Marketing to Moms

Presented by

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Expert on Marketing to Moms and Their Families

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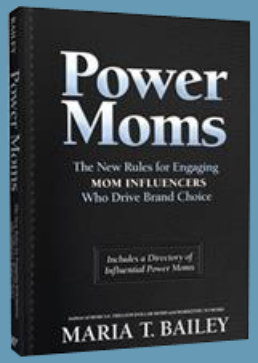

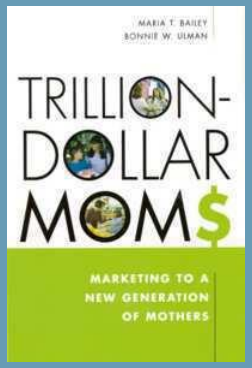

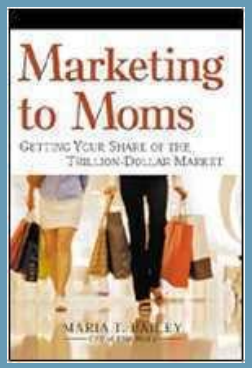

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Let's Talk Moms

- ✓Introduction
- ✓Defining Today's Generations of Moms
- ✓Her Motivations
- ✓How to Market to Moms
- ✓Opportunities for your Santa Business
- ✓Toys of the Year

Millennial Moms

Never licked a stamp.

Makes her child's pediatrician appointment online rather than calling.

First responders have always been heroes.

Hong Kong has always been a part of China.

She can watch Charlie Brown's Halloween anytime of the year.

Has never used a paper map to find her way in a strange city.

Cloned sheep were born the same year

Legalized therapeutic marijuana has always been available somewhere

The World Wide Web has existed since they day she was born!

Gen Z Moms

Never cranked a window in a car.	Never looked up someone in the yellow pages.	Doesn't understand what it means to "hang up" the phone.
Doesn't know what a cassette tape is.	Has never paid to send a text message.	Didn't learn cursive in school.
Has always had one device for calling a friend, taking a photo and paying her bills.	Never got to bang chalkboard erasers because she only had smart boards in the classroom.	Received her weekly allowance electronically.

The World Wide Web has existed since they day she was born!

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Millennial Moms vs Gen Z Moms

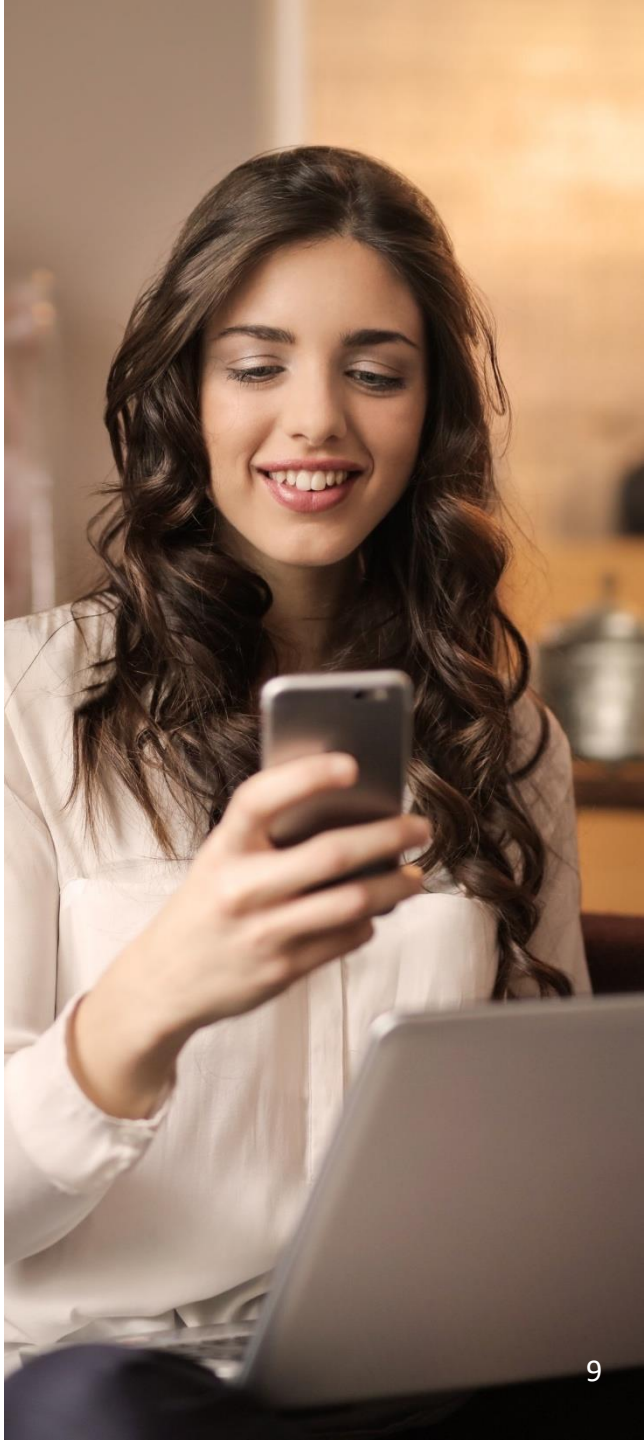
	MILLENNIAL MOMS	GEN Z MOMS
PARENTING	• Baby Boom Mom • Confident • Trophies • Raised Futuristic Adults	• Gen X Mom • Free Range Parenting Style • Skeptical • Largest Single Mom Population • Raised Realistic Adults
TECHNOLOGY	• Introduced as Toddlers • Socializes Online • Scrolls • Innovate • 2 Screens	• Introduced In Utero • Prefers IRL Socializing • Filters • Create • 4-5 Screens
SOCIAL EVENTS	• Columbine • Thailand Tsunami • Recession	• Student Loan Crisis • Parkland Shooting • #MeToo, #BlackLivesMatter
BRANDS	• Engage • Buying Decisions: “Is it worth it?”	• Collaborate • “Should I work for it.”

