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Millennial Moms have their own distinct triggers and it's imperative to speak their language in order to capture your share of their wallets. Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales is the go-to guide for marketing to Millennial Moms.

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MILLENNIAL MOMS: 202 Facts Marketers Need to Know to Build Brands and Drive Sales Maria T. Bailey. **MILLENNIALS ARE POSTPONING MOTHERHOOD 1** • The average Millennial is 26 when she gives birth¹, the oldest average age yet for first-time motherhood and two years older than the

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Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales is in an easy-to-read, full-color format that provides graphs, charts, quick insights and tactical implications. Packed with over 100 Millennial Mom interviews, brand managers,

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product developers and marketing professionals will take away information that can be applied immediately to building brands and selling product.

About The Book - Millennial Moms Marketing

Check out Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales by Maria Bailey, available on Amazon.com. Visit MillennialMomsMarketing.com to sign up for a 5-week digital course on Marketing to Millennial Moms and to download exclusive videos. Visit BSMMedia.com to learn how Maria Bailey and

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Marketers and magazines love to talk about Millennials, the generation of people born between 1981 and 1996. Here are some surprising facts about the approximately 73 million of them in the world.

Facts About Millennials | Mental Floss

Of the 80 million millennials in the U.S., one-quarter are now parents. Eighty-three percent of new moms are millennials, and marketers are making the mistake of treating them as one monolithic group.

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Marketers: It's Time to Rethink the Millennial Mom | Ad Age

BSM Media; Author of “Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales” The digital landscape has changed drastically from the height of the mother blogging era. Mothers are now making strong waves on Pinterest, YouTube, Instagram, Twitter, and of course, Facebook.

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The average age of a first-time millennial mom is 26, two years higher than what it was in the mid-'90s, according to a 2015 Millennial Moms report by Goldman Sachs.

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Maria is an invited speaker around the globe and her eight marketing books on Mom Marketing and Influencer engagement are published in 12 languages. Her latest book Millennial Moms: 202 Facts Marketers Need To Know To Build Brands and Drive Sales , empowers brands to connect with the lucrative market of Millennials Moms.

Our Team – BSM Media - BSM Media – Marketing to Moms

83 percent of Millennial Moms shop online to hunt for the best price, as opposed to going from store to store. 79 percent of Millennial Moms use e-commerce to get a better selection of products. 62 percent of Millennial Moms shop online because of the good shipping options. The work-life balance for Millennial Moms is an ongoing struggle.

What Makes Them Buy: Millennial Women & Millennial Moms

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The average age of a first-time millennial mom is 26, two years higher than what it was in the mid-'90s, according to a 2015

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Millennial Moms report by Goldman Sachs.

Balancing Act: Tech-savvy millennial moms work on their ...

Millennial Moms: 202 Facts Marketers Need To Know To Build Brands and Drive Sales is the latest in a string of mom-focused titles she has authored. For information, visit MariaBailey.com.

Millennial Moms Expected to Add \$750 Billion to U.S. Economy

In typical millennial fashion, these mothers are rewriting the rules of business and motherhood as they go. There are an estimated 13 million millennial moms in the U.S., only about a third of the 42 million millennial women, which means their true impact of millennial moms has yet to be felt, according to research by Bailey's BSM Media.

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