Blog Marketing To Moms Is About More Than Parenting

Contributed by eMarketer
Wednesday, 20 October 2010

â€˜Mommy blogsâ€™ are just one facet of the community

Moms who blog have become important marketing partners and powerful allies, spreading the word about products and services to the 32 million moms who go online in the US.

These mothers are not just mommy bloggers. eMarketer estimates there are 3.9 million women with children writing blogs in the US, covering a wide variety of subjects, including parenting, couponing, travel, automobiles and technology.

They all share one commonalityâ€”childrenâ€”but are a diverse group.

â€œThis is a benefit and a challenge for marketers,â€• said Debra Aho Williamson, eMarketer senior analyst and author of the new report â€œMoms Who Blog: A Marketing Powerhouse.â€• â€œCreating a strong blogger outreach program takes time, effo and nurturing.â€•

Such outreach programs can reach millions of moms. More than 17 million women with kids under 18 in the household will read blogs at least monthly this year, with small but steady increases expected through 2014, when nearly 21 million will do so.

In 2014, 63% of all online moms will read blogs, up from 54% this year.

â€œMarketing via moms who blog requires regular participation,â€• said Williamson. â€œSuccessful marketers create real relationships with blogging moms and work hard to make it easy for moms to support their marketing initiatives. This means understanding that moms have different points of view and donâ€™t always focus on the same topics. Whatâ€™s more, having an influence means more than simply flooding the blogosphere with coupons and giveaways.â€•

The full report, â€œMoms Who Blog: A Marketing Powerhouse ,â€• also answers these key questions:

* How many US moms read and write blogs?
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* What can marketers gain from creating relationships with moms who blog?
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* How do blogger-outreach programs intersect with other kinds of social media marketing?
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* What best practices should marketers follow when engaging with moms who blog?

8 October 2010