

The background is a vibrant, abstract composition of colors and textures. It features large, expressive brushstrokes in shades of orange, yellow, and blue. There are also various patterns, including dark blue spots, yellow and blue dots, and a yellow area with dark blue diagonal stripes. The overall effect is dynamic and modern.

Marketing to Millennials:

Social Media and Marketing Musts for
The Newest Generation of Moms

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About Me



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OBJECTIVES:

- Identify characteristics and values of Millennial mothers
- Recognize Millennial mothers' preferences towards online content related to birth experiences
- Compare the most popular social media platforms utilized by Millennials and explain the most effective business use of each platform
- Discuss the importance of digital content and its effect on business marketing strategies
- Discuss the importance of well-blended online marketing with traditional marketing strategies
- Select effective social media marketing methods that attract millennial-aged mothers

CONTENT OUTLINE

1

INTRODUCTION

Importance of technology and online marketing

2

MILLENNIAL MOTHERS

We will describe characteristics and values

3

SOCIAL MEDIA PLATFORMS

Platforms birthwork businesses should optimize

4

MEDIA CONTENT

Posts, Ads, Audience engagement, marketing tools

5

NON-DIGITAL MEDIA

Effective use to compliment online presence

6

PRACTICE IMPLICATIONS

Implementation into practice models



1

TECHNOLOGY PREVALENCE

Why is online marketing
so important?



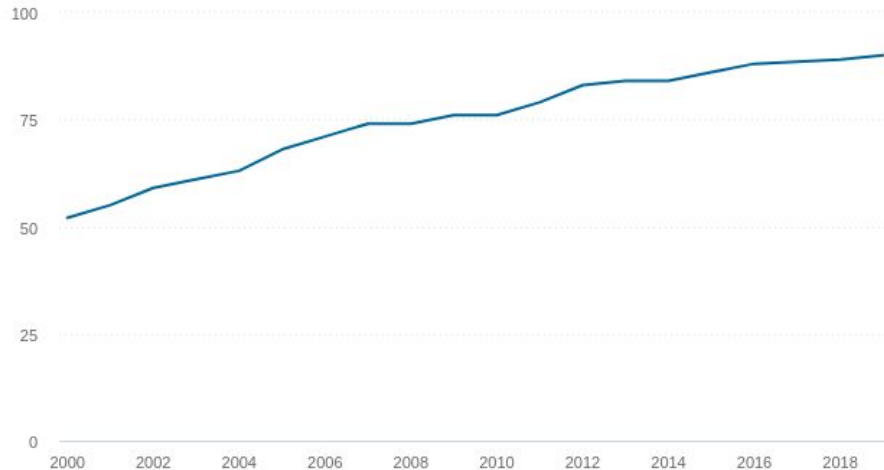
4,000,000

U. S. births every year

Growing Use of the Internet

Internet use

% of U.S. adults who use the internet



Source: Surveys conducted 2000-2019. Data for each year based on a pooled analysis of all surveys conducted during that year.

(Pew Research Center, 2019)

- Increased internet usage
 - 2000 - 52%
 - 2019 - 90%
- Higher among college graduates, young adults, and higher income households
- In 2019, shift → higher usage in women over men
- Shift in purpose from pure entertainment → now shopping, health and parenting advice, social community

Electronic Device Usage



CELLULAR PHONES

96% of U.S. adults own cell phones.
81% own smartphones.



DESKTOP COMPUTERS

74% of U.S. adults own a desktop computer.



TABLETS

52% of U.S. adults own a tablet.



INTERNET USAGE

Internet usage highest among 18-29 and 30-49 year olds.



