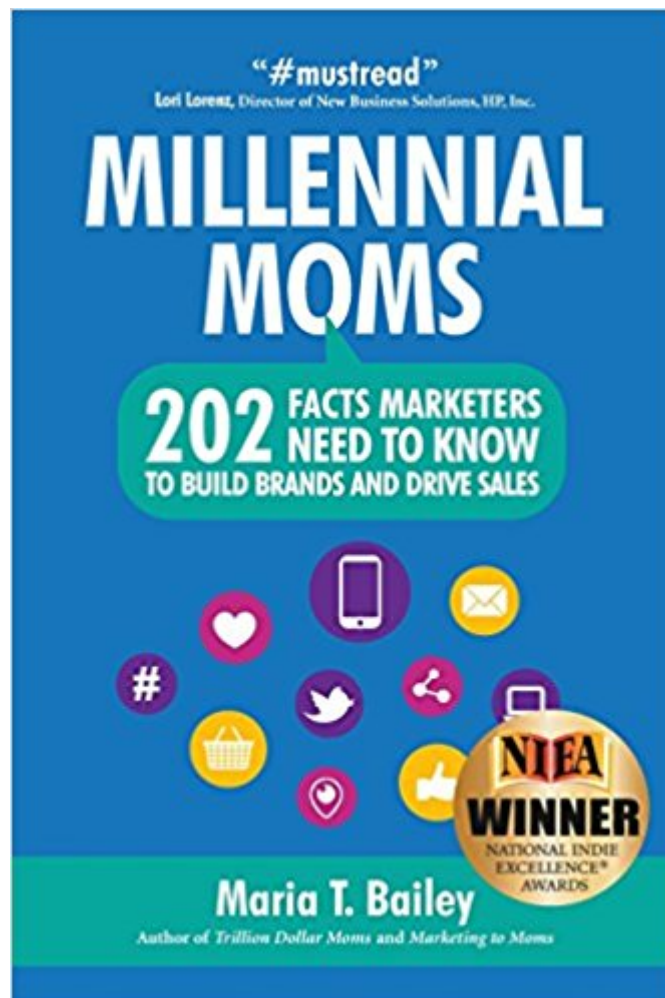




The book was found

Millennial Moms: 202 Facts Marketers Need To Know To Build Brands And Drive Sales



Synopsis

How are Millennial Moms - the largest cohort in U.S. history - different from other generations? How can you effectively engage with them on their unique terms, and tap into their annual combined spending power of \$750 billion? Earning their business is a snap, tap, or click away thanks to this concise, user-friendly compendium of insights and recommendations by Maria Bailey, internationally known marketing expert.

Book Information

Paperback: 216 pages

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Average Customer Review: 5.0 out of 5 stars 15 customer reviews

Best Sellers Rank: #261,904 in Books (See Top 100 in Books) #134 in Books > Business & Money > Management & Leadership > Planning & Forecasting #177 in Books > Business & Money > Marketing & Sales > Public Relations #288 in Books > Business & Money > Marketing & Sales > Marketing > Research

Customer Reviews

Millennial Moms is the ultimate guidebook for anyone looking to market to this rather unique generation. The book is full of all the insights any marketer will need and will save them hours of research and thousands in consultants' fees. The author keeps the reader interested by engaging them with conversational explanations for each of her 202 facts, short and easy-to-digest summaries, and lots of visual aids. The book provides a glimpse inside the marketing strategies of an expert on marketing to moms and its bits of wisdom can be put to use immediately to grow and expand any business hoping to market to moms.

Fantastic Book!!!! Well researched and full of useful and relevant information. I purchased this book knowing that I had an upcoming presentation to give. The book provided facts that I could use, but it also gave me ammunition to present my case in a professional manner. I walked into my presentation feeling knowledgeable and confident. If you are trying to market to the Millennial, then

you need this book, but I also found it helpful for marketing to the general public! Thanks Maria for such a great resource!

Understanding the millennial mom is essential for any marketing, PR and advertising exec right now. Maria Bailey has conducted thorough research that's chock full of valuable insights and data about the Millennial Mom, but more importantly she has managed to distill this research into a very readable marketing book. Essential reading for anyone looking to understand one of the most important demographics and how to best engage them authentically and effectively.

A great way to learn about the millennial mindset and how to connect. Thanks, Maria!

A must read. Maria is as insightful as ever. This should serve as a primer for anyone who markets to millennial moms.

This book lays out so much helpful information so well that it is easy to digest. Very useful and insightful.

I love this book and the writing style. The author is truly an authentic writer.

This is a uniquely written book, that unlike most can be put to use immediately. Being a millennial myself, there were behaviors pointed out in this book that myself, my wife and our friends all do, that I didn't even realize was a millennial invention/behavior. I put this book as a must read for anyone who wants to tap into the purchasing power of the Mom group. I've since found myself quoting this book time and again during meetings and conversations on how to capture the huge market that is millennial moms. What I like most about how this is written is that it is full of short facts, experiences and anecdotes that make it an easy informative read. The way it is written proves to me that the author not only understands how to describe millennials and their behaviors, but how to write a book that will keep the attention of the millennials who read it.

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