

THE EVOLVING BUYING HABITS OF MOMS

“...Moms buy everywhere for everybody. Keeping up with today’s moms is critical to building and maintaining market share in virtually every industry and product category. In addition to the speed-of-light changes in moms’ technology, moms’ needs change as their kids grow and their families mature. So, marketing to moms is a continual and evolving process.”

Liz Fongemie, Director of M2Moms, host of the world’s premier conference on marketing to Moms

If you’re marketing any product or service aimed at serving kids, moms are your primary target audience. In this paper we’ll cover 3 areas that are vital for vendors to understand about moms:



THE MOTHER-LODE



THE MOTHER LOAD



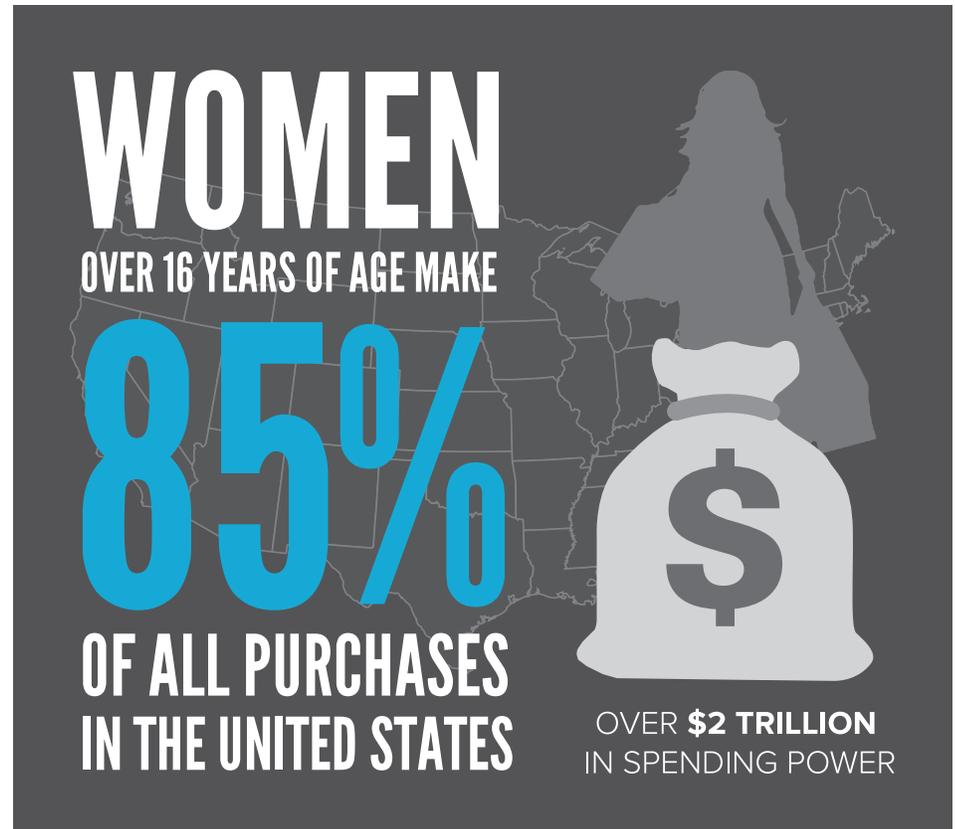
THE iMOM

THE EVOLVING BUYING HABITS OF MOMS



1. The Mother-Lode: 85% of All Purchases

There are roughly 217 million women age 16 and up in the United States. And did you know that 85% of all purchases are made by them?⁶ With over \$2 trillion in spending power, women are the mother-lode for businesses that cater to kids. This is where your marketing must focus.



In the StartUpNation blog post entitled *7 Powerful Insights for Marketing to Women*, an important point is made: “There is no ‘women’s market’, there is only ‘your women’s market.’”¹¹ For camps, that means moms of children who fall within your camps’ target age. Those moms think differently than moms of babies, or empty-nester moms. Your marketing success depends on how well you understand your target moms’ motivators and buying habits. And what worked 5 or even just 2 years ago may already have changed...



2. The Mother Load: Busier Than Ever Before

We know that moms juggle more than ever before. In terms of lifestyle, there’s no comparison to the moms of twenty years ago, but motherhood ideals have evolved in just the last few years.