7 OF 10 AMERICANS USE SOCIAL MEDIA

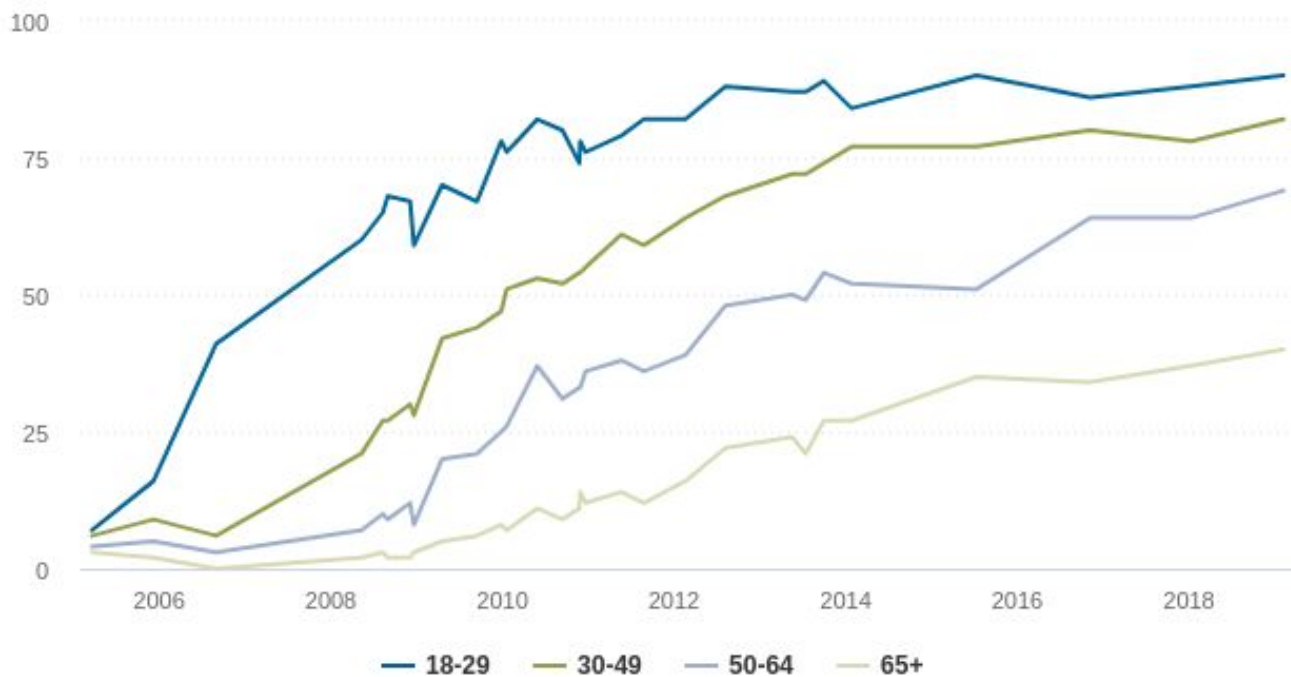
(Pew Research Center, 2019)

What is Social Media?

- Means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks
- Began as websites → grown to smartphone apps
- Ways people use social media:
 - Users can “like” brand pages
 - Blog sites for opinions and topical information
 - Hosting and sharing videos
 - Sharing of photos
 - Users share “stories”
 - Sharing information in “groups”
- Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool.
- Authenticity, honesty and open dialogue are key.
- Social media not only allows you to hear what people say about you, but enables you to respond.
- Requires relevancy and engagement

Social media use by age

% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2019.

(Pew Research Center, 2019)

TOP SOCIAL NETWORKING SITES



73%

Of Americans use
Facebook



69%

Of Americans use
YouTube



37%

Of Americans use
Instagram

	Facebook	Instagram	YouTube
Total	69%	37%	73%
Men	63%	31%	78%
Women	75%	43%	68%
Ages 18-29	79%	67%	91%
30-49	79%	47%	87%
50-64	68%	23%	70%
65+	46%	8%	38%
White	70%	33%	71%
Black	70%	40%	77%
Hispanic	69%	51%	78%
High school or less	61%	33%	64%
Some college	75%	37%	79%
College graduate	74%	43%	80%
Urban	73%	46%	77%
Suburban	69%	35%	74%
Rural	66%	21%	64%

