

Your Online Appearance Matters to Moms

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Allentown, NJ, February 16, 2005 - Your web site can hurt your brand image in a Mom's eyes. This was one significant finding from a recent Lucid Marketing study on how Moms shopped during the holiday season. "We found that 62% of Moms 'think less of companies' with unappealing websites that do not speak to her interests", said Kevin Burke, President of Lucid Marketing.

"Two hundred and fourteen Moms told us what they looked for, where they went, and what entertainment products they bought for their children during the 2004 holiday season", said Burke. "The results of the study showed us more of why the Internet plays a big role in how Moms shop."

HOW MANY MOMS PURCHASED ONLINE?

50% of Moms surveyed indicated that they made an online purchase of an entertainment product for their children this past holiday season. Interestingly, 21% said that they "Most Often" bought these items online.

WHY DO MOMS SHOP ONLINE?

Not surprisingly, Moms shop on the "net" because of 'Convenience', 'Price', and 'Product Selection/Availability' (59%, 50%, 45% of respondents respectively). And how do they find what they need? Search engines continue to direct "net" traffic with 46% saying that that is how they found the web site.

WHY DIDN'T THEY BUY ONLINE?

Did Not want to Pay for Shipping	60%
Wanted to see the Product before Purchasing	44%
Local Store was more Convenient	42%

WILL MOM RETURN TO SHOP?

50% of Moms say it is extremely likely they will go back to the web sites they visited for the holidays within the next twelve months to shop again. If a site has "Free Shipping" 98% of Moms say they would visit more often. A tactic that will encourage Moms to return is email. Nearly half (48%) of Moms sign up to receive future email messages from sites where they shopped for their children.

WHAT MAKES FOR THE IDEAL ONLINE SHOPPING EXPERIENCE?

When asked, 62% of Moms stated that if a website is unappealing and does not speak to her interests as a consumer, they think less of that brand/company. Similarly, Moms defined the top three elements that would improve online retailers as 'Special Offers' (81%), giving 'Better information on Products' (79%), and offering 'Free Shipping' (also 79%).

"Our survey goes deeper into the details for types of purchases, related expenditures, gift cards, and offline behavior as well", says Kevin. "We intend to do more projects like this; we share it with our clients and use it to build better programs. Everyone wins."

Lucid Marketing is a marketing and media services company specializing in marketing to Moms.