

Marketing message to moms

I have obtained permission from Kelly Robbins from of A Marketing Connection to bring you their leading edge marketing knowledge to help you market your massage business. I have adapted her material slightly for the South African market.

In the US mothers control 85% of the household income. Although we cannot obtain a similar figure for South Africa if you look at Departmental Stores floor space dedicated to females and children the percentage is not far off.

Match these statistics to the fact that women are the primary healthcare decision makers, and you've got an audience you should be talking to about your massage therapy business.

No matter what type of massage you do, rehab to stress reduction, it's important to know that mothers control a *large percentage* of the clients you see. As a mother myself I know this is true. From dental appointments to acupuncture treatments, to the massages we get on the weekends, the approval runs through me. My husband jokingly says he has to "check with corporate" before making a decision on some things, our healthcare tops this list.

What do these statistics mean to you and how should it affect the marketing you do?

Moms are everywhere

For starters, regardless of what niche you've chosen, understand you are marketing to moms. Moms work, moms are athletes, moms plan the vacations...so whether speaking at a corporate health fair, or training a group of athletes on injury prevention – chances are you're talking to a mom.

One of the most important things you can do to connect with moms is build a relationship with them. An example given in a recent report discusses a tactic whirlpool has used for the past three years; running programs that have nothing to do with appliances.

According to the article, "Whirlpool has been doing weekly podcasts 'The American Family', for three years. The podcasts get 25,000 to 40,000 monthly downloads" says Audrey Reed-Granger, Director Marketing and Pr, Mass Brands. "The content includes interviews with experts on topics such as shaken baby syndrome, workplace bullying, traveling with kids, and weight loss and management." (Notice how many of these are health-related. Moms are actively searching for health information, both online and off)

Moms often feel overwhelmed and look for healthcare services that not only keep their families healthy, but make parenting easier and enrich the lives of their children.

How can you apply this information to your practice? Let's take a look at what works when reaching out to the mom market...

- Home parties (think of “girls night out” at your practice or a massage party at someone’s house). Moms want to learn, have fun, and be social. Parties are a great way to meet several of these needs.
- Blogging – studies show that 53% of moms are bloggers. Do you blog? Do you use key words when you blog so your practice is found in the search engines?
- Email – Moms are active, informed online users. They are, however, not intrigued by cutesy graphics or long-winded offers. Ezines can be a great way to keep busy moms informed without wasting their time. Ensure your information gets straight to the point and includes high-resolution graphics.
- Discounts go a long way with moms. Show the discounted price, not just the percent off. We don’t want to figure it out, but we love a good sale!

Odds are a large percentage of the decision making in your client base comes from mothers. Are you incorporating their wants and needs into your marketing? Are you connecting with them in a manner they relate to?

About the author

Founder of A Marketing Connection and The Copywriting Institute, Kelly Robbins, MA, is an award winning author, copywriter and healthcare marketing coach/consultant. Kelly is a blogger for both Chiropractic Economics and Massage Magazine and is the author of [*Marketing 101: Why Successful Alternative Healthcare Practitioners Specialize*](#) as well as co-author of [*The Practice Evolution Success Kit*](#). She also publishes [*The Healthcare Marketing Connection*](#), a free e-zine on healthcare marketing tips. Contact Kelly to receive her free report, “5 Critical Mistakes Healthcare Marketers Make that Lose Sales and Plummet Profits” at www.AMarketingConnection.com or 303-460-0285.