



Seriously Social Shoppers

Moms use Twitter to make smart choices for their families

When it comes to running a household, things have changed. Today, moms use social platforms to conduct research and engage with brands to find the best products, advice, and deals out there.

Are you catering to #MomsOnTwitter?

BEING A MOM IS A BALANCING ACT



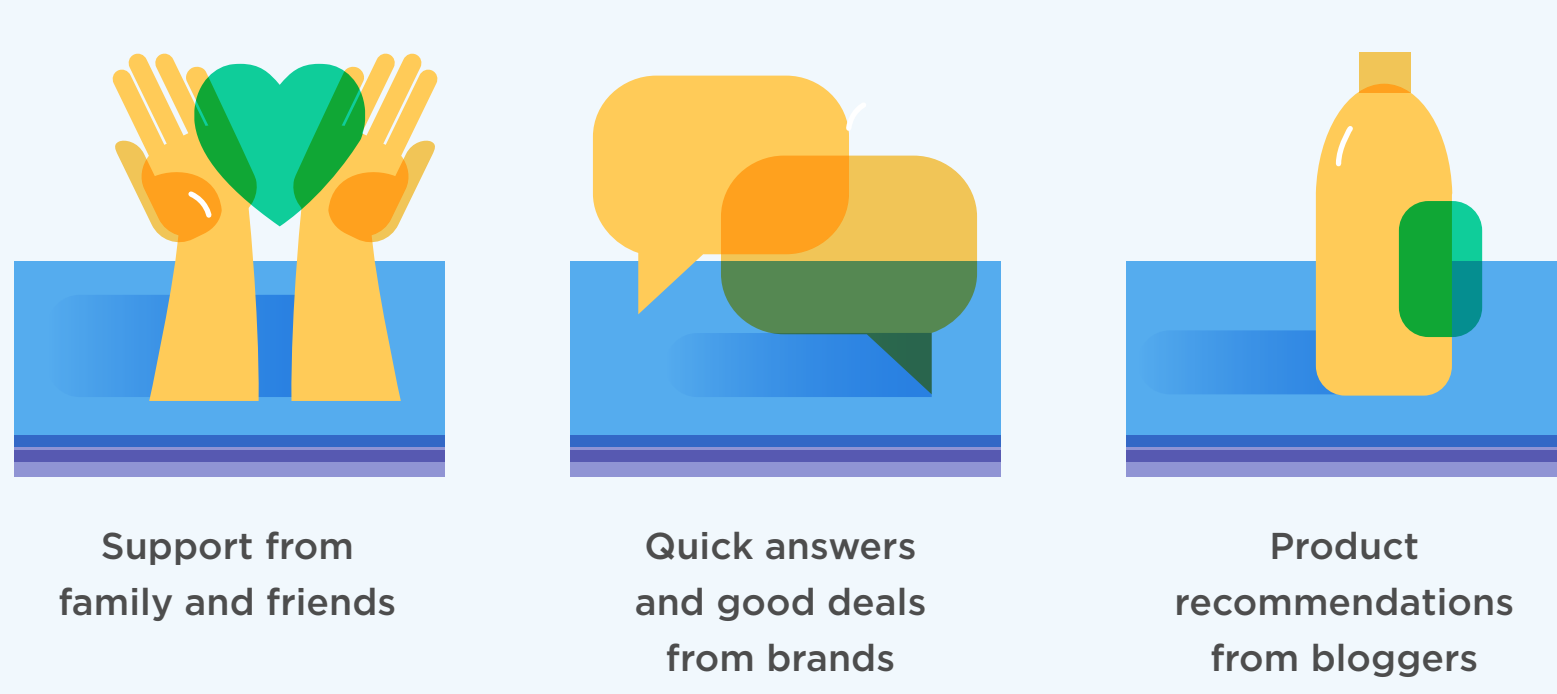
Moms spend considerable cash to meet these needs



77% of household purchases are made by moms

MOMS NEED TO NETWORK, TOO

They look to social platforms for:



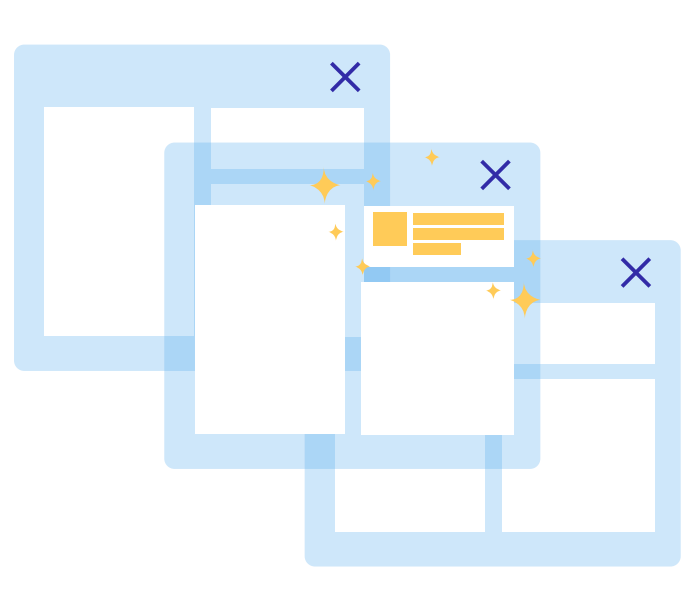
SOCIAL EMPOWERS MOMS TO BE SAVVY CONSUMERS

Moms use social to cut through the consumer clutter

the consumer clutter

Social media influencers/bloggers are moms' #1 trusted resource for researching products