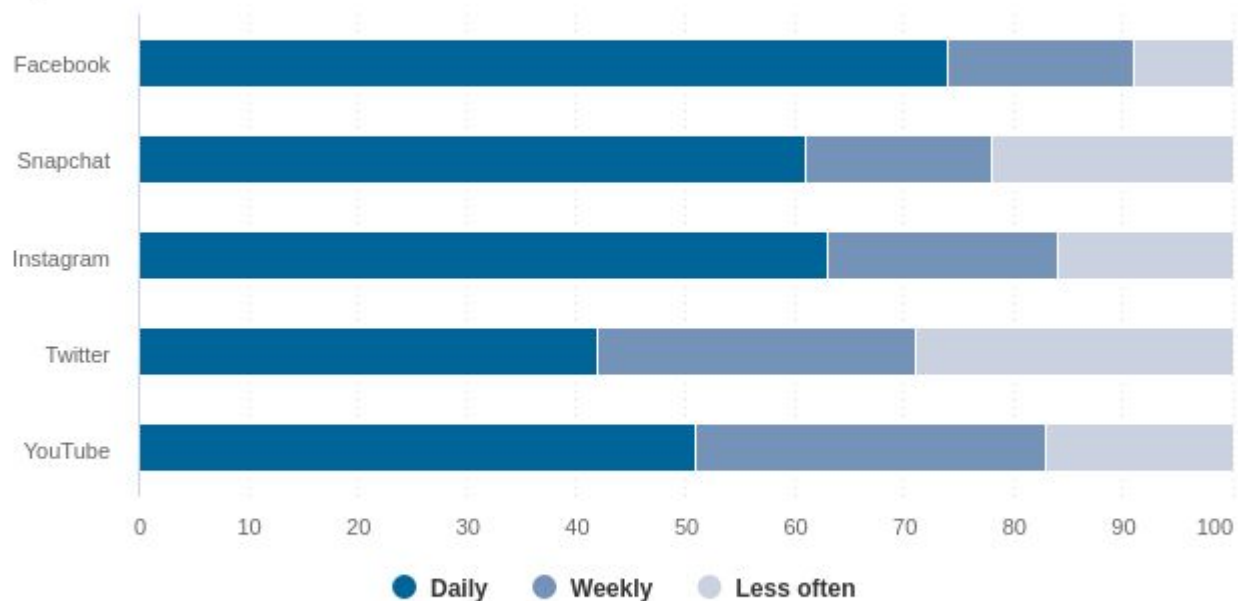
Target audience predicts most appropriate platform

- 18-29 Year Olds
 - Substantially more YouTube than Facebook
- 30-49 Year Olds
 - Only slightly more YouTube than Facebook
- Blacks and Latinx
 - More YouTube than Facebook
- Whites
 - Almost equal Facebook and YouTube
- Suburban
 - YouTube preference
- Rural
 - Facebook preference

(Pew Research Center, 2019)

How often Americans are using social media

Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

(Pew Research Center, 2019)



