

For Immediate Release

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Mothers Rely on Friends' Email & Facebook for Health Information

New York, April 26, 2011. Technology that connects friends is a top choice for moms seeking health-related information. As part of her caregiver role, she is using the expanding online community to talk, share and learn.

For moms that share health information often, Email and Facebook are their top choices. 84% often share things via Email and 69% often share via Facebook.

Email and Facebook are also the places where they MOST OFTEN hear about the new things – Email(83%) and Facebook(76%). Only 65% choose Television.

“Moms are taking on more responsibilities than they ever have, including health-related duties. They need immediate solutions from trusted sources and they are turning to family, close friends and other moms. Now they have thousands of additional mothers to share information with as technology has allowed their communities to expand”, said Kevin Burke, founder of Lucid Marketing.

Moms who share health information are sharing their knowledge and opinions about products and services with family, friends and other parents. These moms also are at the center of the technological growth that continues to transform society, which means they are connecting with the world outside close friends and family – a global community of tech-savvy moms who also are ready to share and listen.

The U.S. mom market is rich with opportunity for those health companies that are willing to better understand it and become more involved.

About the Report

The report includes findings on health marketing to mothers, how moms share information today, the health industry's valuable position, word of mouth, technology's role in word-of-mouth community, Facebook and email as the norm, how moms trust online product information, and tell-a-friend programs.

The survey was conducted in January 2011 with the online community of mothers, HeardItFromAMom.com. For more information or to purchase the report, visit www.momreports.com

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