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



HOME



HEALTH AND HAPPINESS

FINDING THE TIME

WORK-LIFE BALANCE

THE FUTURE

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:



Support from family and friends



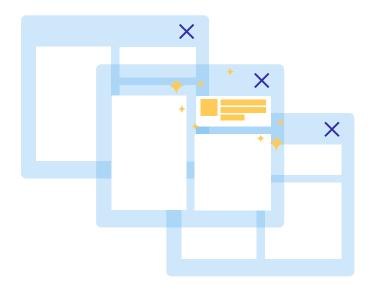
Quick answers and good deals from brands



Product recommendations from bloggers

SOCIAL EMPOWERS MOMS TO BE SAVVY CONSUMERS

Moms use social to cut through the consumer clutter



33%

are more likely to consult social media before making a purchase Social media influencers/bloggers are moms' #1 trusted resource for researching products



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



Millennial Mom @millennialmom_1

If a new product comes out, I can see what people are saying. What are some of the great things, what retailers are selling it, what kind of deals they are having.

#Discovery & Awareness

Millennial Mom @millennialmom_2
I like that Twitter bookmarks [my mommy blogs],
it's like a live feed of my online universe.
#Engagement & Interaction
Total Part (19)



Millennial Mom @millennialmom_3 With Twitter, it makes life simpler for me. It's more like a forum for the things that I want to know about. It's faster and more targeted to what I want.

#Consideration & Purchase ↑ ↔ ♥



Gen X Mom @genxmom_1 I review everything that I try new, just to see if it's worth my while. #Sharing & Advocacy

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

