


Share this:   

The Marketing Strategist Digest by Michal Clements

Global Agriculture  
Manufacturer AGCO Grows  
B2B Social Media Strategy

[Global Agriculture  
Manufacturer AGCO Grows  
B2B Social Media Strategy](#)

Global agriculture manufacturer AGCO owes a portion of its \$10B in net sales to its progressive social media strategy.

[Read More...](#)

[Insight to Action Logo](#)

[Insight To Action](#) is a high touch client-focused consulting firm. As our name describes, we combine in-depth industry, customer and competitive marketplace insights with creativity and client collaboration to create a credible, definable and measurable blueprint for action.

What Marketers Need to  
Know About Moms and  
Technology

[What Marketers Need to Know  
About Moms and Technology](#)

Mom's top two priorities are her relationship with her child and the quality of communication. She values technology because it helps her with these priorities.

[Read More...](#)

[Tuning into Mom Cover](#)

How Parents Use Facebook

[How Parents Use Facebook](#)

What Marketers Need to Know About Mom and Dad's Most Popular Social Network.

[Read More...](#)

Coach Mom: What Brands  
Should Know About Mom and  
Sports

[Coach Mom: What Brands  
Should Know About Mom and  
Sports](#)

48% of Moms are Highly Active in Elementary School Sports. Mom's involvement is very common in supporting her child's participation in sports during the elementary school years.

[Read more...](#)

A Book by Michal Clements and Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise and sports, education, safety and health, technology, and fashion and beauty.

[Subscribe by Email](#)

Sign up to receive Michal's latest article by email each week.

**Michal Clements** | [Email](#) | [Twitter](#) | [LinkedIn](#) | [RSS](#)

2669 Orrington ave | Evanston, IL 60201 US

[Subscribe](#) to our email list