

Pre-Flight Checklist - Marketing to Women

1. Choose your Target Market – don't aim at the whole world; they're not looking and it is an inefficient way to spend marketing money.
2. 19 million females in Britain who LOVE shopping are a market not a niche. 83% of all consumer purchasing decisions in the US are made by women.
3. Women are a growth market, earning more and spending more, personally and professionally.
4. Female customers have a huge potential lifetime value – they live longer than men do and stay loyal.
5. Women don't BUY brands they JOIN them. And tell their friends about them!
6. Women are Equal but Different – this is reflected in their senses, values, perceptions and behaviour.
7. Masculine and Feminine brain wiring is a sliding scale which is reflected in skills and abilities, behaviour and social preferences.
8. Know your Customer – what are their problems, challenges, needs; what are their values and buying motivations. Gender affects all these.
9. Emotional Buying Motives are twice as important as Rational Motives in purchasing decisions.
10. Brand personality and design should appeal to the values and buying motives of your target audience.
11. Women respond to pictures of women enjoying themselves and smiling; they like party planning; they like community and chat.
12. Men like bullet points, footie, headlines, footie, graphs, charts, footie, offers.
13. Apologies for these masculine style bullets. Women will respond to them if they must.
14. When women say Ten they will always go that extra mile for other people. So that's why you've got 14.

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