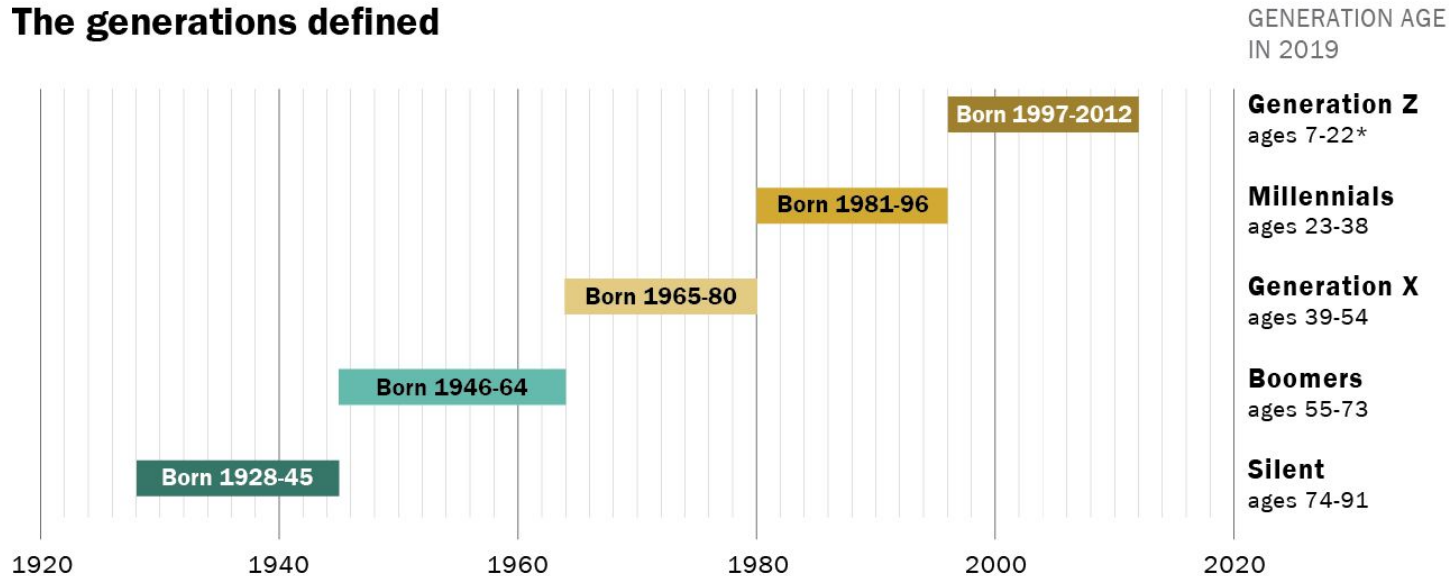
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MILLENNIAL MOTHERS

Characteristics and
Values

Who Are The Millennials?

The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

MILLENNIAL PERSONA

PROFILE

- Make up $\frac{1}{3}$ of the US population and workforce
- Accounted for 82% of 2016 births
- Waiting longer to become parents
- 52% believe becoming a parent is one of their most important lifetime goals
- Millennial mothers more likely than Gen X or Baby Boomer mothers to think motherhood is rewarding (58%) and enjoyable (52%)



CHARACTERISTICS

- More technologically savvy than predecessors
 - Grew up during invention of the internet
- Highly connected with other mothers via social media
- Influencers
- Share opinions on products and services
- Highly connected to online reviews
- “Health CEO” of the home
- Increased single motherhood and primary financial contributor



Millennial Values

WORK-LIFE BALANCE

- Live busy lives
- Willing to pay for assistance
- More than $\frac{1}{3}$ “trying to balance my life”
- High value on convenience

STRONG VALUES

- Desire to align themselves with a company that holds similar values
- Relatability and culture of connection
- Diversity and inclusion (race, gender, etc.)
- Sense of belonging



HEALTH-SEEKING BEHAVIOR

HEALTH AWARENESS

- Increased health awareness than previous generations
- Most likely generation to rely on medical information websites (53%)
- Over $\frac{1}{3}$ have health/wellness apps on smartphones
- More experience with telemedicine than other age groups
- Searching online resources for health advice and birthing options
 - Values the accessibility; doubts the credibility
 - Most apt to believe health info found online or social media cited by a health professional
- Birth experiences and patient care matter



Do Millennials Trust Birth Workers?



**55% Millennials vs.
31% Silent Gen**

Most likely generation to believe that online health-related information is as reliable as information from medical professionals



**38% Millennials vs.
11% Silent Gen**

Most likely generation to say they trust their peers more than medical professionals



**69% Millennials vs.
94% Silent Gen**

Least likely generation to say they “always listen to their doctor(s)”



3

SOCIAL MEDIA PLAN

How to Plan Your Posts

Social Media Plan

1

Listen

- Locate consumers
- Assess their social activities
- Look for small, focused audiences

2

Plan

- Define business Objectives
- How can your brand's strengths be extended online?

3

Strategy

- How and where will you do it?
- How will relationships with consumers change?
- Who will be leading this effort?

4

Tools

- Decide what social tools you will use.
- How will you monitor activities and measure success?

PLATFORMS TO USE



FACEBOOK

Facebook business profile

Create groups

Recent posts

YOUTUBE

YouTube Channel

Variety of topical videos



INSTAGRAM

Less words, more graphics

Hashtag optimization

Business objective

Social media goal

Metric(s)

Grow the brand

Awareness

(these metrics illuminate your current and potential audience)

Followers, shares, etc.

