

Quick & Easy Ways to Market to the Powerful Multi-Billion Dollar Market of Mothers Online



What They Do, What They Want & How to Get Them on Your Side

By Wendy Wood & Alice Seba
[Mom PLR Ebooks](#) & [All Mom Content](#)

After You Read This Guide...Make Reaching the Mom Market Even Easier

This guide includes plenty of insight into mothers, what they buy and in particular, how they use the Internet. It's pretty clear that reaching mothers through information and being a trustworthy source of content and advice is one way to get the powerful spending power of mothers.

To get access to plenty of pre-written, but completely customizable and brandable mom-targeted content, we invite you to take advantage of these available resources.



MOM *PLR* EBOOKS

[Mom PLR Ebooks](#) sets you up to sell ebooks to moms...or use the ebooks as giveaway content or product bonuses. The membership includes a collection of private label rights content including an ebook, cover graphics, sales copy, promotional graphics, 5-day email course and 26 newsletter ideas on a specific mom-targeted monthly topic.

[Click here to learn more about Mom PLR Ebooks](#)



[All Mom Content](#) is a private label content package that allows you to reach moms on a variety of topics each month. Memberships includes 30 articles, 10 product profiles/reviews, 10 recipes and a monthly promotional special report.

Use the content on your website, blog, in your newsletter or wherever you publish content. Everything is already written for you...all you need to do is get it out there.

[Click here to learn more about All Mom Content](#)

Both memberships give you a huge head start to generating ideas and offering content to this huge and influential group of buyers. Now let's get onto the subject at hand...

The Power of the Mom Spender – It's Bigger Than You Might Think

Think about something for a moment. Think about the families you know. Even your own family. It will tell you a lot about how money gets spent and whose influencing the buying decisions.

Typically, it's mom that sets the family budget and does much of the shopping. Just think about it...who buys groceries, school supplies and clothing for the family? Who picks the new dining room furniture?

Previously men traditionally controlled big purchases like cars or electronics - but these purchases are highly influenced by and final decisions are often made by the mother of the household. They are the ones doing the research and deciding what products are best for their family.

Add to that, consider the generational influence. As an adult, think about the products and brand names you tend to buy. Many of these are likely the same that were found in your childhood household. Why do we choose these products? Well, because it's what mom chose for us and we do much of the same for ourselves and families in our adult lives.

In short, mama's got a lot of power when it comes to what people buy...even outside her own immediate purchases.

If you are not selling to women, and moms in particular, you are missing out on a huge section of the online shopping market.

Here are a few statistics to show how women (a large portion of which are moms) dominate the consumer market:

- * Women control 80% of household spending.
- * Women do 60% of online shopping.
- * Women buy 81% of all products and services.

(source : United States Census Bureau).

According to a recent survey conducted by MarketingSherpa.com, mothers spend 13.2 hours per week online versus 7.6 hours watching TV. The same survey stated that moms come to the Internet for information and ***the way*** to tap into this huge market is by providing the help they're looking for. This can be done in a variety of ways and by providing a wide range of content and assistance to moms.

Let's think about this for a bit...

What Moms Really Want

It's no secret that moms are a busy bunch. It would be a disservice to try to list all that a mom does in a typical day because we all know they do so much more. But for starters consider moms often operate as the family cook, cleaner, chauffeur, event planner, finance manager, shopper, bread winner and more. In today's consumer society, there are product decisions to be made in almost all those aspects of her day...and most of those decisions are made by mom herself.

Side Note: Of course, Dads have a part in this as well and we don't say this to perpetuate any stereotypes, but share a realistic portrait of the typical modern day family. Not all families fit the mold and that's perfectly okay too. We are simply trying to paint a picture that will help you better understand your target market of mothers.

So given the mom is busy and has a ton of physical and financial responsibilities, let's try to understand a bit more about what she is looking for with her online experience.

Why Moms Turn to the Internet:

- ❑ **First and foremost to save time:** It's the one things moms never seem to have enough of.
- ❑ **24/7 availability:** The Internet is always open and available when the kids have gone to bed, when someone is sick in the middle of the night or whenever mom needs it.
- ❑ **Don't need to leave the house:** This is particularly helpful to moms with little ones who may need frequent naps, feedings, etc. Mom can now get a lot done without having to drag tired and hungry kids around town.
- ❑ **Connections:** Whether they're stay-at-home moms or work-outside-the-home moms, the Internet provides a way for busy moms to connect like-minded people. Often it's other mothers or it can be people who share similar interests.
- ❑ **Find the Best Products:** They research product information, read and submit product reviews. They also ask the people they connect with online about products.
- ❑ **Get Help:** They search and ask for answers to questions on a variety of topics – personal questions, for their family, for their careers and more.
- ❑ **Earn Money:** Moms often earn extra (or even a full-time) income online. Whether it's eBay, their own online shop or website, many moms use the Internet as an income source.

