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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.

Home - Millennial Moms Marketing

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, 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

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10 Facts Brands Need to Know About Marketing to Millennial ...

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.

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In sum, millennial moms have emerged as a distinct segment that is certainly acknowledged by marketers, but not widely understood. Parenthood makes these moms different from other mennials; yet ...

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Her latest book published in 2015, "Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales." "For the Love of Mom" (HCI, 2012) and "The Ultimate Mom Book" (HCI, 2010) are Maria's only non-marketing publications but nonetheless offer stories about every day mothers. With an audience that spans websites, blogs, social media channels, nationally syndicated radio and print publications; Maria reaches an audience of approximately 8 million moms each month.

About Maria Bailey - Millennial Moms Marketing

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