Turn customers into advocates

Engagement

(these metrics show how audiences are interacting with your content)

Comments, likes, @mentions, etc.

Drive leads and sales

Conversions

(these metrics demonstrate the effectiveness of your social engagement)

Website clicks, email signups, etc.

Improve customer retention

Consumer

(these metrics reflect how active customers think and feel about your brand)

Testimonials, social media sentiment, etc.

ADOPT A SOCIAL MEDIA CALENDAR

MON	TUE	WED	THU	FRI
01	02	03	04	05
08	09	10	11	12
15	16	17	18	19
22	23	24	25	26
29	30	31		

APRIL SOCIAL MEDIA CONTENT CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 APRIL FOOLS' DAY Image/link related to a prank.	2 QUOTE Inspirational quote that you love.	3 HOMEWORK ASSIGNMENT Give your readers an activity that will help them better their blog.	4 CURATE Awesome/helpful blog post from another blogger.
5 EASTER Post an Easter image—your dyed eggs, Easter basket, or a fun graphic.	6 BEHIND-THE-SCENES Image of you in your workspace.	7 CURATE A post from a blogger that inspires you.	8 HUMOR Funny animal meme because you really just can't go wrong.	9 QUESTION OF THE DAY Ask your readers a question about their blogs.	10 INFOGRAPHIC Helpful infographic related to your niche/industry.	11 VIDEO Funny video that makes you laugh every damn time you watch it.
12 QUOTE Create your own graphic with an awesome quote on it. Don't forget to watermark it!	13 CURATE The best blog post you've read in weeks.	14 HUMOR Something that makes you giggle.	15 HOMEWORK ASSIGNMENT Give your readers an activity that will help them with their social media.	16 INSTAGRAM IT Your favorite recent instagram photo.	17 CURATE One of your BBF (blogging best friend)'s blog posts.	18 HUMOR One of your favorite memes.
19 QUESTION OF THE DAY Ask your readers a question.	20 FREEBIE Offer something free to your awesome readers!	21 BEHIND-THE-SCENES Image of your planning process.	22 EARTH DAY Image of you doing something for the environment or encouraging your readers to do so.	23 CURATE A blog post that you learned something from.	24 VIDEO Your all-time favorite music video.	25 INFOGRAPHIC Take a stab at creating your own infographic.
26 HOMEWORK ASSIGNMENT Give your readers a blog auditing assignment.	27 CURATE The coolest DIY post you've seen all year.	28 QUOTE A quote that always makes you work your tushy off.	29 HUMOR A funny listicle, like the awesome ones from BuzzFeed.	30 INSTAGRAM IT #TBT back to a post from a few months ago.		

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post link to content from your blog with short update	Share community content	Post an interesting question to the community	Create an original image-based post	Share humorous fun content (cartoon, meme, video, etc.)
		Share a promotional item, special offer, freebie.			Remind people to join your mailing list and the benefits they get if they do.
Google Plus	Share community content	Write a 300-word original piece about a recent development in your industry.	Share community content	Post link to content from your blog with short update.	Post humorous fun content (cartoon, meme, video, etc.)
			Share a promotional item, special offer, freebie.		
Pinterest	Pin community content on your company boards	Set up a new themed board under your company Pinterest account	Pin your own blog or ecommerce content on your company boards	Pin community content on your company boards	Pin your own blog or ecommerce content on your company boards
Twitter	Retweet community content	Compose tweet linking to content from your blog	Compose tweet linking to content from your blog using an image, or link to community content	Compose tweet linking to content from your blog or the community	Retweet community content
	Share a promotional item, special offer, freebie.	Remind people to join your mailing list and the benefits they get if they do.		#ThrowbackThursday - Participate by sharing old personal photos, old fashion trends, old technology, etc. from years gone by for engagement.*	#FF Follow Friday - Participate by thanking new followers in a tweet they're tagged in.*

Who, What, Where, When, Why, How?