Gen Z Mom Insights

- ✓ Most racially diverse group of moms in history.
- ✓ They want to be their own person but seek approval online.
- ✓ Seeks a lifestyle rather than a career.
- ✓ She may never step into a store again.
- ✓ Thrifting is her shopping style.
  - ✓ Repurposing
  - ✓ Upcycling
- ✓ Desire to be a part of a movement.
- ✓ Demands more content because she digs deeper
- ✓ Uses an 8 second filter to make decisions
  - ✓ Applies to marketing messages
- ✓ Uses filters to determine what's attention-worthy

Gen Z Mom Insights

- ✓ Super multi-taskers
- ✓ Hard working because she recognizes that life is hard
- ✓ Not impressed with old marketing tactics because she realizes there are new ways
- ✓ Uses podcasts as a learning tool
- ✓ More likely to homeschool and find options outside of traditional college
- ✓ Yellow is the new pink



Gen Z Mom Insights

- ✓ Desire for IRL interactions with friends
- ✓ Collaboration trumps engagement
- ✓ Likely to have a side gig and a full time job
- ✓ Won’t buy a product without reading a review
- ✓ Her shared economy will reduce the need to buy new baby products

Mom Motivators

Physically

Emotionally

NURTURE RELATIONS

Measurement of Success

Bragging w/o Boasting

ACCOMPLISHMENTS

SHARING

Stories

Product Information

Life Experiences

DO IT BETTER, SIMPLER

Sign of Personal Skill and Confidence

RAISING HAPPY, HEALTHY ADULTS

A Journey with Purpose and Experiences

Mom Motivators

Connections

NURTURE RELATIONS

ACCOMPLISHMENTS

Friendly Competition

SHARING

RAISING HAPPY, HEALTHY ADULTS

DO IT BETTER, SIMPLER

Social Obligation

Archiving

My Ecosystem

Mom Motivators

NURTURE RELATIONS

- Loyalty Programs
- Emails
- Brand Ambassadors
- Partnerships with Like-Minded Businesses

ACCOMPLISHMENTS

- Project Ideas
- Step-by-Step Videos

SHARING

- Referrals with Rewards
- Pass Along Coupons
- Re-Posting
- Pinterest Shares

DO IT BETTER, SIMPLER

- Life "Hacks"
- Frugal Shopping
- Repurposing

RAISING HAPPY, HEALTHY ADULTS

- Solving Challenges Along the Way
- Save Her Memories

Applying Mom Insights and Motivators to Your Brand

- Plant the seed and allow Mom to grow it
- Create occasions for collaboration
- Tap into Mom's love of learning
- Create experiences she can share
- Leverage "friendly competition"
- Be the catalyst for IRL socializing

