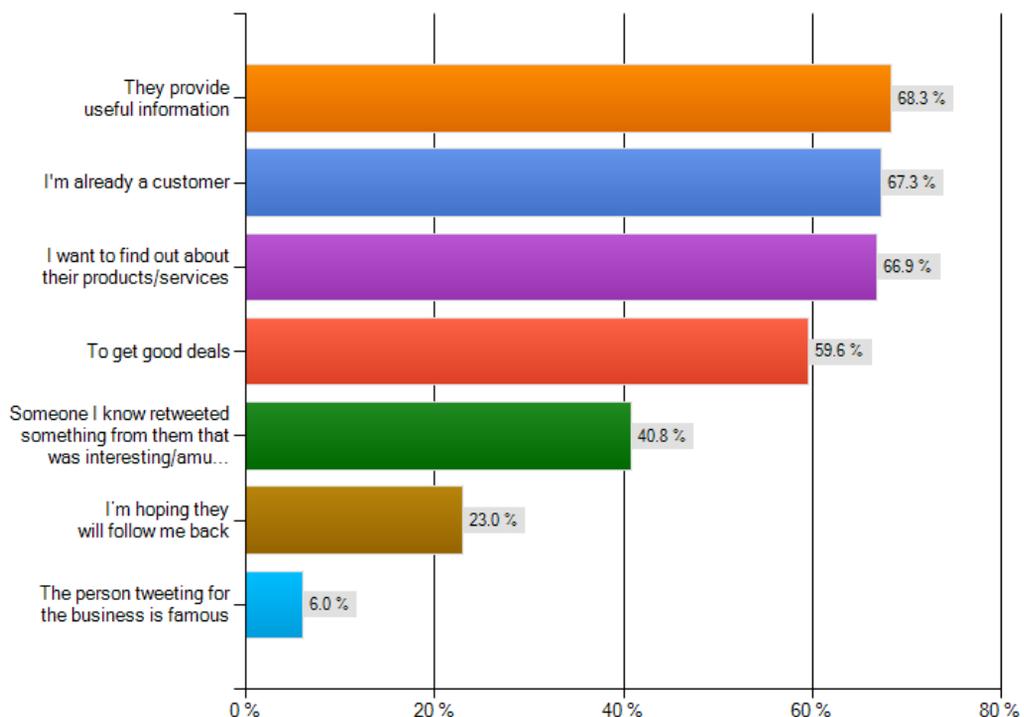
What do you like to see in businesses' tweets? (choose all that apply)



Why Moms Follow

The most important motivator for moms to follow a business on Twitter is that the business provides useful information in its Twitter feed (68%). Other important factors are a desire to find out about the company's products or services (67%) or to get good deals (60%). More than two-thirds of moms (67%) say they follow businesses on Twitter because they're already customers. It's interesting to note that having a famous person doing the tweeting for a business carries little clout with moms (6%).

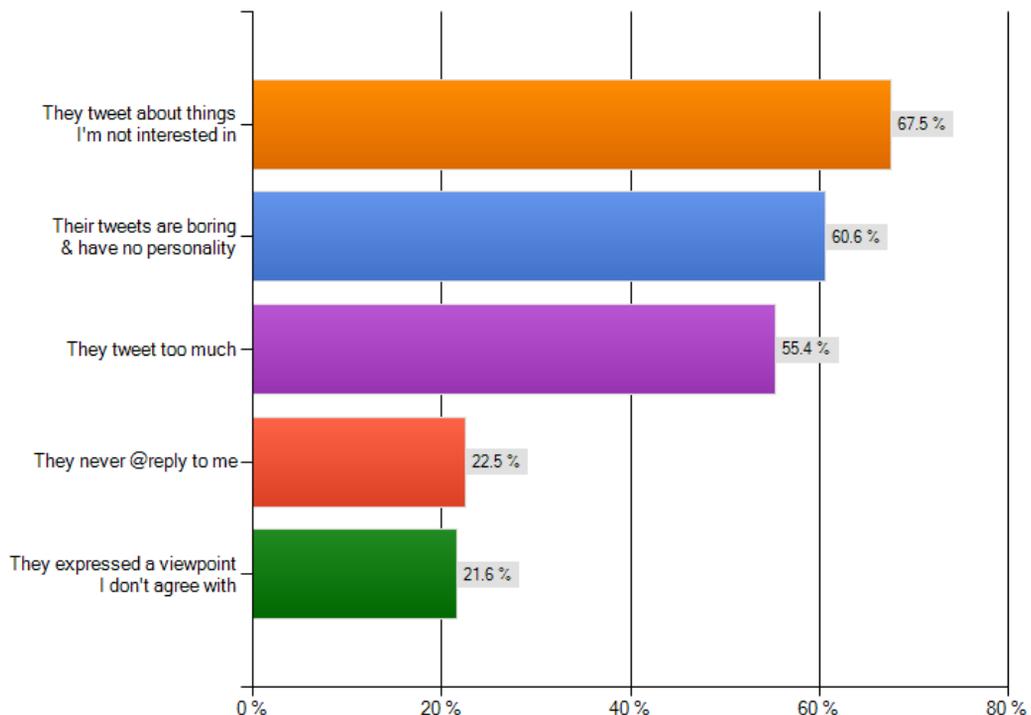
What are the reasons you decide to FOLLOW a BUSINESS on Twitter? (choose all that apply)