SALON SOCIAL POST PLANNER

When

timely 

DAY & DATE	WHAT	WHEN	DONE
M 28	Promotion: "We're closed, but you can book online" linked to our website online booking page.	9am	✓
T 29	Trending: Link to Vogue's fashion trends (our clients love this!)	12pm	✓
W 30	Build trust: Before & after picture of a beautiful client hair transformation	6pm	✓
T Oct.1	Build trust: Pics of our staff meeting & training. Focus: 'Education is key to better hair... We're investing in you'	Whenevs	✓
F 2	Inspiration: Great hair fashion quote & image. Wishing you all a great hair weekend !!	4pm	✓

When

What/
Why

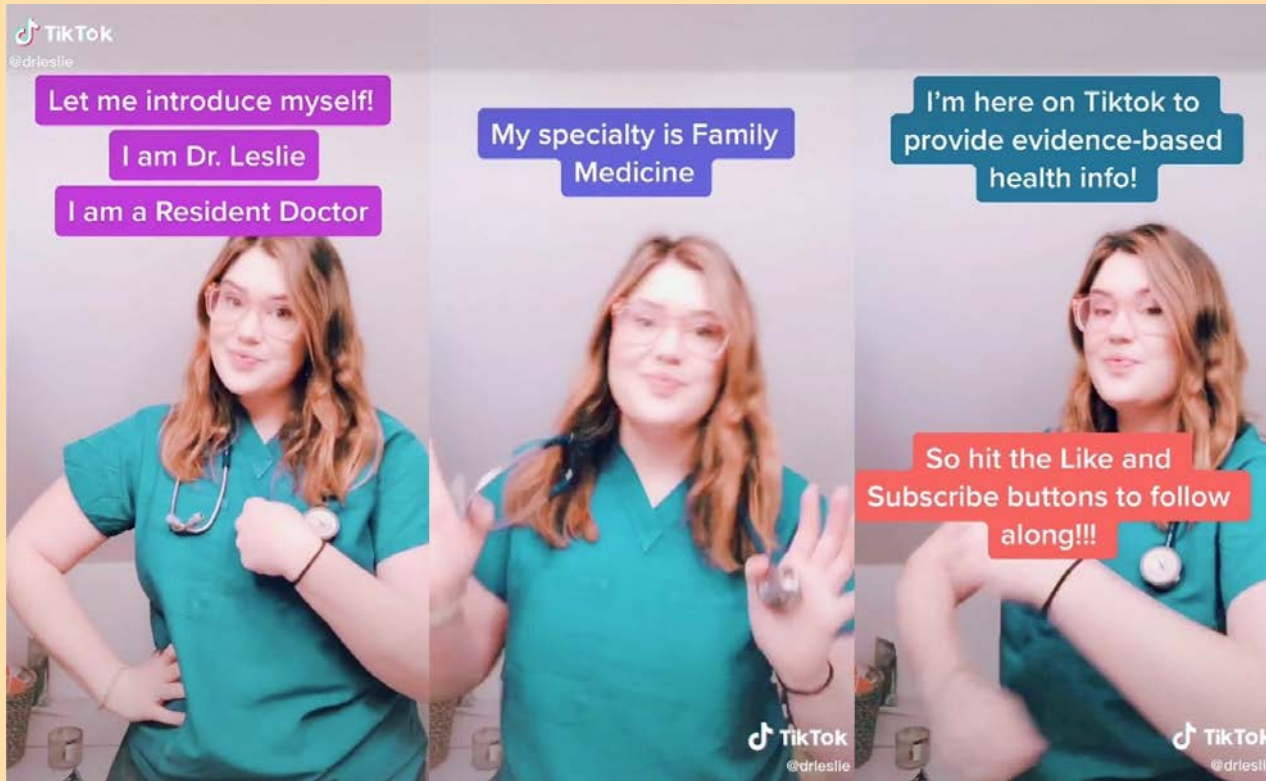
How

Social Media Posts

- Structure will differ by platform
 - Facebook - longer posts ok
 - Instagram - emphasis on pictures; shorter posts perform better
- Hashtags
 - Use most relevant with greatest following
 - Only 3-4 per post
- Target Millennial values
- Organic reach vs. inorganic reach
- Engage, engage, engage
 - Ex: Replying to comments
 - Want to know brand is approachable
 - Want to know with whom they are interacting
- Algorithms
- Paid ads
 - Hone in on target audience



