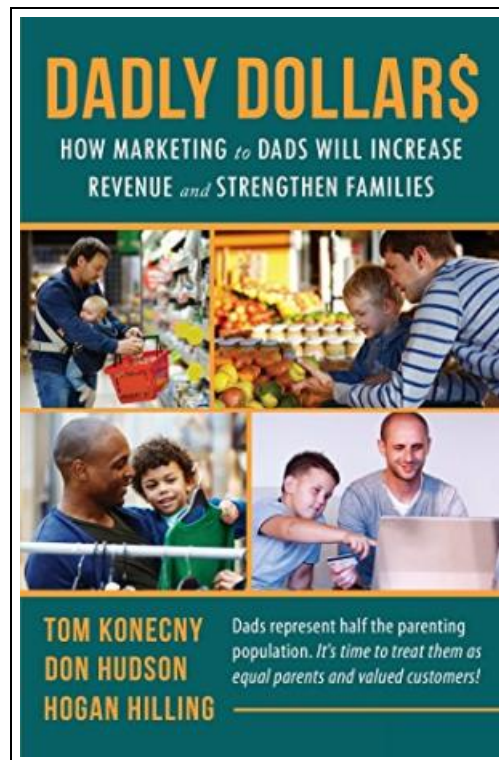


DADLY Dollar\$: How Marketing to Dads Will Increase Revenue and Strengthen Families (Paperback)



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Reviews

Very good e book and helpful one. it was writtern quite properly and helpful. I am quickly could possibly get a enjoyment of looking at a composed book.

(Connor Lowe IV)

DADLY DOLLAR\$: HOW MARKETING TO DADS WILL INCREASE REVENUE AND STRENGTHEN FAMILIES (PAPERBACK)



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Motivational Press, Incorporated, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The idea of marketing to dads is as unconventional as a dad who chooses to relinquish his role as the primary breadwinner to become the primary caregiver for his family. But as the at-home dad movement has demonstrated since the birth of the National At-Home Dad Network in 1996, it has had a profound impact in the changing role of today s modern dads who now view parenting as a shared responsibility. One of which is as the primary or part-time shopper for their families. Since dads represent half the parenting population this book raises the following questions: Why don t companies view marketing to dads as an opportunity to increase revenue and potential profits? Why do companies and advertisers continue to ignore the purchasing power of dads? Why haven t companies conducted extensive studies on how dads buy products and services and also how to reach and connect with dads? Research clearly shows that the dynamics of today s families and role of parents continue to evolve. Yet, companies and advertisers continue to use old school marketing strategies with mom as its primary target audience. Yes, the thought of dads as a potential primary or even part-time shopper is hard to embrace as it was decades ago when companies shied away from the thought of a woman becoming the primary breadwinner. The success of women in corporate America alone should indicate the reason for a change in a company or advertiser s marketing strategy. DADLY Dollars will introduce companies and advertisers to a new untapped consumer a dads. It will also teach them how to reach and connect with dads, market to dads, capitalize on their purchasing power and...



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