

# The “All-American Family” Includes Black Families Too

*Black lives matter at home too. Black lives & Black families matter to marketers.*

NEW YORK, NEW YORK, UNITED STATES, October 14, 2020 /EINPresswire.com/ -- In her latest article on [M2Moms® – The Constant Conference](#), [Pepper Miller](#), nationally recognized expert on

“

All consumers judge every brand on all its messaging. Getting it wrong with one cohort impacts the brand image with every cohort. Wrong image & messaging damages every brand’s sales & future prospects”

*Nan McCann, M2Moms®  
Founder & Producer*

Black consumers, writes, “Black families are progressive, wholesome and happy. They are raising children who are tech-savvy, STEM scholars and young travelers. There is an immense and urgent opportunity for marketing, research and communications agencies to get it right.”

“Black women want to be perceived as beautiful, responsible, enterprising and educated ... as good moms and wives. Black men want to be perceived as confident, caring and strong heroes ... as good fathers and husbands. And they both want to be shown having a loving, amicable relationship between each other.” Miller is the author of the seminal “Black Still Matters In Marketing” and co-

author of “What’s Black About It?”. M2Moms® – The Constant Conference is a 24/7 online executive learning resource dedicated to helping marketers build better business with moms and families.

Miller continued, “Marketers need to examine how their team communicates the message of Black men and women. What stories is their brand telling about the Black family? It starts with understanding the fundamentals of the Black community and getting their story right. My article points out that Black families have a myriad of compositions, just as White, Mexican, Latino, Asian and other families in America. The “All-American” family is also the Black American family, and now is the time to demonstrate that Black families matter in marketing and media.”

Nan McCann, Founder & Producer of M2Moms® said, “Pepper’s series on marketing to Black moms and families is very important for today’s marketers. Not only are Black consumers aware of inaccurate representation and messaging, but all consumers judge every brand on all its messaging. Getting it wrong with one cohort impacts the brand image with every cohort. Wrong image and messaging damages every brand’s sales and future prospects. I’m looking forward to

her next article "Black Love Matters". Other new M2Moms® articles include: "Covid19 Changes Moms Grocery Shopping Behavior ... Probably Forever!". "Play & Pandemic: How Brands Can Help Families Now". Advice on avoiding the "7 Mistakes Brands Make When Marketing to Moms"; surprising research results on "Charitable Giving Across A Lifespan"; the latest news, innovations and trends on parents & families; an unmatched compendium of mom-marketing-focused data; presentations; best in business reads on Madd About Books; and to help Members work out those WFH kinks an ongoing series of "Moves that Stretch" with Stephanie Bittner, founder of Bittner Movement."

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Pepper Miller, Expert On Black American Consumers, Author, Black Still Matters in Marketing

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