“Fun Platforms”



Current “Challenges”



BABY



MAMA

DANCE

“In My Feelings” Challenge

@greenvillescdental/Facebook

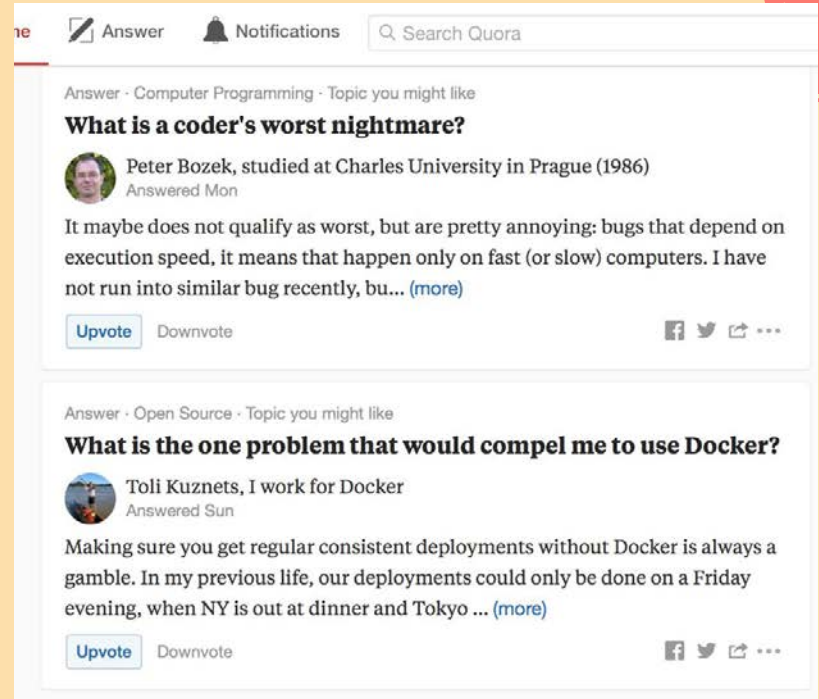


Dentist Goes Viral For His Version
Of Drake's In My Feelings Challenge



Digital Forums

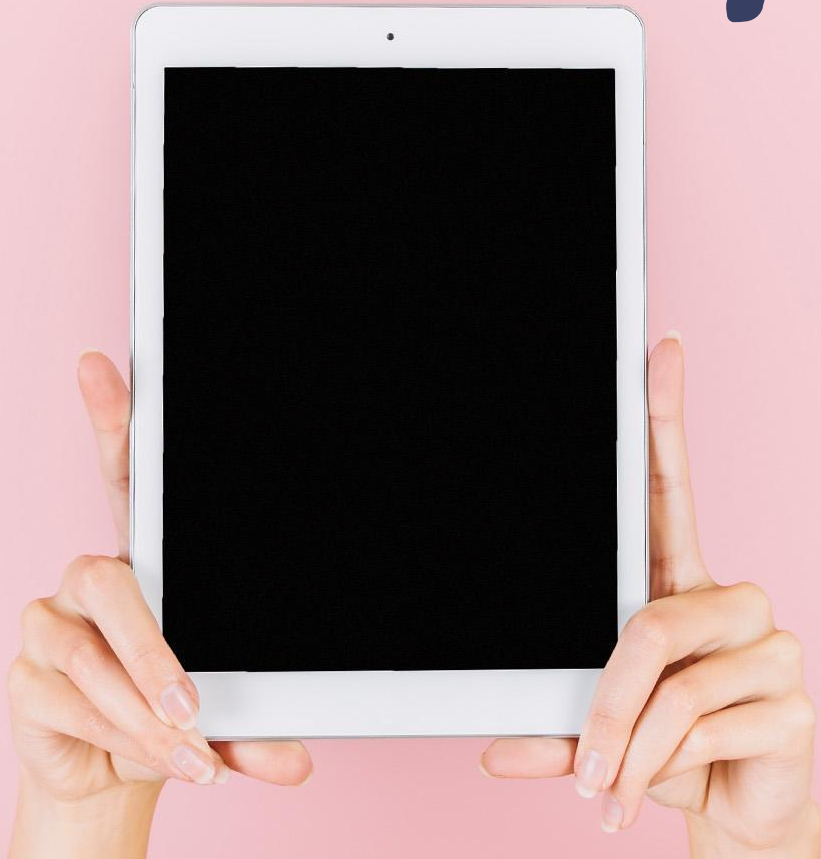
- Forums are VERY popular with Millennial parents
 - Facebook groups
 - Quora
 - Reddit
- Blogs/Vlogs
 - Content is king
 - Search engine optimization (SEO)
- Email campaigns
 - Mailchimp (Free)
- Videos/Photography
 - Canva

