

What's Up Moms Co-Founders Share Their Story At M2Moms® – The Marketing to Moms Conference

How & Why They Created and Built The #1 Parenting Channel on YouTube

NEW YORK, NEW YORK, USA, September 17, 2018 / EINPresswire.com/ -- Co-Founders Elle Walker & Meg Resnikoff will tell the story of What's Up Moms success, at the 14th Annual [M2Moms® – The Marketing to Moms Conference](#), Oct. 2 & 3, NYC. What's Up Moms is the #1 parenting channel on YouTube with over 2.2 million subscribers and 60 million views per month. M2Moms® is designed to help brand marketing executives improve their overall results with today's moms.



Meg Resnikoff & Elle Walker, What's Up Moms Co-Founders

According to Walker and Resnikoff, the question that led them to start What's Up Moms was, "In a world where there were a million videos on how to apply mascara, why were there none on how to fly with a toddler?" During their [session](#) at M2Moms® they'll discuss how they've succeeded, with very little budget, in forging connections with millions of moms – even when large corporations with budgets to match have fallen short.

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Elle and Meg are certainly two of the biggest stars in the marketing to moms universe.”

M2Moms® Producer Nan McCann

“I’m sure Elle and Meg’s session will be an eye-opener for all the marketers in the audience who would love to build that kind of connection with today’s moms for their brands. It’s definitely ‘don’t miss’ for every exec who markets to moms,” said M2Moms® producer Nan McCann. “It’s a great example why M2Moms® is so important to attend. M2Moms® is packed with [sessions](#) on everything from experiential marketing to location-based mom tech and all the latest research and techniques. It’s structured

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, 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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