

Internet Moms: Reaching Moms in the Digital Age

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Introduction

Moms have a lot to be responsible for on a daily basis. To handle the load of children, chores, housework, shopping and maintaining the home, moms have turned to technology for help. Reaching moms in the age of technology requires more than just television commercials and radio ads.

Moms these days are not as old-fashioned as you think. They are walking around with iPods, cellular phones, mp3 players and PDAs. Moms need to be able to access the information that they need while staying on the go. If you want to gain the attention of these moms, you need to meet them where they are.

According to A. C. Nielsen NetRatings (2008-09), 40 percent of all women online in the United States have kids who are under eighteen years of age. That actual number is in the millions. These moms range in age from their twenties to mid-forties. So where do you go to satisfy such a wide age range?

Younger moms (35 and under) are more likely to tap into emerging technologies on the Web. They like using social networking media like Twitter, Facebook and MySpace. These moms are not just using technology for information gathering but keeping up with family members and running their businesses. Online entrepreneurship is one way that moms can create new streams of income and care for their children at the same time.

Older moms are not usually as comfortable with all of the new fads but they are using the Internet to their advantage. Like younger moms, they are shopping online. It is easier to shop online because you don't have to bundle the kids up and take them out to the store.

But, don't be fooled. These moms are savvy shoppers who join forums and read reviews of products before they choose a website to buy from. With control of the majority of household spending, this accounts for billions of dollars. This translates into a lot of time spent online.

For the business marketer, reaching moms online is twofold. One, it requires providing them the information they need in easy-to-access formats. Provide helpful content on your website as well as podcasts, product reviews and participation in mom-oriented forums. Moms read those but especially moms over 45.

Secondly, make your presence known on social sites like Twitter and YouTube. Creating how-to and informational videos save moms time when searching for information. It is easier than you think these days to create and upload videos.

Want to reach moms in the digital age? Learn what technology moms are using and tap into the market.

The Indisputable Power of the Mom Consumer

The world is being let in on a little secret: Moms control the all-might dollar. Stop and think about it. Moms are the providers and nurturers so it stands to reason that they are also the most powerful consumer on the planet.

It's shocking, especially for men, but if anyone man or woman wants to get their business products in the right hands then they need to look at the mom market. According to the book, "The Women's Market Rules," in the United States alone, women spend almost 4 trillion dollars a year on consumer goods.

They are not spending it on themselves alone. The world of moms is not only the new Millennium mom but the Generation X moms, the baby boomers and every mom in between. Each one of these mom groups has different needs and different concerns in their lives. As a result, their spending is wide and varied.

The concerns of moms are not just about their small children, but teens, adult children and parents. Where will teens go to college? With the current economy, moms are weighing in on topics like health care (for themselves and parents), federal education funding, political agendas and new technology.

So, why haven't businesses targeted this massive market? Well, they have but not in the right way to reach moms. For one, to tap into the power of the mom market you have to understand the mom market. According to Maria Bailey, author of the Trillion Dollar Moms series, around 40 percent of baby boomer moms are now caring for their moms. That opens up an entirely new area of product interest for moms who are becoming parents to their parents.

Women are the ones who make the majority of the decisions for their children and the entire household. The book, *EVEolution: Understand Women: Eight Essential Truths That Work in Your Business and Life* (Dimensions, 2001), 80 percent of all checks are written by women. Women do the shopping, decide on clothing, buy gifts for family and relatives, coordinate parties, plan weddings and the like.

Women also influence purchases made in the business world. According to the Center for Women's Business Research (2002) over 9 million people were employed by businesses owned by women. As the head of their own business, they had a major say in the purchase of everything from furniture to equipment to employee medical insurance plans. Now that number is even higher with women finding ways to bridge the gap between motherhood and career.

There is no question that moms are a market to be reckoned with. The real question is will businesses use the statistics to change their tactics and tap into the power of the mom dollar.

Moms & eBooks: A Portable and Eco-Friendly Way to Get Content to Moms

Moms are busy each and every day. When they need information they need it quickly and in a format that is tailor made for them. Consider using eBooks to bring your information to the mom market.

Why do moms visit the Internet? There are several reasons:

- Information gathering
- Shopping
- Business opportunities
- Connecting with friends and associates

To accomplish these tasks, they use a variety of methods. Web 2.0 platforms are becoming popular with moms who need to get things done and keep in touch with others while on the go. Also, moms are accessing the sites they need via iPhones, other smartphones, iPods and other portable devices like Kindle (Amazon.com).

It's okay to surf the Web and visit various sites to find the information. But what if moms could get everything in one place? That is what eBooks provide. eBooks give moms all of the resources that they need in one easy-to-read book.

If you want to put your information into the hands of moms, eBooks are the way to do it. They save time for the busy mom who needs helpful content that can go with her at a moment's notice.