“In Fara Warner’s new book, *The Power of the Purse*, she chronicles the substantial shift McDonald’s began making following a 2002 sales slump, when the company was forced to realize that it was still talking to women as if it was 1955. Up until that point, the company had viewed women mainly as a conduit to kids. This “mom marketing” no longer fit with modern women and they were taking their kids and their dollars elsewhere. McDonald’s quest to “find the woman inside the mom” led them to the highly successful launch of Premium Salads, healthier Happy Meal options and a revamping of PlayPlaces to include comfortable seating and wireless internet access. A willingness to solicit and listen to women’s input and understand that women didn’t see themselves only through the “mom” lens allowed McDonald’s to redefine its relationship with its most important consumer, ultimately winning her business back.”¹¹

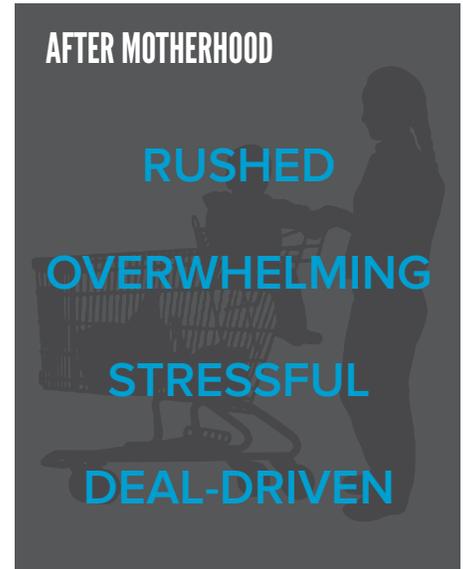
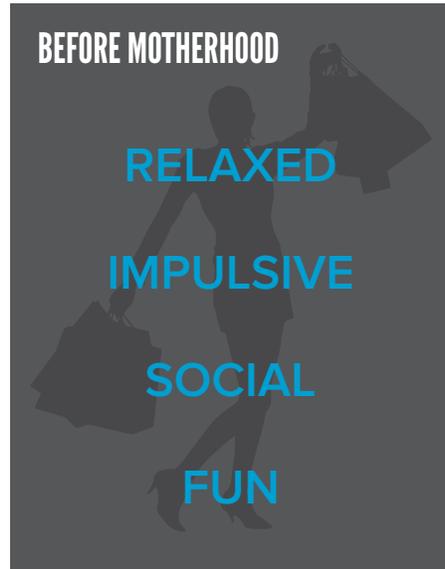
Yes, moms are busy, but more importantly, their focus has changed massively since the arrival of their kids. They are looking for the simplest possible ways to do the things they want to accomplish. To successfully market your camps to moms, you must understand how motherhood affects women, how today’s moms tackle their responsibilities and what moms want.

