

brand central station

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Posted by Mike Bawden on 16 Apr 09 -

After music industry vet Liza Lowenberg moved to the burbs and became a stay-at-home mom it was difficult to keep up with new releases. She went from being “in the know” to surfing online to find out who sings what. Realizing that there was a huge void in marketing towards stay-at-home, [Miles Of Marketing](#) was born.

Utilizing the “street team” concept with suburban moms put this realization to the test.

“These moms drive 20-35 miles a day and visit local businesses, restaurants, malls, playgroups, classes and more. They come in contact with so many people and places in one day that their exposure is vast.” says Lowenberg, “Street teams are a tactic to promote on a grassroots level. Mom’s increase a product’s buzz simply by speaking with other moms at these places.”

Currently there are over 450 reps on the payroll in 40+ markets growing everyday to encompass the Top 50 metros. Tiny Love recently promoted their infant toy line and Island/Def Jam Records jumped on board to promote Mariah Carey’s latest release. A typical project lasts 2 weeks and the client supplies talking points, promotional materials to hand out and magnets which are adhered to the minivans and SUV’s of reps. Reps also post online about the product.

The reps’ word of mouth is accomplished simply by going about their day. According to Beta Research Corporation’s 2003 Response Styles & Study, recommendations from friends/family are the second strongest influence in making direct product purchases. Furthermore, a 2001 American Baby subscriber study found that 73% of moms said they were more likely to try a new product if given a coupon.

The payoff? Stay-at-home and work-at-home moms get paid after each promotion cycle that can cover the cost of their gas, groceries, or a well-deserved massage. Not a bad deal since you are already out and about. Why not get paid for being a mom? Plus, it is a great way to meet other moms, giving you something new to talk about while at the same time getting them excited about the next product launch.

Miles Of Marketing clients include Island/Def Jam, Atlantic Records, Fresh 102.7, Lost Highway Records, Best Sweet, Girl Power Marketing, Tiny Love, Procter & Gamble, Saatchi X & Country Music Television among others.
