



The Soccer Mom Myth

Michele Miller, Holly Buchanan

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The room was a marketer's dream, filled with educated, savvy women with money and the urge to spend it. Holly asked a pointed question: "*How many of you in the room consider yourself a Soccer Mom?*" The silence reached a crescendo and nary a hand rose.

Every time Holly asks that question, usually only one or two women raise their hands. The numbers never change. Normally, only one to two percent of the crowd identifies themselves as a Soccer Mom. If you listen to marketers and politicians, there are millions upon millions of Soccer Moms out there, yet we've found only about seven.

What's going on here? Why aren't more women identifying themselves as Soccer Moms? Come on, there's nothing wrong with being a Soccer Mom, right? *Right?*

If women don't consider themselves Soccer Moms, what does that say about the effectiveness (or *ineffectiveness*) of billions of dollars of advertising aimed at this group?

It's time for a wake-up call about who today's female consumer really is, how she really thinks, and why she really buys both online and offline. Prepare to kick the Soccer Mom myth to the sidelines, and learn how to market to women in a way that translates into more customers, AND bigger profit.

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