Millennials and Gen Z Moms Like to Celebrate

- ✓ Couple Showers
- ✓ Gender Reveals
- ✓ Babymoons
- ✓ Weekly “Bumpdate” Photos
- ✓ First Santa Visit

Deep Desire to Create Experiences

- ✓ Increase in Adventure Travel
- ✓ AirBNB – Local Experiences
- ✓ Rediscovery of National Parks
- ✓ Nomad lifestyle
- ✓ #SundayFunDay
- ✓ #SantaSmiles #VirtualSanta

ADVENTURES BY Disney

THE OPPORTUNITY: Create Unique Memorable Experiences for the Whole Family

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Shopping

- ✓ Her favorite shopping buddy: her mom.
- ✓ Rarely shops alone: physical and virtual friends.
  - ✓ 90% text for advice from the aisle
- ✓ Splurges on experiences and family celebrations while saving on practical items.
- ✓ Fewer moms taking their kids into retail
- ✓ 90% of moms predict doing up to 75% of their holiday shopping online this year.

YOUR CHALLENGE: How does Santa reach children outside of a retail environment?

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She Speaks with Images

- ✓ Wants to do more with pictures.
- ✓ Looks to brands to inspire her.
  - ✓ 90% take at least 1 photo a day
- ✓ Motivated to share experiences and emotions of a product.
- ✓ Not afraid of DIY.
- ✓ Photos chronicle her journey of motherhood.

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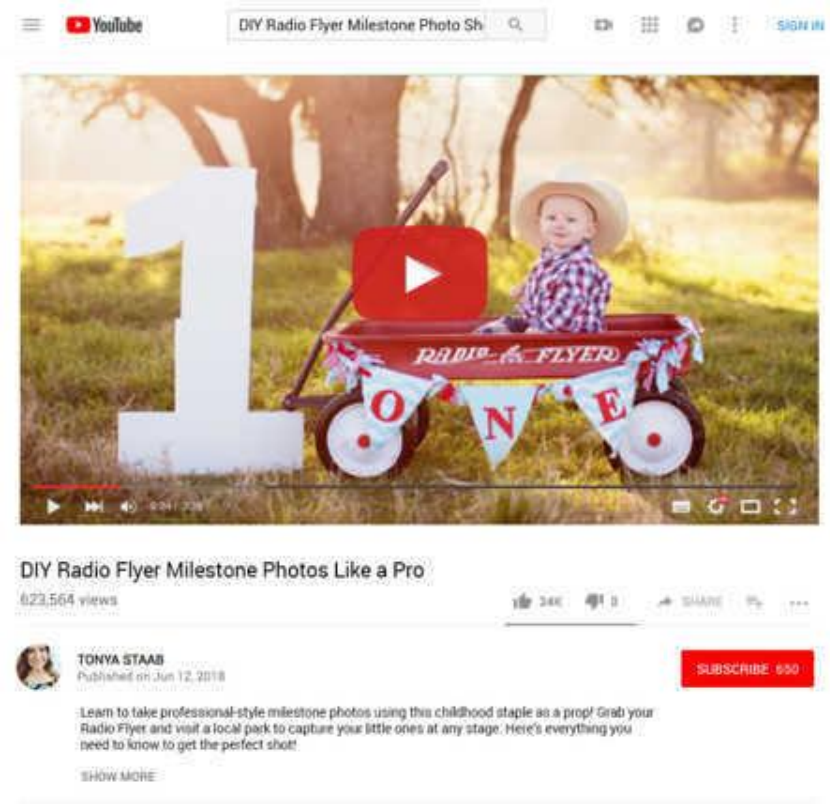
Flyer Fotos



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Creating Experiences Moms Buy: Define the Offer in Mom Language

Moms buy *memories* and *magic*, not logistics.
"Guy in a Red Suit" vs " Personalized Christmas Magic, Delivered."

Santa Home Visits – a magical 15-minute home or party visit with stories, photos, and gifts.

Custom Letters from Santa – handwritten or beautifully printed letters tailored to each child's achievements and wishes.

Santa Doorstep Deliveries – a surprise delivery of a present or note before Christmas morning.

Family & Kids Experiences

1. Santa Home Visits (Core Service)
Short, personalized home visits with stories, songs, or a small gift drop. Offer tiered pricing for 10, 20, and 30-minute sessions.