Why Moms Stop Following

Moms' top reason to stop following a business on Twitter is that the business is tweeting about things they're not interested in (68%), followed by the tweets being boring or lacking in personality (61%). Companies should also be careful not to overload moms with tweets; 55% say they'll stop following if a business tweets too much.

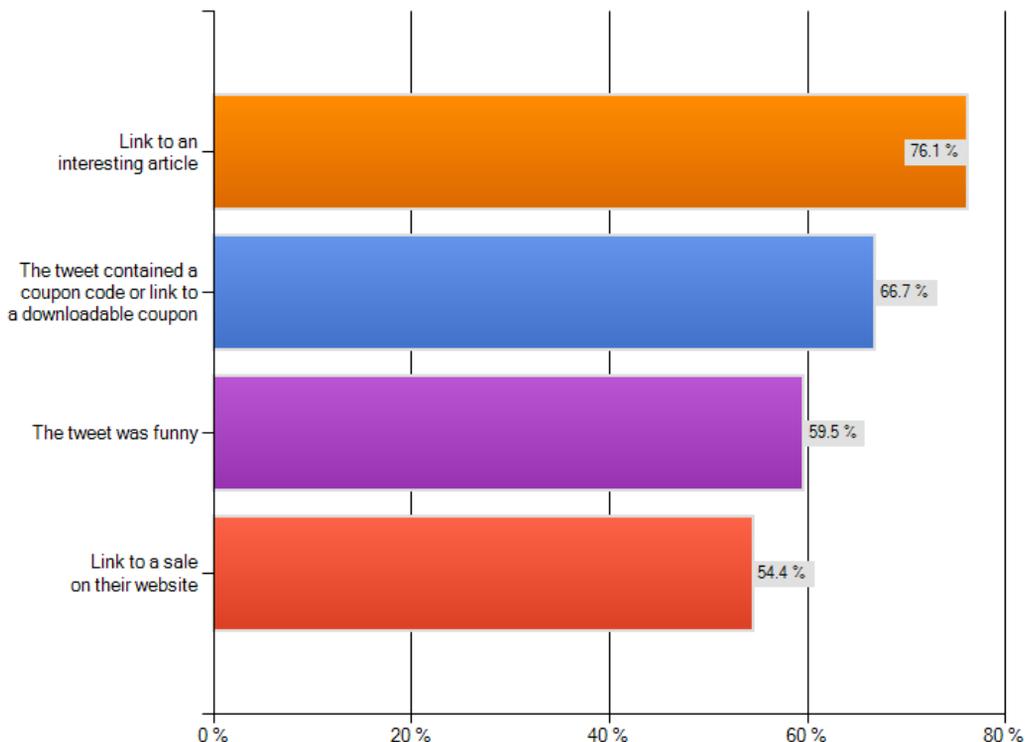
What are the reasons you decide to STOP following a BUSINESS on Twitter? (choose all that apply)



What Inspires Retweeting

Companies wishing to harness the power of moms' word-of-mouth should focus on posting links to articles of interest to moms; that's the top reason for moms to retweet something a business has posted (76%). Tweets containing coupon codes or links to online coupons are also popular subjects for retweeting (67%), followed by funny tweets (60%) and links to sales on the companies' websites (54%).

What makes you RETWEET something a business has posted? (choose all that apply)



“They are doing Twitter right — they interact with people, not just blast info.”

“They stay involved in the community and really strive for conversation and updating events and other relevant topics — not just their stuff.”

“Just enough fun mixes with business.”

“They inform [me] about products and ideas for moms that are both useful and unique.”

“[They are] active without being obnoxious. [They] retweet relevant, personal tweets, and that makes them seem human.”

“Posting articles I like and can relate to.”

“They tweet everything from sales to funny stuff. They even take the time out to say Happy Birthday to people!”

“They are in the conversation and just asking questions and being fun. But I’d be likely to buy their products over [those of] their competitors!”

“Personal tweets as well as business tweets.”

“They are personable and reach out to their customers on more of a friendship level than [a] customer level.”

“Responding to me if I tweet about them, even if it is just a ‘Hey, thanks for tweeting.’ Being genuine.”

