Power Moms: The New Rules for Engaging Mom Influencers Who Drive Brand Choice (Hardback)



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Reviews

The book is great and fantastic. Yes, it really is engage in, still an interesting and amazing literature. You wont feel monotony at at any moment of your respective time (that's what catalogs are for regarding if you request me). (Daren Raynor II)

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POWER MOMS: THE NEW RULES FOR ENGAGING MOM INFLUENCERS WHO DRIVE BRAND CHOICE (HARDBACK)



Wyatt-MacKenzie Publishing, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Word of Mom is the most powerful form of marketing for brands who want to connect with the \$2.4 trillion Mom Market. The Power Moms-influential mothers who help spread the word about products and services-build brands and boast sales. Learn how to identify and engage this powerful group of consumers. Examine how the sphere of influence of today s mom maven is transcending from virtual world to cyberspace and back Engage moms who will drive sales to your bottom line by creating a buzz online and offline Hear first-hand from over 300 Power Moms on their rules of engagement with brands and how they spread the word about products they love Empower yourself with access to the most influential moms in the US and around the globe with the directory of Power Moms REVIEWS Thanks to Maria, I have built one of the fastest growing franchises based on her teachings! - Lisa Druxman, Founder and CEO of Stroller Strides(r) Franchise Maria s creativity for engaging moms is passionate, instant, and real. - Steven Betesh, President, Baby Brezza Enterprises For over a decade, Maria has been a trailblazer in the Mom Market and has empowered businesses who want to build sales and great Mom brands. - Liz Lange, Fashion Designer and Founder THE AUTHOR For more than a decade, Maria Bailey has educated CEOs, CMOs and Industry leaders on the consumer behaviors of mothers. She is internationally known for her insights, books, and award-winning marketing program which engage and connect brands with moms. She was the first to quantify the trillion dollar spending power of U.S. Moms. She is the CEO of BSM Media, a marketing and media company specializing in the mom...

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