2. Santa Letters + "Nice List" Certificates
Handwritten or printed letters with gold seals and custom messages ("Congratulations on learning to read!"). Bundle with a "Nice List" certificate.

3. Santa Video Messages
Record 1–2 minutes personalized videos for kids whose parents can't book a full visit. Fast, scalable, and parents love the convenience.

4. Elf Video Calls or Zoom Chats
Add a live "FaceTime with Santa" option. Great for families with younger kids or long-distance grandparents who want to join.

5. Santa Bedtime Stories (Virtual Event)
Offer a ticketed "Santa Reads The Night Before Christmas" event via Zoom. Charge per household or partner with local charities.

6. Christmas Eve "Sneak Peek" Deliveries
Deliver pre-wrapped presents or drop off a cookie kit on Christmas Eve night for a magical "Santa stopped by early!" experience.

Photo & Party Services

7. Santa Cookie Exchange

Add some Santa sugar to your cookie exchange with a special guest that will make you the talk of the town.

8. Santa Photo Mini-Sessions

Partner with a local photographer for 15-minute photo shoots. Perfect for families, pets, or baby's first Christmas.

9. Breakfast with Santa / Cookies with Santa Events

Team up with a restaurant, church, or community center to host paid or donation-based events.

10. Mom's Night Out Santa Sleigh

Surprise your girls with a special appearance by the main man of the holidays- Santa.

11. HO-HO Santa Book Club

Bring your favorite Christmas book and enjoy a Santa spin to a special holiday book club.

12. Corporate & Retail Appearances

Offer store visits, holiday lighting ceremonies, or company parties. Brands love hiring authentic Santas who are great with kids.

13. Pet Photos with Santa

Not all parents have human kids.

14. "Santa Storytime" at Libraries or Daycares

Create a simple 20-minute reading program and offer it as a group booking.

Gift & Memory Add-Ons

11. Santa's Gift Drop Service
Parents secretly hand you a child's wrapped gift you deliver it in costume for an unforgettable moment.

12. Magic Reindeer Food Kits / Naughty List Notes
Upsell $10-$15 handmade "reindeer food" kits or funny "Warning from the North Pole" letters.

13. Santa Memory Keepsake Package
Combine a letter, framed photo, and Nice List certificate as a bundled keepsake. Moms love giftable sets like this.

Digital & Marketing Add-Ons

14. "Santa at Work" Office Videos
Custom holiday shout-outs for local businesses, daycare staff, or teachers — quick video greetings filmed at your workshop setup.

15. Social Media Santa Collabs
Offer influencer moms or family bloggers free short appearances in exchange for posts — or create branded holiday content for local retailers.

16. Community Fundraiser Partner
Donate a few free visits to local charities and use the exposure to promote your paid bookings (great PR angle).

Target Where Moms Hang Out

Focus on hyperlocal visibility where moms discover things:

- **Facebook Moms Groups:** Offer early booking specials and photos from past events (with permission).
- **Instagram Reels/TikTok:** Short clips of you arriving at a house, kids' reactions, or you writing letters by the fireplace.
- **Nextdoor:** Perfect for neighborhood trust and word-of-mouth bookings.
- **Local Parent Influencers:** Gift them a visit in exchange for social posts or Stories.
- **REDDIT**: Be active in discussions on Santa experiences
- **USE HASHTAGS TO BE FOUND**: Including local neighborhoods or regional/county identifications

Build a Simple Digital Funnel

1. You don’t need a big site. One booking landing page with:

- A few emotional testimonials
- Clear pricing tiers
- Online calendar for reservations
- A “Reserve Your Spot Before Santa’s Schedule Fills Up” Call to Action

2. Use a Google Business Profile so moms searching “Santa visit near me” can find you and message directly.

- Write your business description using natural phrases parents would actually search for, like: *Santa visits near me*
- Encourage reviews
- Add quality photos for your services
- Use location in description
- Ask AI to help
- Use Bold Words like BEST, AUTHENTIC

4. Create Seasonal Urgency via Social Media

Build excitement early:

Pre-Season Tease (October): "Santa's booking list opens Nov 1 — join the nice list for early access."

Early Bird Offer (First 20 bookings)**:** Free letter or mini video message.

Countdown Posts**:** "Only 5 spots left for Christmas Eve visits!"