THE SHIFTING PRIORITIES OF WOMEN⁵

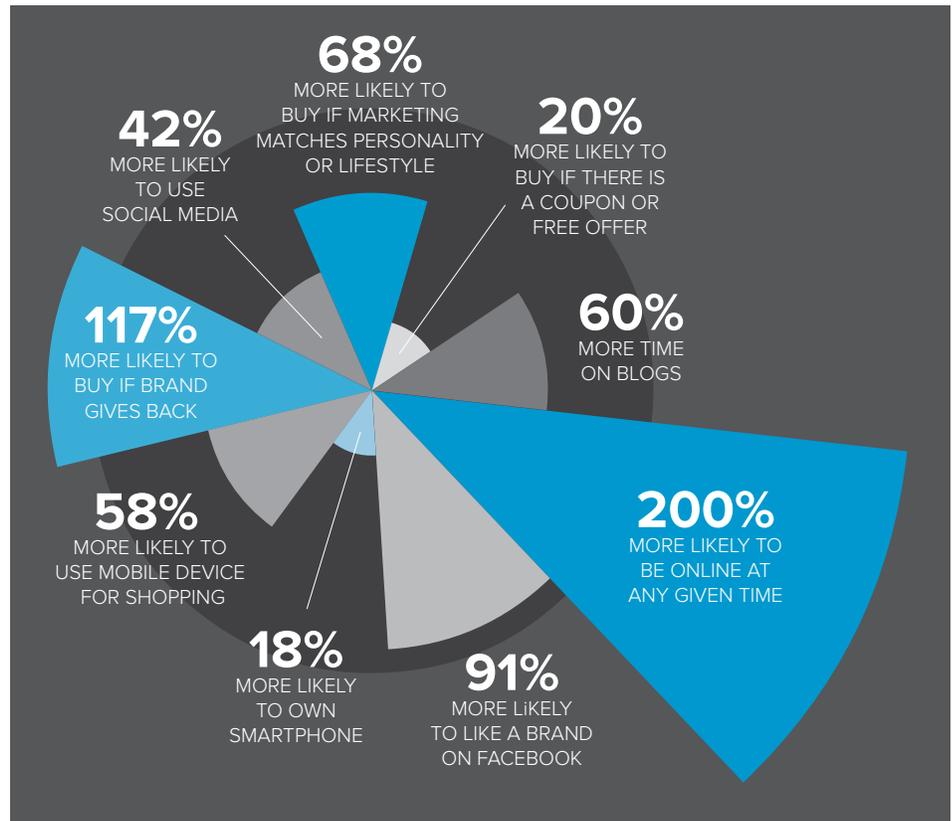


With children, 8 full hours of a woman’s day are transferred from personal and relational pursuits to parenting duties and extra housework! That is not to say that moms eliminate these former pursuits entirely; rather, they find more efficient ways to accomplish more in the other 16 hours. **Their purchasing habits are a primary area targeted for greater efficiency.**

HOW MOMS FEEL ABOUT PURCHASING⁵



HOW MOMS COMPARE TO THE GENERAL POPULATION⁵



THE EVOLVING BUYING HABITS OF MOMS



3. Meet the iMom: As Digital as a Teenager!

“ The majority of Canadian moms lead a digital life. They are technologically engaged and heavy internet users – almost 90% of Canadian moms are going online daily. They are also embracing mobile devices at staggering rates – the number of Canadian moms owning smartphones has quadrupled in just two years! ”

Canadian Digital Mom, 2012 Report

Without a doubt, today’s North American moms are online. The changing technology landscape (devices, apps, etc.) allows them to consume data and entertainment on their own terms.

In the U.S., moms spend 66 hours a week online (across all devices), which is twice as much as the general population, and comparable to teen media usage.⁵ Online shopping, entertainment, activity registration, finance management and social media allow them to engage whenever and wherever they want.

LOVING BEING ONLINE



THE EVOLVING BUYING HABITS OF MOMS

“The mobile wave is coming. If you’re not ready to ride it, you’ll be swept away by a tsunami of change that will fundamentally alter the world.”

USA TODAY, August 27, 2012

THE SHIFT TO MOBILE

It’s clear that smartphones and tablets, apps and QR codes have changed the way mothers shop. One can extrapolate that if moms want to register for a child’s activity online and they find an activity or camp that is mobile-enabled for registration and another that is not, they will opt for the one that lets them register while waiting for the doctor or watching a child’s game, all things being equal. This may be a differentiator for your camp over another now, but it’s likely that soon, it will be mandatory just to stay level with the competition.

“Smartphones are becoming an essential tool of motherhood, and anything that can add to its functionality with solutions to real-life problems is extremely appreciated by moms. Ensuring that a website is mobile-enabled is essential, as is making content easy for moms to share through their social networks.”¹

HOW MOMS ENGAGE

EMAIL:



98% OF MOMS WITH EMAIL ACCOUNTS CHECK THEM AT LEAST ONCE A DAY⁴

TEXTING:

MOMS CONSIDER TEXTING TO BE:

- THE MOST TIME-EFFICIENT FORM OF COMMUNICATION
- THE PREFERRED WAY TO ENGAGE WITH BRANDS

A well-planned, mom-focused text or Facebook campaign is one of the best ways to break into Mom’s channels. Messages can be informational, entertaining (moms are 14% more likely than average to notice a message that is funny), thought-provoking or educational, but not salesy!

PHONE:



58% OF MOMS USE THEIR SMARTPHONE TO COMPARE PRICES⁵



MOM-TO-MOM:

MOMS TRUST OTHER MOMS.



MAKE IT EASY FOR MOMS TO ENDORSE YOUR CAMP THROUGH SOCIAL NETWORKS OR ‘REFER-A-FRIEND’ CAPABILITIES AND THEY BECOME AMBASSADORS FOR YOU.