A screenshot of a Quora forum page. The top navigation bar includes 'Answer', 'Notifications', and a search bar labeled 'Search Quora'. The first post is titled 'What is a coder's worst nightmare?' by Peter Bozek, who studied at Charles University in Prague (1986). The post text says: 'It maybe does not qualify as worst, but are pretty annoying: bugs that depend on execution speed, it means that happen only on fast (or slow) computers. I have not run into similar bug recently, bu... (more)'. Below the text are 'Upvote' and 'Downvote' buttons, and social sharing icons for Facebook, Twitter, and a share icon. The second post is titled 'What is the one problem that would compel me to use Docker?' by Toli Kuznets, who works for Docker. The post text says: 'Making sure you get regular consistent deployments without Docker is always a gamble. In my previous life, our deployments could only be done on a Friday evening, when NY is out at dinner and Tokyo ... (more)'. Similar to the first post, it has 'Upvote' and 'Downvote' buttons and social sharing icons.

4

MARKETING IMPLICATIONS

How to Apply Your Social
Media Strategy



Birthwork Businesses Must Have an Online Presence

- Speaks to business legitimacy
- Mobile version friendly website
 - Wordpress
 - Squarespace
 - Wix
- Clear layout, good use of color, personalization
- Avoid too much text, pop-ads, and corporate appearance
- Possibly consider app

Website Etiquette

- Your website is your personal business card
 - Design content for discovery
- Easily navigable, succinct clear language
 - Navigation bar
 - Working, click-friendly links
- Clear layout, pleasing to the eye
- Prove online credibility and authority from the outset
- Avoid free websites if possible -- many come with advertisements
- Appropriate domain name -- improve SEO
- Password protected discussion group vs. public discussion group
- Sign up for newsletter
- Social media handles and reels

Social Media Do's and Don'ts

- Facebook page should not be main website
- DO have the same contact information
- DO NOT stop posting
- DO promote your business
- DO optimize “stories”
- DO customize approaches




Social Media Tips Continued . . .

- Less is more
 - Make lengthy posts blog posts → SEO
 - Less focus on words
 - More focus on strong photos
- DO use authentic photos over stock photos
- DO engage with your audience (these are your brand supporters)
- DO NOT be afraid to get personal
 - Builds Millennial





Market Accurately and Strategically

- Avoid putting all Millennial mothers into one large marketing segment
 - Millennial Moms are diverse
 - Focus on the mother-child relationship
 - Universal approach
 - Target independent Millennial Moms identity
- 





Carefully Walk the Line

**Likely to be
full-time caretakers**

**Equally likely to be
full-time employees**

**Risk of disassociating
with brand**

Focus on Healthy Lifestyle

- Appeal to Millennial health consciousness
- Sample topics:
 - Healthy foods in pregnancy
 - Exercise in pregnancy
 - Stress relief
 - Balancing multiple family members
 - Postpartum weight loss
 - Preconception health tips



CONSIDER TELEHEALTH BEYOND COVID

- Belief that some visits could be done easier online
- Traditional appointments only when labs/testing/US required





Questions?

THANKS!

Do you have any questions?
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