

Experiential Marketing to Moms Examined At M2Moms® – The Marketing to Moms Conference

Simon Property Group VP Explains That Customer Experience Is Key For Building Brand Loyalty With Today's Moms

NEW YORK, NEW YORK, UNITED STATES, September 11, 2018 /EINPresswire.com/ -- In a presentation titled "How Can Popsicles, Peanut Butter and Glitter Create Defining Customer Experiences?" Enna Allen, VP Brand Management, Simon Property Group, will show how brands who use experiential marketing will enjoy a competitive advantage and create long lasting customer loyalty with mom consumers. Allen's presentation is part of 14th Annual [M2Moms® – The Marketing to Moms Conference](#), Oct. 2 & 3, NYC. [M2Moms®](#) is designed to help brand marketing executives improve their overall results with today's moms.



Enna Allen, VP Brand Management, Simon Property Group

Allen explained, "Customer experience is the next battlefield for mom brands. Many companies still compete solely on product, price or promotion. They still model customer experience around a funnel, which assumes a clear beginning, middle and end. But today, it's far more complicated. Moms want and expect engagement on their terms at any time and across multiple touch points."

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"We'll look at the common denominators that shape meaningful experiences that drive brand loyalty and get moms talking," Allen said. "We'll examine why the top-rated hotel in Los Angeles isn't the five-star luxury Four Seasons. I'll show why a Reese's Peanut Butter Cup that didn't actually contain any Peanut Butter went viral for all the "right" reasons. And we'll look at how some glitter and an envelope can slay the customer service game."

"I'm sure all the marketers in the audience will consider Enna's session to be definitely 'don't miss'," added M2Moms® producer Nan McCann. It's a great example why M2Moms® is important to attend for every brand who targets moms. "M2Moms® is packed with [sessions](#) on everything from experiential marketing to location-based mom tech all designed to help brands

improve and evolve their marketing efforts in a rapidly changing communications environment.”

“That’s why every year M2Moms® is attended by a comprehensive and diverse list of brands including Microsoft, Johnson & Johnson, Evenflo, IKEA, Abbott Nutritionals, GM, Allstate, Heinz, Symantec, Hasbro, BBC, NBA, Procter & Gamble, Wyeth and Coca-Cola,” according to McCann. “M2Moms® attendance typically sells out.”

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For M2Moms® information: www.m2moms.com or 860.724.2649 x13. M2Moms® is produced by PME® Enterprises LLC, 912 Silas Deane Hwy., Suite 101, Wethersfield, CT 06109.

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