

Mommie Mingles

(brought to you by Maggie's Clubs)



Introduce your products to our "Mom-Fluencers" in a very festive way. Our Moms host your themed parties, or "Mingles", and introduce your products to other Moms.



Mingle Theme:

Pick a Mommie Mingle theme (Examples could be the premier or season finale of a favorite popular TV show, a holiday or seasonal theme, game or movie night, cookie/recipe/cake swap, un-birthday party, make-over, etc.)



Products and Activities:

Identify contests/sweepstakes, activities, coupons, product trials, demos, and samplings to go with the chosen theme.



Demographic:

Decide on number of Mingles, regions, and demographics for host groups.



Mingle Materials:

Create and send a party pack to send to host groups.



Survey:

Post an after-Mingle survey to follow-up with guests.

