

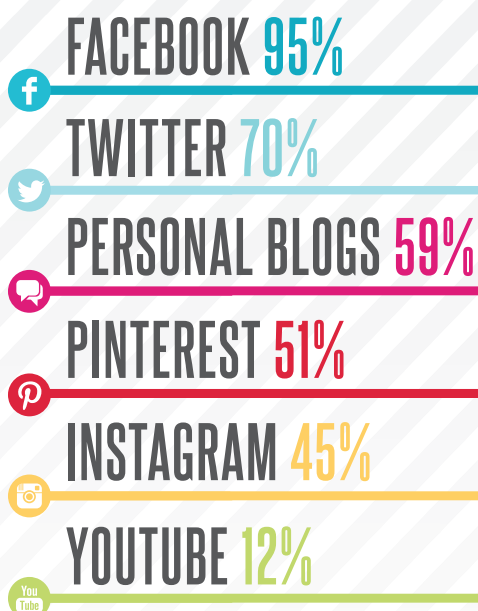
CAUSE MARKETING

WHAT MAKES MOMS GO SOCIAL?

MOMS AND SOCIAL MEDIA



What platforms do moms use the most throughout the day?



79% OF MOMS SHARE ONLINE BECAUSE THEY WERE MOVED BY WHAT THEY READ OR SAW AND WANTED TO HELP.



52% OF MOMS SAID THEY USE SOCIAL MEDIA TO INFLUENCE OTHERS TO SUPPORT THE CHARITIES AND CAUSES THEY SUPPORT.



SOCIAL MEDIA AND CAUSES

What platforms do moms use to support charities and causes?



67% FACEBOOK



56% BLOGS



47% TWITTER



18% PINTEREST



15% INSTAGRAM



6% YOUTUBE

MOMS CARE

CAUSE MARKETING SUCCESS ONLINE



Moms spread the word about the causes that move them. They spend with their hearts when products benefit causes they care about most - children and each other.

66% OF MOMS ONLINE have **purchased a product** because there was a cause involved.

92% OF MOMS ONLINE Share what what they learn **online** about causes and charities with their family and friends **offline**.



MOMS SHARE WHAT THEY LEARN

A FRIEND ASKED FOR MY SUPPORT. **63%**

62% I AM PROUD TO BE AFFILIATED WITH THE CHARITY OR CAUSE.

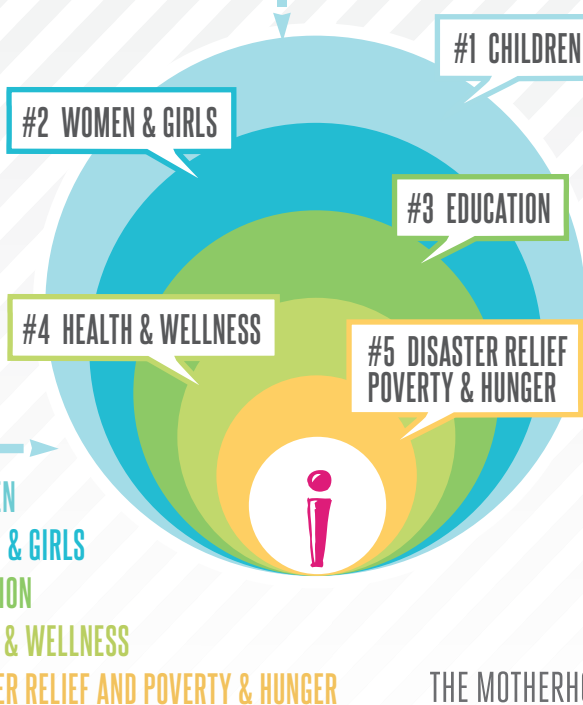
I FEEL LIKE I'M HAVING AN IMPACT. **59%**

57% I HAVE A DIRECT CONNECTION TO THE CHARITY OR CAUSE.

I GOT TO WORK WITH GREAT WOMEN ONLINE TO SUPPORT THE CAUSE OR CHARITY **37%**



TOP 5 CAUSES FOR MOMS ONLINE



#1 CHILDREN
#2 WOMEN & GIRLS
#3 EDUCATION
#4 HEALTH & WELLNESS
#5 DISASTER RELIEF AND POVERTY & HUNGER

THE MOTHERHOOD