Save the Planet

EBooks don't add to the mountain of waste in the landfills. You don't have to print them out unless you want to. You can share them through links on email, websites and social sites.

The best thing about eBooks is that you can keep them as long as you like. Printed information tends to pile up over time. You end up throwing them away to stop the growing mountain of clutter. With eBooks, your copy exists in digital format (text or PDF) where it can be stored indefinitely.

Portability

What mom has time to carry around a 50-page eBook when they have the diaper bag and the stroller? Uploading the informational text to your iPod means they can listen to music and read while the kids play in the park or waiting for the car to be serviced. The eBook goes with them everywhere they need to be.

Quick and Easy

Technology has put the entire world of information in our hands. By simply connecting to the Internet, anyone can find out what they need to know in a few seconds. EBooks allow moms to get the information they want in the same time frame. From purchasing to reading is as fast as it takes to download to the device of choice.

EBooks are a great way to put content into the hands of moms. When she's busy with everyday life, use the medium that can go with her everywhere.

EBooks for Moms: Steps to Creating & Selling your Product

Moms are the great untapped market. Moms spend almost 4 trillion dollars a year on behalf of themselves, their businesses and their families. Selling eBooks can help you gain a share of that market.

Where to begin

It would be easy if you could pull ideas out of thin air but that isn't likely to happen. You have a product or service that you want to promote. It's time to do some research.

Check out mom forums to see what they are talking about. What products are they interested in? What are the needs of various mom generations? You could have the best well-written eBook on the Internet but if it doesn't speak to the needs of moms, it won't sell to them.

Once you get an idea of a topic that works for your product, find out what words they are using to access information on those topics. Create a spreadsheet that incorporates one, two and three word phrases. Using long tail keywords will narrow your niche and speak to a specific group of moms that you want to reach.

Writing the eBook

Armed with your research, it's time to map out the eBook. Creating a Table of Contents and an accompanying outline, keeps you focused with the eBook. It is easy to go off on a tangent. Stay concise and to the point to keep your reader's interest.

As a business owner, you have a lot on your plate. Writing an eBook may not be in the plan. All entrepreneurs are not writers. Those that are, may not have the time.

Consider hiring a ghostwriter or a ghostwriting service. Ask friends and business associates for recommendations. Before choosing a writing company, ask for writing samples to see if they can match the "voice" that you require. Depending on the length of your eBook, this will be an expensive proposition.

Don't forget the layout of the eBook and the marketing aspects. Some ghostwriting services have experience with adding graphics and providing a sales page for you to use on your website. Those added services are worth the price.

Selling your eBook

First, do you participate in affiliate programs? Use your eBook as a way to promote them by providing links to these programs in the text. Or, set up your own affiliate program.

Use your marketing plan to drive traffic to your sales page. Give visitors access to the first page of the eBook to peak their interest. Provide links in emails to subscribers.

Moms love eBooks because they are portable and provide concise information they need in one place. Create a new form of income for your business by selling eBooks to them.

Online Marketing Tips for your Mom-Targeted eBooks

Now that you have several eBooks put together that you want to sell, how do you get the right people interested? To gain a foothold in the mom market, your marketing needs to be on point with them. Here are a few tips for marketing your eBooks online to moms.

The solution to the mom market equation has been met in part. You have created an eBook product that focuses on moms. Your research has led you to a better understanding of the products that they need. Your eBooks are targeted to the mom market.

Now, you have to get those eBooks in the hands of the moms. The second part of the equation deals with using creative marketing to reach these moms and gain their interest and trust. Moms are savvy Internet users, businesswomen and concerned parents. They won't be fooled by fluff content or someone who pretends to understand them.

Online marketing tips

1. Create relevant content. You performed keyword research so use that to your advantage. Create content that uses those keywords, both one-word and long tail keyword phrases. Post the content on your website, your blog and submit to article directories. Content keeps readers coming back but you want it to be effective by showing up on the first page of search engine results.

2. Create videos. Don't be afraid to use YouTube. Even kids are using it to showcase things that concern them. Begin a viral marketing campaign using videos about your products. Moms love to watch how-to videos. Create one that relates to the topic of your eBook as a hook with a mention and link to the actual eBook page on your site.

3. Include podcasts on your site. You can create your own radio-type show to talk with other moms about important issues. Perform and broadcast interviews with mompreneurs and favorite mom website owners. Keep the “voice” down to earth so all moms can connect and identify with you.

4. Use a Google Adwords campaign. Create focused appealing ads that will appear on the search results page. Use effective keywords that you used in your content to increase the number of times your ad will appear next to search results.

5. Use press releases. Draw attention to your new line of products. Create a press release for the eBook. Gain interest and momentum for the impending launch date.

You have spent the time creating the eBook that will be interesting and helpful to moms. Now, use the following tips to make sure that they will see it.

[Click Here To Learn More On How To Create And Sell Your Own Product](#)