

Marketing to Mums

MASTERCLASS

In Australia, Mums spend \$132 billion every year. They are the world's most powerful consumer. If they were an industry, they would be our largest contributors to GDP. They buy cars, houses, food, holidays, fashion, education, furniture.

But how well do YOU know them?

According to Mums themselves, not very well. Despite their vast spending power, 63% of Mums believe advertisers and brands don't understand them. Don't value them. Don't even see them. Certainly don't respect them.

What that means is there is a huge opportunity and billions of dollars for businesses who can get it right, who can engage, value and really translate what Mums want, need and buy.

In this 2 hour Masterclass (1 hour presentation, 1 hour facilitated discussion about what it means for your organisation), Katrina McCarter upskills your team on the latest research and proven strategies on marketing to mothers. She'll share her research insights, including the key mistakes mothers believe brands and advertisers make when looking to appeal to them. Katrina highlights key trends and behaviours and shares 7 strategies which effectively connect, engage and convert mothers.

Globally, Katrina is a recognised strategy expert in marketing to mothers. She's written two marketing to mothers bestsellers and won an international speaking award at a New York conference. She has a monthly column in the US on marketing to mothers and undertakes at least one research project each year to better understand and keep up with the fast-changing behaviours of mothers.

Want to show mums you want their business?

Contact Katrina to book in your team and gain an advantage over your competitors.

MARKETING
TO MUMS



Useful links

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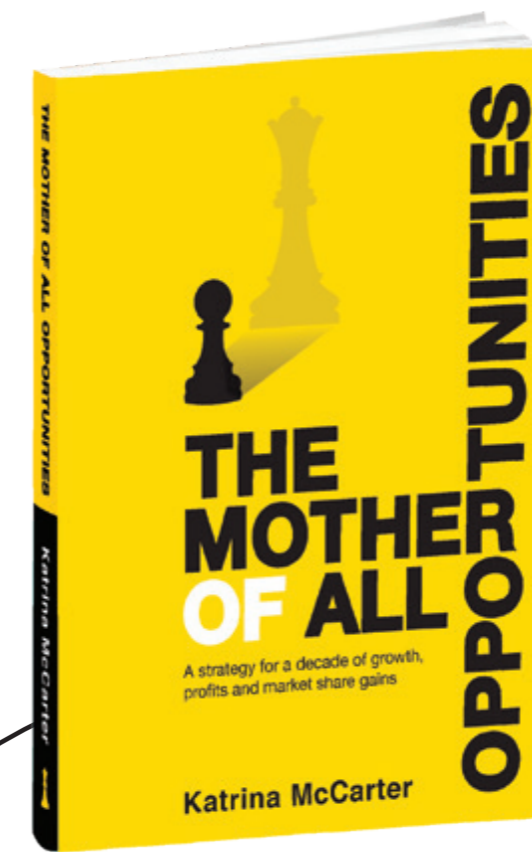
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KATRINA McCARTER

Author of two best-selling books