What Moms Are Doing Online

Now that we know WHY moms use the Internet, let's talk about many of the specific things moms do online. Understanding what they do, gives you the opportunity to see where you might make your own mark in the market.

- ❑ **Look for information and answers to their questions on a wide variety of topics.** Some general categories include:
 - Health & Medical
 - Parenting
 - Relationships
 - Finances
 - Beauty
 - Entertainment
 - Food
 - Career
 - Home & Garden

- ❑ **Buy stuff.** Whether it's groceries, clothing for the family, gifts, personal care items, books or ebooks, they're buying a variety of products online.

- ❑ **Talk to others.** They join forums, Facebook, Twitter and other social sites to connect with and talk to other like-minded people.

- ❑ **Read and submit product reviews.** They use the Internet to learn about products before they buy them and are very willing to share their own thoughts about the products they buy.

- ❑ **Look for ways to earn extra money.** They might be a stay-at-home mom needing extra cash or looking to start their own full-fledged business.

- ❑ **Check prices.** Savvy moms head to the Internet to check prices at their local stores before battling traffic and crowds.

- ❑ **Find restaurant menus.** If they're planning to order take out or take the family to a new restaurant, she will often check the Internet first.

- ❑ **Find local phone numbers and addresses.** Forget that huge paperweight of a phone book. Net moms find what they need online.

- ❑ **Comparison shop.** They're not always looking for the best price, but want the best value for their money. They'll search the net to ensure they're making the best buying decision for their family.

- ❑ **Research important purchases.** Beyond reading products reviews and comparison shopping, for important purchases like cars, pets, etc. the Internet is perfect for gathering the facts needed to make a purchase.
- ❑ **Looking for recipes and menu ideas.** The new mom may not even own a cookbook. Instead, she gets what she needs from the Internet. She can search by ingredient, type of cuisine and more.
- ❑ **They blog.** Sometimes called “Mommy Bloggers”, moms are blogging with a vengeance and many possess a good deal of influence amongst moms. Something to keep in mind in establishing and maintaining your own good reputation.

How Do You Get Out There with Content & Answers Moms Need?

Now that you know what moms are doing and why they’re doing it, you have a chance to reach them. An effective way to do this is by providing them with the content and opportunity to connect with others. Whether it’s through a blog, information website, forum or social network...you can use the information in this report to meet moms.

But you’re probably already busy and the thought of trying to put together the information and opportunities moms need can seem a little daunting. You can hire staff writers and ghostwriters, but if that’s a little hard on the budget, consider private label rights (PLR) content to generate tons of in-demand content.

If you’re not familiar with PLR content, simply put it is content that you can purchase and then modify to suit your unique business needs.

You save money because the same modifiable content is sold to other business owners but often in limited distribution, thus lowering the cost to you in comparison to hiring a writer. This means you get **more content** at a **lower price**.

You save time because you don’t have to do the research or the writing. You certainly don’t need to be researching and typing all day to build your business.

Some Ways to Use PLR Content:

1. **Search Engine Food:** Place content on your website and modify them to target your own chosen keyword phrase (use wordtracker.com). Never expect to receive a ranking for the keyword phrase the article was originally written for, because you’ll just be competing with everyone else who publishes the same article. Think a little outside the box to target what moms need and you’ll do great.
2. **Ezine Content:** If you publish an ezine, complete with articles, here’s an easy way to add content. Just pop in the articles and you’re ready to go.

