



Marketing to Moms on Twitter

Survey Results & Report

EXECUTIVE SUMMARY

2010



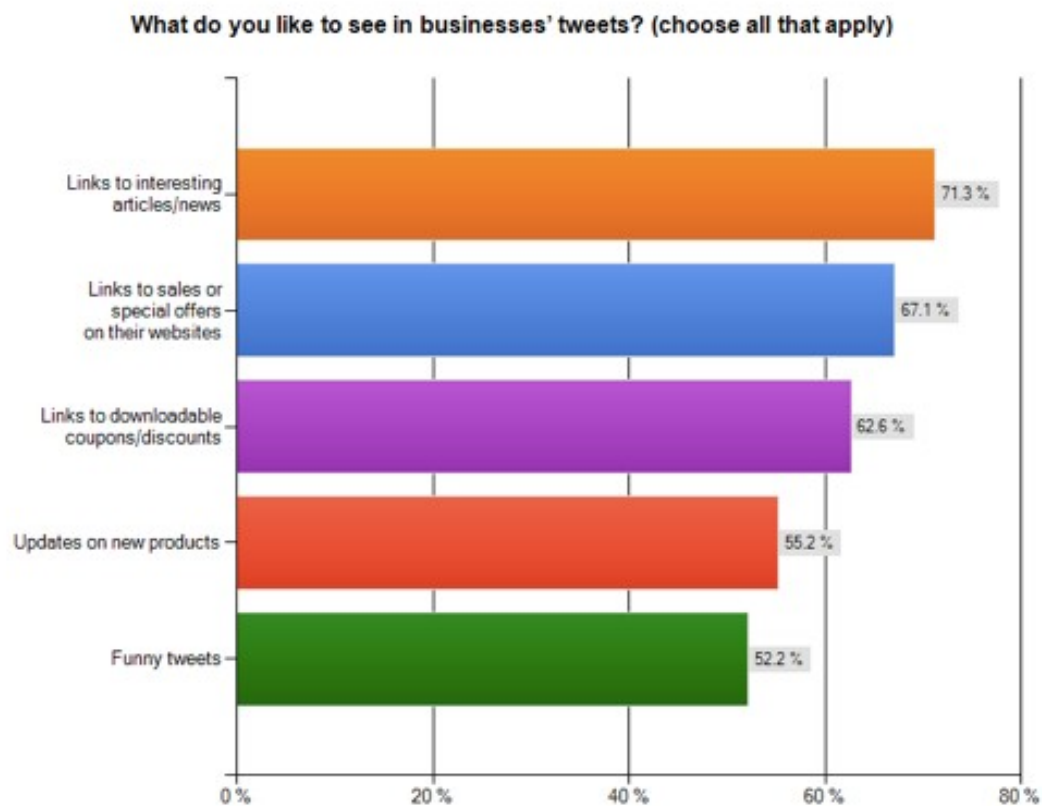
Twitter offers marketers a valuable opportunity to interact with moms in a fresh, informal way. Moms are more open to meeting new people on Twitter than on Facebook, and they're especially interested in getting links to news and articles of interest, making Twitter an ideal place for businesses to make contact with moms. The key is to offer them information that's of value, such as links to articles on parenting topics and special offers for followers.

Moms who use Twitter are on the site at all hours of the day and night; more than half (54%) check their Twitter feeds ten or more times daily. Moms are very open to meeting new people on Twitter; 77% cite networking as the reason they use the site most often. Keeping up with news and current events (60%) and finding out about new products or keeping up with businesses they like (53%) are also important.

Much of the time, moms are logging onto Twitter simply to read their feeds. Though the majority of moms visit Twitter ten or more times a day, fewer than one in three (32%) tweet more than five times a day.

What Moms Want to See in Businesses' Tweets

On Twitter, as elsewhere, moms are looking for good deals on products they like. Interestingly, they're even more strongly drawn to businesses whose tweets include links to interesting articles or news. In open-ended responses, many moms say they like to see companies show some personality and be interactive in their tweets.



Why Moms Decide to Follow

Moms cite tweets that provide useful information (68%) as their top motivation for deciding to follow a business on Twitter. More than two-thirds of moms decide to follow companies because they're already customers or because they want to find out about the company's products or services (67% each). Six in ten (60%) follow in the hopes of getting good deals.

Twitter vs. Facebook

The results of this study, when compared to our previous study of moms on Facebook, yielded some interesting differences in how moms use the two sites. Moms seem to favor Facebook for keeping up with friends and family, while they use Twitter to network with a wider array of contacts.

Although moms are open to businesses' presence on both sites, they're a bit more protective of their space on Facebook, finding frequent updates by companies intrusive there. They appreciate getting special offers and coupons on both Facebook and Twitter, but moms on Twitter are also notably receptive to learning about news, articles, and new products on the site.

About the Report

The report includes findings on moms' motivations for using Twitter, their tweeting behavior, why they follow and stop following businesses, what makes them retweet, what they like about their favorite businesses on Twitter, and keys to marketing effectively to moms on Twitter.

For more information or to purchase the study visit www.MomReports.com

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