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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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average Millennial is 26
when she gives birth1,
the oldest average age
yet for first-time
motherhood and two
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A new generation of
mothers are quickly
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power of the mom
market. With more
than 73 million
Millennials and 2/3 of
them expected to have
children in the next 5
years, marketers have
a huge opportunity to
cultivate a lucrative
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Bailey will provide
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Millennial Mom has 31 apps on her wireless device, only regularly using 9. • She finds them through friends, recommendations, research and searching the app store. • 15% of Millennial Moms say they have 5 or more gaming apps. • While she won't spend more than \$2 on an app for herself, she'll spend up to \$4 on an app for her

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is in an easy-to-read,
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managers, product

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

**About The Book -
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Marketing**

Millennial moms are
the spending
powerhouses of 2017,
representing 46% of
the total women in

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their age group. This year, millennial moms will spend \$200 billion — meaning marketers must develop marketing trends specifically for the millennial mom.

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October 23, 2015.

Maria Bailey. CEO. BSM
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“Millennial Moms: 202
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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.

Way Beyond Blogging: US Mothers' Likes and Dislikes on ...

A recent survey in a

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new book, Millennial

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illustrates video
consumption habits
among moms of all
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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

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

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according to a 2015
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by Goldman Sachs.

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millennial moms
work on their own
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She is the author of seven books, including her newest book, *Millennial Moms: 202 Facts Marketers Need To Know To Build*

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(Wyatt-MacKenzie
2015), Power Moms:
The New Rules for
Engaging Mom Drive

Influencers Who Drive
Brand Choice (Wyatt-
MacKenzie, 2011),

Mom 3.0: Marketing
WITH Today's Mothers
by Leveraging New

Media & Technology
(Wyatt-MacKenzie,
2008), Trillion Dollar

Moms: Marketing to a
New Generation of
Mothers (Prima, 2005)

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