5. Partner Locally

Form micro-collabs with:

Photographers: Offer "Santa + Family Photo Mini Sessions."

Party Planners or Event Spaces**:** Be the featured Santa for their events.

Daycares, Preschools, Churches**:** Bulk-book group Santa visits or letter bundles.

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6. Collect & Reuse Content

- Every visit is marketing gold. Get photo/video permission from parents to share on socials or your site next year. Create reels of pure emotion — hugs, giggles, awe — and use them with captions like *“Real magic. Real smiles. Real Santa.”*

7. Retarget for Next Year

- After each season, save parent contact info (with consent) and send a friendly “Santa is Back!” email the next fall. Offer first dibs on bookings to returning families.

My Gift To You

Strategic Communication Plan for Marketing to Moms

EARLY NOVEMBER: Booking Launch
Theme: "Santa's Schedule Opens!"
Goals:
•Drive early bookings
•Reward urgency
Tactics:
Launch Email: "Santa's Schedule Is Now Open — Reserve Before It Fills!"
Limited Offer: "Book before November 15 and get a free personalized letter from Santa."
Partnership Outreach: Message local photographers, daycares, and event spaces about package deals.
Reel Idea: Santa by the fireplace opening his booking calendar. Caption: *"Time to check it twice!"*

LATE NOVEMBER: Local Visibility
Theme: "Bring Santa to Your Neighborhood"
Goals:
•Stay visible through Thanksgiving weekend
•Secure group bookings and parties
Tactics:
Nextdoor Post: Announce open slots for "Neighborhood Santa Visits."
Local Collaboration: Offer bundled visits to groups of neighbors (5–10 homes in one evening).
Reel Idea: "Behind the Scenes with Santa" — loading the sleigh, prepping letters, or setting up toys.
Flyers: Drop a few at coffee shops, churches, and schools.

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Strategic Communication Plan for Marketing to Moms

EARLY DECEMBER: Social Proof & Momentum
Theme: "The Magic Begins"
Goals:
•Fill last open slots
•Show real joy and emotion
Tactics:
User-Generated Content: Share short clips or testimonials from early visits (with permission).
Quote Moms: "Our son hasn't stopped talking about Santa since he left!"
Reel Idea: Kids' reactions, Santa reading their wish list, letters being dropped at doorsteps.
Countdown Posts: "Only 7 spots left for Santa Home Visits before Christmas!"

MID–LATE DECEMBER: Final Push
Theme: "Santa's On His Way"
Goals:
•Max out bookings
•Introduce delivery or last-minute letter options
Tactics:
Emergency Offer: "Last-Minute Santa Video Message" or "Special Christmas Eve Delivery."
Facebook Ad: Small local radius ad targeting moms with kids under 10.
Reel Idea: Santa on his route, glowing porch lights, leaving gifts. Caption: *"Just a few houses left!"*

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Strategic Communication Plan for Marketing to Moms

POST-CHRISTMAS: Retention
Theme: “Thank You, and See You Next Year”
Goals:
•Build next year’s waiting list
•Encourage word of mouth
Tactics:
Email: Thank families, include one photo or letter example, and invite them to “Join Santa’s VIP List for 2026.”
Social Post: Collage of the season’s magic moments.
Ask for Reviews: Moms love referrals. A few 5-star reviews will book your calendar next year.

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Applying Mom Insights and Motivators to Building your Business

- Own your customer.
- Christmas in July: Moms aren't afraid to do things differently and on their own schedule.
- Create occasions for collaboration mom influencers.
  - Follow moms who love Christmas or Santa by searching #hashtags
- Start a Tic Tok account and tag your local businesses and influencers.
  - Don't over think your content.
- Find moments of influence that generates $$$ for you.
  - Amazon Affiliate

Future Opportunities for Your Brand

- Create packaging and experiences that deliver education and empowerment
- Develop edutainment that's delivered by podcasts and DIY videos
- Remember that every touch point is Insta-worthy from packaging to retail displays to eatery walls
- Create IRL (In Real Life) socializing opportunities
- Create moments she can share with friends and followers
- Generate and post consistently to social media
- Find gaming opportunities delivered in unexpected places Communicate with Memes

Toys every Santa should know this year!

Questions?

Thank You!

More Resources:

www.MarketingToMoms.com
www.MillennialInfluencers.com
www.GenZInfluencers.com

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