are moms' #1 trusted resource for researching products

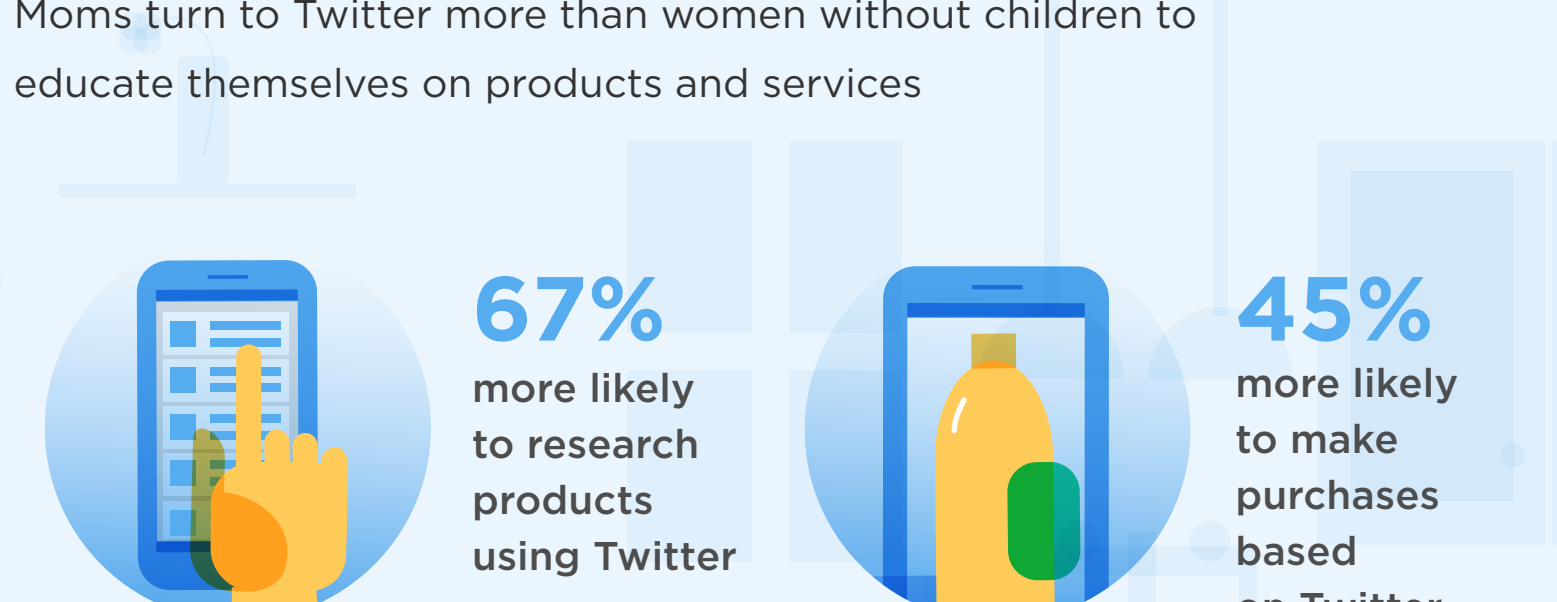


33% are more likely to consult social media before making a purchase

81% consider recommendations by bloggers more authentic than those in magazines

TWITTER INFLUENCES THEIR BUYING DECISIONS

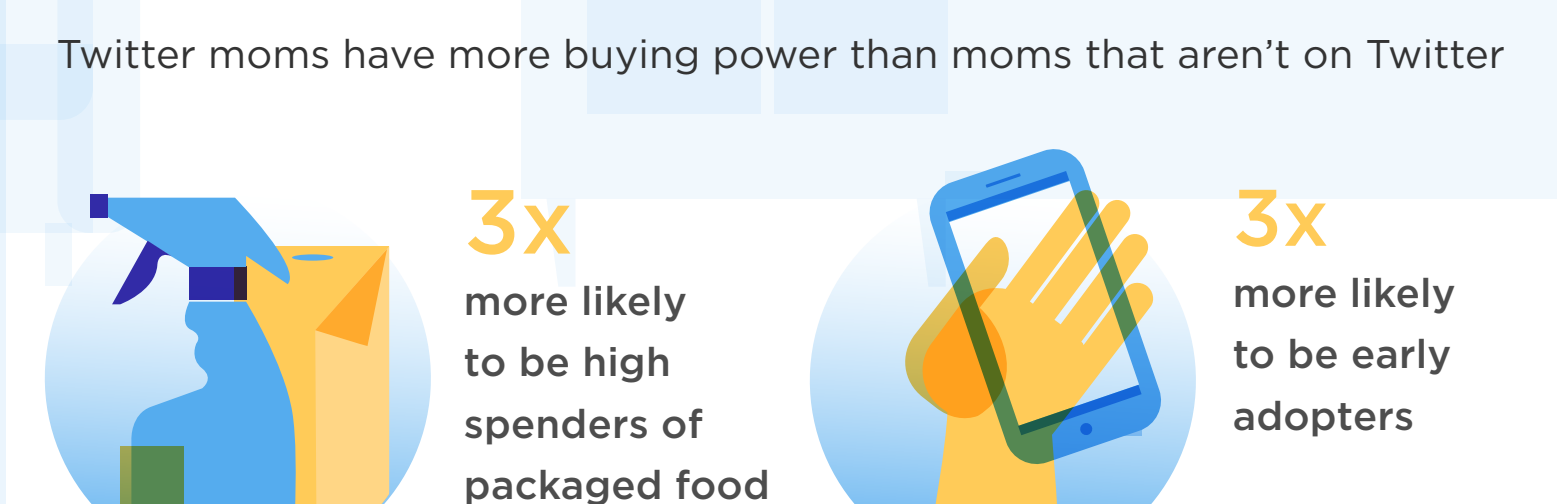
Moms turn to Twitter more than women without children to educate themselves on products and services



67% more likely to research products using Twitter

45% more likely to make purchases based on Twitter

Twitter moms have more buying power than moms that aren't on Twitter



3x more likely to be high spenders of packaged food and household goods

3x more likely to be early adopters

YOU CAN TAKE HER WORD FOR IT

Social media is proving valuable to moms every step along the customer journey



Moms are increasingly turning to Twitter to connect with people, companies, and ideas. Is your brand's social presence reaching this empowered consumer segment?

Sources: eMarketer; "How Motherhood Transforms Millennial Women," 2015, Influence Central; "Moms, Twitter, and Buying Power," 2015, Millward Brown (Twitter-commissioned survey of 7,000 women); Twitter-sponsored focus groups, Q4 2015; "Way Beyond Blogging: U.S. Mothers' Likes and Dislikes on Social Media," 2015, eMarketer/BSM Media

