



Marvels of Technology Thrust Unique Newborn Product into Spotlight

Social media builds invaluable brand endorsement and sales for [Miracle Blanket®](#) by helping the infant swaddler eclipse all others in its product category.

Rio Rancho, NM ([PRWEB](#)) November 21, 2008 -- News and sales are traveling fast for the newborn swaddler [Miracle Blanket®](#) thanks to a vocal mommy-blogging nation that has thrust the unique product into the spotlight. The momentum is nothing short of phenomenal resulting in increased website traffic, visibility and bottom-line sales that have stretched well beyond 1 million units. For company officials, who attribute 90-percent of Miracle Blanket sales to that unrelenting online word-of-mouth influence, those numbers speak volumes.

"We are astounded with the power of social media and how it's ignited such a passion for our product," says Michael Gatten, creator/founder of Miracle Industries®, makers of Miracle Blanket, a unique swaddle design that calms fussy, colicky babies. "Nothing in our product category even comes close to our popularity in the blogosphere or social media in general."

According to blogging moms it's attention well deserved with numerous glowing social networking testimonials being tracked each and every day by search engines. From blogs, podcasts, social networking and social bookmarking to social network aggregation, microblogs, Q&A sites, photo sharing and video sharing, Miracle Blanket is no doubt reaping the enormous benefit of this intensified word-of-mouth phenomena that's influencing buying behavior.

"What it shows is that the brand has motivated moms emotionally enough to share the information with other moms by really delivering on a promise," says Maria T. Bailey, CEO of [BSM Media](#), expert on marketing to moms and author of [Mom 3.0](#). "Women have always loved to pass on news about things they've discovered; the only difference now is that with technology we can track it and calculate it as it happens."

And seeing is believing as the company continues to thrive despite the ailing economy.

"Customers are too jaded to believe it when I, as the owner of the company, tell them how great our swaddling blanket is," says Gatten. "But when they hear the same things from these independent bloggers or moms posting testimonials, they feel safer trusting the source."

As any marketer knows you can't pay for this kind of publicity. Then again, some bloggers remain hopeful.

"I can also tell that once people read my list of necessary baby items, many tend to click on my FAVORITE baby item, the Miracle Blanket," writes Leanne Blair on her blog www.itsablairlife.blogspot.com. "I feel like I should start getting kick backs from this wonderful company for sending so many customers!"

Miracle Industries, LLC®, parent company of Miracle Gear™, is based in Rio Rancho, New Mexico. Michael D. Gatten formed the original company as AMB Enterprises in early 2002 to produce and distribute the Miracle



Blanket. Substantial success led to the company's incorporation as Miracle Industries, LLC. in October 2008. Primary distribution for Miracle Gear products is via the Internet, as well as through pediatric offices, maternity wards, boutiques and select childcare professionals. Sales have spread throughout the United States, United Kingdom, South Africa, Switzerland, Canada, Korea, Australia, New Zealand and Germany as well as in Japan, and the Philippines on U.S. military bases.

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