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Moms Are Wired! Experts Show Brands How To Reach Mom Online During The 4th Annual M2Moms[®]-The Marketing To Moms Conference

Hartford, Conn. –July 29, 2008— There is an estimated 31 million moms online doing everything from researching products and making purchases to getting parenting advice and planning play dates. During the 4th Annual M2Moms[®]-The Marketing To Moms Conference, October 22-23, 2008, Chicago Cultural Center, brands will learn why moms are turning to the Internet more than any other media and how they can authentically connect with them in the virtual world.

"There are many segments of moms online – moms of 0-3, moms of school-aged children, green moms, health-focused moms, working moms, and more. To really engage with moms online, brands need to target their message, rather than broadcast one message to all moms online, as well as offer something of value – such as useful content that positions your brand as a go-to resource online or a connection to a cause that resonates with moms," says Laura Tomasetti, managing director, 360 Public Relations. Tomasetti, who will be leading a workshop that includes online case studies from CoolMomPicks.com, Stonyfield Farm and PBS, is one of several M2Moms[®] speakers set to discuss the challenges and opportunities brands find when meeting mom online.

"From health to food, travel to parenting, we asked women where they go for trusted information online and what matters most when they get there," says Peter Weingard, vice president of marketing, About.com. "During M2Moms[®], we will be sharing what we learned from our Just Ask a Woman study which examined how web users explore and evaluate online content."

And while content is definitely king of the online world, M2Moms[®] will also show brands how to increase their ROI by understanding how mom finds her online information and social networks. "Online search is a dynamic channel for marketers in the mom space and we are looking forward to sharing what we have learned about the behavior of searcher moms," says Stuart Larkins, senior vice president, search, for DoubleClick Performics. "Understanding how much moms rely on search engines to accomplish their daily tasks will help brands see the importance of integrating a search campaign into their current marketing to mom strategies."

M2Moms[®] is the premier national marketing conference designed to help businesses learn how to increase their emotional, cognitive and financial share of this powerful, dominant market.

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M2Moms® is produced by PME® Enterprises, Hartford, CT. Please visit **www.m2moms.com** or call 860.724.2649 x 11 for more details or to register.

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