



Ithan Elementary PTO  
Bryn Mawr, PA

# Real mom connections that deliver real marketing to moms results.

The true power of social marketing comes from the authenticity and context of the source. School Family Media's proprietary network of PTO and PTA leaders can passionately and personally deliver your brand message and/or samples to their peers, moms with kids ages 5-14, at school-family events nationwide.

**Before you finalize your next "social" marketing to moms campaign, ask yourself these questions:**

## What Kind of Brand Buzz is Best for Your Brand?

PTO and PTA leaders view samples, literature and programs available to them as a company's sincere desire to help them help their school's community of families. And, they are vocal and enthusiastic in showing their appreciation for such support.

- Genuine
- Unbiased
- Proactive



## What is Your Most Valuable 'Mom' Recommendation?

While moms turn to online communities frequently for connections and advice, they still rely on offline recommendations from someone they know personally – like the PTO or PTA leader at her kids' school - on a scale of 4 to 1 over online.\*

- Face-to-face, peer-to-peer
- Personally accountable
- Authentic word-of-mouth

## Real Influencer Mom-WOM

Discover how Vicks achieved product trial and purchase intent of a new product with influential PTO and PTA moms.

[Read Success Story.](#)



## Real Brand Advocacy

See how Walgreens gained the competitive edge with genuine, face-to-face engagement with moms at back-to-school events. [Read Success Story.](#)



\*2009 MomConnection® study of online moms – The Parenting Group.

## How Many Influencer Moms are You Looking to Engage?

SFM programs are promoted and executed throughout the school year by exactly the active, influential moms you want to reach.

- 5-10 PTO or PTA leader-moms per K-8 school
- Actively and vocally sharing knowledge and opinions
- Directly reaching hundreds of moms at a single school
- Grassroots impact + nationwide scale = millions of moms



### Real Results

Discover how Tide gained authentic brand appreciation and 92% purchase intent by

sampling a new detergent to moms at relevant, fun school-family events where kids were bound to get dirty. [Read Success Story.](#)



### Real Reach

Learn how Toys R Us captured a 14.3% coupon redemption rate with a highly-targeted, customized coupon program executed at school-family events.

[Read Success Story.](#)



## Tell us your marketing to moms objectives...

[Contact us now](#) to discuss how we can execute a powerful, contextual program for your mom-focused product launch or promotion that includes any of the following:

- [Product sampling/coupons](#)
- [Back-to-school marketing](#)
- [Health & wellness marketing](#)
- [Digital awareness and promotional campaigns](#)



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