

SALES & MARKETING WORKSHOPS FOR PARENTING BRANDS

With Midwife Marley Henry

Helping brands connect authentically with parents



Why Work With Me?

Trusted Expertise: Midwife, brand consultant, and author of *Midwife Marley's Guide for Everyone and Birthing with Davina McCall*.

Proven Results: Helped brands like Pampers, Tommee Tippee, Johnson's, Lansinoh, Baby Björn, and Munchkin increase reach and refine messaging.

Media Authority: Regular contributor to BBC, Channel 4, HuffPost, Grazia, Metro, Mother & Baby, and more.

Audience Reach: Built a loyal community of over 400,000 parents across social media platforms as @midwifemarley, through content that resonates and connects.

Contact Me

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About Me

As a practising midwife, author, speaker, and brand consultant, I bring a rare blend of clinical expertise and marketing insight. My workshops are designed to give sales, marketing, and creative teams a deep understanding of what parents really want — and how brands can speak to them in a way that builds trust, avoids backlash, increases sales, and drives loyalty.

Training Workshops



Messaging to Modern Mums

Voice, Language & Copywriting That Builds Trust amongst the world's biggest consumers



Future Families - Marketing to Gen Z Parents

This immersive session helps your team deeply understand the new generation of parents



The Real Pregnancy & Postpartum Journey For Brands

Understand the meaning of 'matrescence', the emotional, physical & mental changes that occur on the journey to parenthood.

Workshop Overview

Messaging to Modern Mums

Voice, Language & Copywriting That Builds Trust

Give your team the tools to write and speak like a trusted human – not a brand trying too hard. You'll review real-world examples and leave with a practical tone-of-voice toolkit.

Your Team Will Learn:

- The 3 copy mistakes most baby brands make
- Tone-mapping for pregnancy, postpartum, and parenting
- How to write emotionally resonant, conversion-friendly copy
- Live “before and after” writing exercises

 60–75 minutes | Ideal for: Brand, copy, social, email, web teams

Workshop Overview

Future-Proof Your Brand: Understanding Gen Z Parents

Perfect for growth, brand, strategy & paid media teams.

Future-Proof Your Brand: Understanding Gen Z Parents

Tomorrow's parents won't think, shop, or engage like today's. Gen Z – digital natives now entering parenthood – bring new values, behaviours, and expectations. Brands that adapt now will be the ones they trust later.

Your Team Will Learn:

- Who Gen Z Parents Are
- How They Make Decisions
- Digital Behaviours
- What Builds Loyalty
- What Brands Can Do

Why It Matters:

- ☞ Stay relevant in a changing market
- ☞ Earn early brand loyalty
- ☞ Avoid tone-deaf messaging

🕒 60-75 mins

Workshop Overview

The Real Pregnancy & Postpartum Journey For Brands

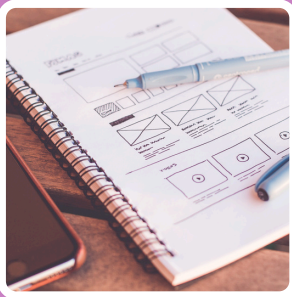
For marketing, product, and sales teams

From excitement to anxiety, pregnancy is an emotional rollercoaster. This session helps your team step into the shoes of expectant mothers and fathers, so your messaging and product positioning hit the right note. The first year after birth is intense. Parents are tired, vulnerable, and juggling huge adjustments. This workshop unpacks the realities of postpartum life and shows your team how to connect with empathy.

- Emotional milestones through each trimester.
- What matters most to parents at this stage.
- Aligning your campaigns and content with real needs, not assumptions.
- The physical and emotional changes new parents face.
- How expectations vs. reality influence brand loyalty.
- Messaging that supports, reassures, and empowers.

 60–90 minutes

OTHER SERVICES



Brand Audit

- I review your brand's messaging, visuals, and positioning through the lens of real parents.
- Identifies gaps, inconsistencies, or compliance issues that could harm the brand.
- Provide practical recommendations to align your brand voice with parents' needs.



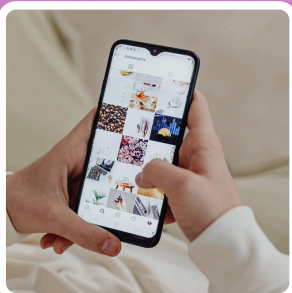
Content review & Writing

- I edit or create articles, blogs, and educational resources tailored to parents.
- Ensures content is empathetic, inclusive, evidence based and credible – while still driving engagement.
- Helps position your brand as a trusted voice in the parenting space.



1:1 Brand Consulting

- Personalised sessions with your leadership or marketing teams.
- Supports decision-making on brand voice, campaign direction, and audience connection.
- Gives you direct access to expert insight, saving time and costly missteps.



Campaign & Content Strategy

- I help you design campaigns that resonate with modern parents across platforms.
- Focus on storytelling, inclusivity, and emotional resonance to boost results.
- Builds stronger connections with your audience, leading to higher loyalty and advocacy.



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