“Talking about family, things I can relate to.”

“Tons of content that's interesting and relevant to me.”

“I like it when businesses respond to my questions about their service or product.”

“Working with mom bloggers [and offering] discounts, coupons, giveaways.”

“They tweet often [about] sales and ideas.”

Friend's b-day party: bridge bungee jump. Guess that answers mom's question "Would you jump off a bridge if your friends did?"

5:38 PM Apr 29th via web
Retweeted by 17 people

Reply Retweet

 **zappos**
Zappos.com CEO - Tony

The LARGEST Yoga event ever, by @Flavorpill & @JetBlue. June 22, Central Park NYC. Register now. <http://bit.ly/apvAT3> #YogaNYC

4:12 PM May 26th via CoTweet
Retweeted by 28 people

Reply Retweet

 **JetBlue**
JetBlue Airways

Make yourself (or a friend) a cute fabric flower brooch: How-Tuesday: Fabric Flower Pin <http://bit.ly/bdycUC>

2:48 PM May 25th via TweetDeck
Retweeted by 10 people

Reply Retweet

 **Etsy**
Etsy!

Hey Crocs Tweeps, looking for a fun video to share on our blog. Have any good ones? Send links here: internetpostings@crocs.com

2:42 PM May 20th via TweetDeck

Reply Retweet

 **Crocs**
Crocs Shoes

Meet a busy mom with a cardigan addiction. Luckily, Nina Garcia knows how to add style to this one-trick wardrobe. <http://bit.ly/dbPQIL>

2:23 PM May 18th via web
Retweeted by 2 people

Reply Retweet

 **Target**

@Litzia The smoke monster is made of #StarbucksVIA

1:04 PM May 24th via CoTweet by bradnelson in reply to Litzia
Retweeted by 1 person

Reply Retweet

 **Starbucks**
Starbucks Coffee

What would you say to JetBlue leaders if you had 140 characters? Twitter is now up on the big screen at our spring leadership summit #jble10

10:49 AM May 12th via TweetDeck
Retweeted by 15 people

Reply Retweet

 **JetBlue**
JetBlue Airways

@TabDowswell If you have time, we recommend you check out this article written by our Organics Standards Coordinator: <http://cot.ag/aHwODt>

10:48 AM May 24th via CoTweet in reply to TabDowswell

Reply Retweet

 **WholeFoods**
Whole Foods Market

We're jumping up and down at Mabel HQ this morning! We hit our goal of 8K fans on FB! We have a BIG thank you coming for ya'll on FB on Mon!

about 4 hours ago via web

Reply Retweet

 **mabelhood**
Mabel's Labels

Take 25% off any Old Navy purchase of \$100 or more at Oldnavy.com. Enter ONGET25 at checkout. <http://cot.ag/aY13aX>

5:02 PM May 14th via CoTweet
Retweeted by 17 people

Reply Retweet

 **OldNavy**
Old Navy Official

Twitter vs. Facebook

Moms use both Twitter and Facebook for making connections, but they use them somewhat differently. Facebook is more about keeping in touch with friends and family, while moms on Twitter use it to network with a wider array of contacts.

About half consider Twitter important for following businesses they like or learning about new products (53%), and for keeping up with their own professional contacts (52%).

Fewer moms use Twitter to keep up with friends and family, suggesting that social networking sites such as Facebook and MySpace may serve this need better for moms.



Twitter vs. Facebook, cont.

Moms seem to be more receptive to interacting with companies on Twitter than on Facebook. While they like getting coupons and special offers on both sites, they're more protective of their personal space on Facebook, finding frequent updates by companies intrusive there. On Twitter many moms say they like to see funny tweets or tweets that show the more personal side of the people behind the business.

These differences suggest that Twitter feels more like a public space than Facebook does, or perhaps that Twitter's 140-character limit inherently creates a presence that doesn't intrude too much. Moms also consider Twitter a source of information — they value links to interesting articles — while Facebook is more of a purely social destination.



7 Keys to Marketing to Moms on Twitter

Keep It Fresh

Moms want to hear from you often — as long as you're providing relevant content and/or making them laugh

Link to Articles

Most moms are interested in content that helps them do their jobs well; that means articles on parenting, tips on making their budget go farther, solving the family scheduling dilemma, etc.

Reward Loyalty

Give followers first dibs on special offers by linking them to downloadable coupons and heads-up on special offers on your website. To keep these tweets from feeling like spam:

- Don't barrage them
- Mix it up with links to articles or tips
- Let tweets show a playful, personal side.

Keep It Real

Moms like getting a sense of the people behind the company. Use funny or quirky tweets to create a human presence, and interact with them by responding when they tweet about your company or product.

