

For Immediate Release

Contact:
Kevin Burke
Lucid Marketing
Phone: (877)-411-MOMS (6667)
kburke@lucidmarketing.com



Moms Are Receptive to Marketing on Facebook — When It Follows Their Rules

New York, January 15, 2010. Marketers looking to harness the viral power of online social networks to connect with moms will be glad to know that most moms are receptive to marketing and advertising on Facebook. In a survey of moms who are on Facebook, nearly two-thirds (64%) said they either like ads on Facebook or feel neutral about them.

“Facebook is fertile ground for marketers to engage mothers and drive sales, but it needs to be done on their terms. They have no time for brands that don’t ‘get it,’ but they do embrace brands that play by their rules,” said Kevin Burke, president of lucid marketing, which coauthored the research with writer Lisa Finn.

Moms gave clear direction for marketers who want to engage their attention on Facebook. Key elements of marketing effectively to moms via social networks include building clear value into promotions — such as exclusive offers for Facebook fans — and being straightforward in communications.

“One of the most remarkable findings from the study was how sophisticated moms are about marketing. Not only are they aware of their own power as word-of-mouth generators, but they offered specific feedback on how they want marketers to interact with them on Facebook,” said Lisa Finn.

Moms are wary of offers that sound too good to be true and want marketers to respect their boundaries by not overloading them with updates. They welcome coupons and other ways to save money, and are open to sharing their opinions and ideas with the companies they like.

Moms’ favorite companies on Facebook are those that help them meet the daily needs of their families: parenting websites, children’s retailers, family entertainment sites, grocery stores, and restaurants.

The study includes data on moms’ Facebook habits and attitudes, direct feedback from moms in open-ended questions, and a strategic “playbook” to guide marketers who wish to connect with moms on Facebook.

The survey was conducted online in August 2009. The *Marketing to Moms on Facebook* report is available at www.momreports.com, price: \$249.

For more information, contact lucid marketing; phone: (877)-411-MOMS (6667).

Coauthors:

Kevin Burke, lucid marketing
email: kburke@lucidmarketing.com
website: www.lucidmarketing.com

Lisa Finn, writer/analyst
email: lisa@lisafinn.com
website: www.lisafinn.com