FACEBOOK:



Facebook is by far the most popular site visited; 80% of moms visit weekly. They “like” Facebook pages:



TWITTER:

52% of moms use Twitter to interact with businesses. They like tweets with personality and companies that interact with them on Twitter.¹



PINTEREST:



MOMS ARE 61% MORE LIKELY TO VISIT THE SITE THAN AVERAGE, WITH 4.9 MILLION MOM VIEWS IN MARCH 2012.^{1b}

Marketing to Mom Checklist

Moms mean business. They run circles around the rest of the population. The question is, can you keep up with the average mom? Your camp depends on it! Use our checklist to consider how likely Mom is to connect with you.

- HOW DOES MY CAMP MESSAGING FIT INTO MOM'S PRIORITIES, PREFERENCES, SOCIAL CIRCLES?**
 - Is it connected to a charitable organization?
 - Is it funny, interesting, or thought-provoking?
 - Is it relatable to her lifestyle?
 - Does it include special offers (FREE!)?
 - Does it convey how my camp helps kids/family?
 - Is it timed to camp registration cycles?

- DO I OFFER DIGITAL SOLUTIONS THAT EMPOWER MOM TO OPTIMIZE HER TIME AND MONEY?**
 - Online information
 - Registration
 - Payment processing

- DO I OFFER MOM A WAY TO EASILY COMMUNICATE TO OTHER MOMS THAT SHE'S JUST REGISTERED HER CHILD AT MY CAMP?**
 - Facebook page
 - Twitter integration
 - Registration software with social media links

- AM I BREAKING INTO THE CHANNELS IN MOM'S LIFE SO THAT SHE CAN FIND ME WHEN SHE NEEDS ME?**
 - Search Engines
 - Directories
 - Associations
 - Social Networks
 - Reviews
 - Word of Mouth
 - Email

Next Steps

Does your camp system lack in its ability to integrate modern communication tools like email or Facebook? Do you wish you could offer a better, more efficient online registration process to your camper moms and parents? Like most camp directors, you probably know that continuing to work with dated or flawed systems prolongs inefficiencies and handicaps your ability to succeed.

Contact us to discuss your goals and how we can help you transition to a new, more advanced camp management solution.

ABOUT ACTIVE NETWORK

As a pioneer in online camp registration and management, ACTIVE Network has been serving camps for over 12 years. ACTIVE's camp management solution was designed from the ground up to make life easier for camp organizers and families so that, ultimately, more kids can enjoy the incredible experience of camp.

Today, with over 2,000 camp customers, ACTIVE is a leader in camp management and online registration technology. ACTIVE's software suite has grown to touch on multiple aspects of camp management, from advertising and marketing to registration, payment, donations, online camper accounts and community engagement. Visit ACTIVEcamps.com

CONNECT WITH US:

Email: ACTIVEcamps@ACTIVEnetwork.com

Toll Free: 888.820.5808

Website: ACTIVEcamps.com

Blog: LetsTalkCamp.com



¹ <http://momcentralconsulting.ca/wp-content/uploads/2012/11/canadiandigitalmoms2012-FINAL.pdf>

² <http://www.thinkwithgoogle.com/insights/library/studies/babycenter-mobile-mom-handbook/>

³ http://blog.nielsen.com/nielsenwire/online_mobile/digital-lives-of-american-moms/

⁴ <http://www.trilliondollarmoms.com/trillionindex.html>

⁵ <http://www.thinkwithgoogle.com/insights/library/studies/babycenter-us-media-moms/>

⁶ <http://www.she-conomy.com/facts-on-women>

⁷ http://www.babycentersolutions.com/assets/download/BabyCenter_21stCenturyMom_ShoppingRituals_Handbook.pdf

⁸ <http://www.nytimes.com/2010/01/20/education/20wired.html>

⁹ <http://www.people-press.org/2007/05/02/motherhood-today-tougher-challenges-less-success/>

¹⁰ <http://thenextweb.com/socialmedia/2012/01/24/the-top-30-stats-you-need-to-know-when-marketing-to-women/>

¹¹ http://www.startupnation.com/business-articles/1220/1/AT_Powerful-Insights-Marketing-Women.asp

¹² http://uxscientist.com/public/docs/uxsci_5.pdf

¹³ <http://www.kff.org/entmedia/mh012010pkg.cfm>

¹⁴ <http://www.marketingcharts.com/direct/online-moms-use-facebook-email-17214/>

¹⁵ http://socialtimes.com/marketing-to-moms-on-twitter_b16199