Morning, Noon, and Night

Tweet at various times throughout the day (and night) to match moms' Twitter habits.

Make Them Feel Like Insiders

Create unique content and sneak peek exclusives for Twitter followers and encourage moms to share with friends.

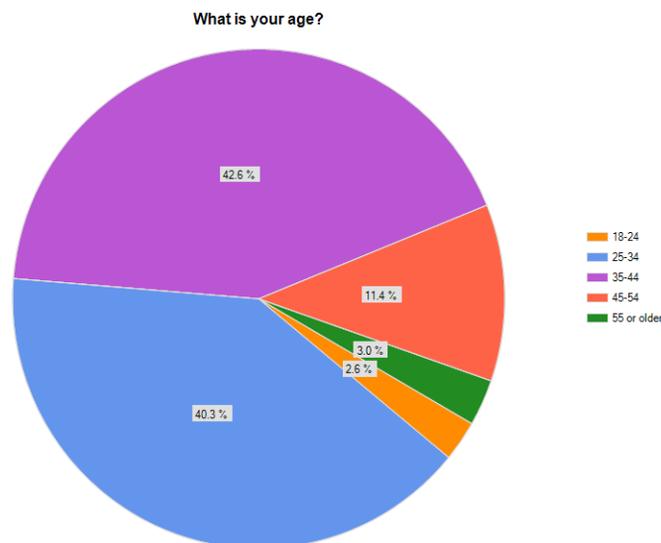
Get Their Input

Asking for moms' opinions not only brings you great ideas and honest feedback; it also makes them feel connected to your brand. It's the first step in transforming customers into brand ambassadors.

Methodology

- A 14-question web survey was completed by 533 U.S. mothers who maintain Twitter profiles and have children of various ages.
- Moms were recruited from the Internet through Twitter, TwitterMoms.com and MomsWhoBlog.com in April 2010.
- No incentive to participate was provided.
- The survey took less than five minutes to complete.

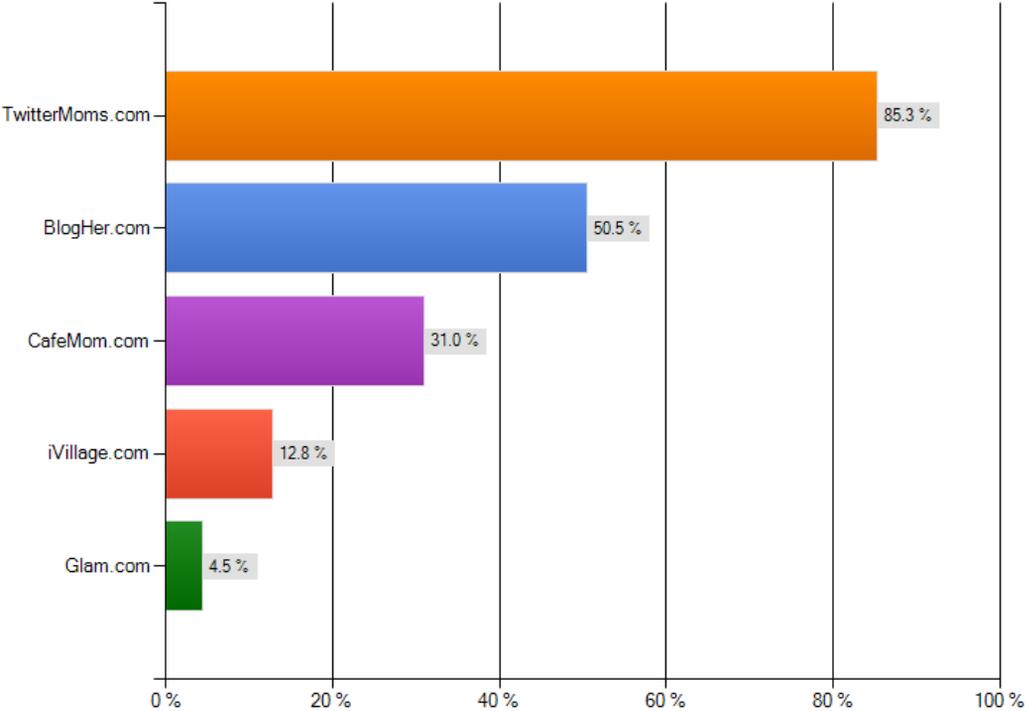
Ages of Respondents





A special THANK YOU to TwitterMoms.com for their help in recruiting moms to participate in the survey.

Which sites, communities, or resources do you recommend to other moms who are looking to build their personal brands?



About the Researchers



A marketing & new media services agency recognized for effectively connecting the worlds' premier brands with moms.

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(877) 411-MOMS



A freelance writer & analyst specializing in the women's market, consumer research, and marketing and advertising.

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