3. **Personal Newsletter Content:** Use the content ideas as a basis of communicating directly with your mom subscribers. Just because the content is formatted as an article, doesn't mean you can't take those ideas and make them your own by adding your own comments, opinions, etc.
4. **Load Your Autoresponder:** If you haven't updated your pre-sequenced autoresponder in a while, load your autoresponder with fresh PLR content so you stay in the minds of the moms on your list.
5. **Make an Ecourse:** Selling a product via an ecourse? Take the content and make a 5-7 day ecourse that informs and sells your product at the same time.
6. **Blog Content:** Just like with your email marketing, you can publish the articles as is, or use them as a basis for more personal communication with your readers.
7. **Promote Products:** Wherever you publish PLR, link to relevant products to buy. Promote your own products or use an affiliate link.
8. **Display Ads:** Whether you use AdSense, Text Link Ads or any other ad network, it doesn't matter. PLR content is perfect for displaying these and earning some extra cash.
9. **Promote Your Mailing List:** If a mom finds your content helpful, she's likely want to sign up for your mailing list...so be sure to offer a free subscription.
10. **Build Your Mailing List by Giving Away a Report:** Put together a bundle of articles into a useful report or purchase a PLR report or ebook. Give it away free to anyone who signs up for your mailing list.
11. **Use the Content as a Basis for an Information Product:** Use the content to help create your own information product for sale or by ready-made ebooks and info products that you can brand and modify to suit your needs. A lot of the writing and research is already done for you, making it a near no-brainer.
12. **Give Articles to Your Affiliates:** Modify the articles to strategically promote your product and give the articles to your affiliates to publish as is.
13. **Create Brandable Reports for Your Affiliates:** Affiliates love giving out top-quality reports. Bundle those great articles into a report and allow your affiliates to distribute them with their affiliate link inside.
14. **Turn it Into Audio or Video:** Use the content as a basis for an audio recording or video. It could be freely available, a free subscription offer or even a product for sale.


15. **Turn PLR Recipes into Recipe Books:** Bundle recipes into a themed recipe book. Try making it an unannounced bonus for your customers or subscribers ...they'll love it.
16. **Add Interactivity to PLR Product Reviews:** Place reviews on your site with your affiliate link and allow your readers to submit their own reviews and ratings as well.
17. **Target General Content to Your Audience:** If you have PLR content on a generic topic like time management, you can easily do a bit of rewriting to really speak to your audience (i.e. "Time Management for Moms"). Flesh out articles with examples your audience can relate to and add some practical tips they'll be sure to use.
18. **Make Pamphlets & Booklets for Offline Use:** Who says PLR is only for online promotion? Ask if you can leave the pamphlets/booklets at doctors' offices, stores, mommy groups or wherever moms gather in your neighborhood.
19. **Turn PLR Content into a Bonus Product:** Add more value to your product by creating a bonus out of PLR content. It doesn't matter if it's an information product or a consumer product, go the extra mile by offering valuable and relevant information.
20. **Add the Content to a Membership Site or Other Continuity Program:** If you have moms paying for any type of subscription, offer some PLR content to add more value to your offer.
21. **Print Out That Bonus & Include it with Your Shipped Products:** For example, if you sell a baby monitor that you ship to your customers, put together a printed booklet that shows parents how to help their baby sleep better. Your customers will appreciate the extra effort.

And hey, remember if you need a source of quality PLR content for moms, we've got it for you...

Our PLR Content Is:

- Professionally written by ghostwriting moms.
- Available for you to fully customize and brand the content to suit your needs.
- Limited in its distribution.
- An economical way to publish plenty of mom-targeted content.
- Comes with a 30-day money-back guarantee.

Go to [Mom PLR Ebooks](#) and [All Mom Content](#) to learn more or continue to the next page...



MOM *PLR* EBOOKS

With [Mom PLR Ebooks](#) you receive a monthly private label ebook and accompanying marketing materials, allowing you to easily set up and sell ebooks that appeal to the mom market.

Each Month You Receive:

- ❑ One monthly fully-editable and brandable ebook on a topic of interest to mothers.
- ❑ Pre-written sales copy to promote each monthly ebook.
- ❑ Graphic set with each ebook including: 3 different ecover sizes, flat cover for the written document, 2 promotional buttons.
- ❑ Includes a checklist of setting up the products and selling them.
- ❑ Each ebook includes a 5-day ecourse to promote the product.
- ❑ Also include: 26 newsletter topic ideas to keep content focused around the product.
- ❑ Suggestions for affiliate programs to earn extra income through recommendations.
- ❑ Printable ideas sheet that includes ideas for using the ebooks and marketing them.

...and more. [Click here to check out the full details.](#)



[All Mom Content](#) provides you with monthly customizable private label content that can be used on your websites, in newsletters, in information products and promotional materials. The content is on a wide variety of topics that are important to mothers.

Membership Features:

- ❑ 30 new private label articles each month on topics about family, finances, women's issues and a variety of other topics of interest to moms.
- ❑ 10 monthly product reviews for products that moms typically purchase.
- ❑ 10 family recipes each month.
- ❑ A 7-10 page report to be used as a give away, as part of a product for sale, etc.
- ❑ Suggested affiliate programs to monetize content.
- ❑ 2 guides to using PLR content including "Creative Ideas for Using PLR Content" and search engine guide and video. A
- ❑ Access to members-only forum for asking questions and sharing marketing tips.

...and more. [Click here for the full details.](#)