

Reaching Women Online

Jennifer Evans

Sequentia Communications

Swing

Table of Contents

- **A Little Bit About Us**
- **The Purchasing Power of Women**
- **Women Online**
- **What Swing Knows About Women**
- **How to Reach Women Online**
- **Swing's Tips**
- **Survey Results**

Our Women's Community Stories

Founder of:



Jen Evans

Catharine
Fennell

Founder of:



Series for Women

Denise
Shortt

Founder of:



WIRED WOMAN SOCIETY



Denise Shortt– The Thinker. The Connector.

- Harvard-educated researcher specializing in gender education. Former Professor at Ryerson University and founder of the Diversity and IT program in the School of ITM designed to attract and retain women in IT



Jen Evans– The Technologist. Never Stops Moving.

- **President and Founder, Sequentia**
- **Two-time finalist for Canadian New Media Awards**
- **Sits on Boards of White Ribbon Campaign, Computers for Schools and The Beach School**
- **Formerly Director of Marketing, Cognicase and a division of AT&T**



Catharine Fennell– The Strategist. The Career Mom.

- **President and Founder, Market Yourself Smarter**
- **Formerly a corporate gal holding positions in New York as VP, Marketing, Bowne Internet Solutions and VP, Marketing, Mediconsult**
- **An entrepreneur at heart specializing in building communities of women, growing businesses, building brands and marketing strategy**
- **A provocative moderator/facilitator and speaker on topics including “work-life success defined”, “cultivating community”, and “building brands that speak”.**



2004 Household Internet Use Survey (HIUS)

Statistics Canada

released Sept. 2004

- **Canadian households spent \$30 billion on the Internet (almost half of that spending was in Ontario)**
- **For every \$10 spent by households on the Internet, \$6.90 was spent on Cdn websites**
- **30% of Ontario e-commerce spending was spent on foreign websites**
- **Cdns making more credit card transactions. Up 79% from 2001.**

E-commerce Usage in Canada (cont'd)

- Books and magazines still most popular purchase but music creeping up (30%)
- Increase in online travel arrangements to 22% from 18% in 2002
- Growth highest in music, purchasing consumer electronics (+86%)
- DVDs (+68%)
- Online music purchases for 2005 were up 136% (iPod influence)

Why Market to Women?

Women make or influence over 82% of purchase decisions

- **51% of consumer electronics**
- **75% over the counter drugs**
- **51% of all travel**
- **65% of herbal remedies**
- **80% of healthcare**
- **51% of auto purchases (influence 85%)**
- **50% of computers**
- **48% of stocks**

» Source: EPM Communications Inc. www.epmcom.com Marketing to Women Consumer Trends Report

March 2004

Why Market to Female Consumers Online?

- **Majority of Internet users in Canada are women**
- **Women make majority of household purchases (82%)**
- **By 2006, women will account for 60% of all Internet consumers**

Professionals

- **57% of women business owners make purchases online**

Why are women going online?

TIME SAVINGS:

- Total time spent on individual activities in a 24-hour day added up to 38 hours because the Internet allows women to multi-task.
- One-quarter of these women are spending more time with their families thanks to the Internet.

*Yahoo! Inc. and Starcom MediaVest Group , TNS Media Research surveyed nearly 1,200 women in March in the 18 to 39 age group.

Why are women going online?

INFORMATION:

- **Women are "surchers," doing a mix of surfing and searching on favorite sites. Most visited: shopping, home/family and health/beauty sites**
- **Second tier: news, financial services and games also top the list of online destinations.**
- **A higher percent of women visit sports sites than astrology sites.**

Why are women going online?

ERRANDS:

- Working women spend average of 40 minutes online during the day for non-work activities.
- Non-work activities entail banking, emails, instant messaging, planning travel, coordinating their personal lives and playing games.

What Swing Knows About Women ...

- **Quality, price (value) and trust are key buying influencers**
- **Women are active in voicing their opinions when it comes to products and services**
- **Women are natural networkers and will recommend and refer**
- **Women are loyal to brands that are loyal to them**
- **Women are extremely time-challenged**

What Women Want As Customers:

- **Attention to detail in product design and service**
 - Mac, Schick Intuition, iPod
- **The right choices, not endless choices**
 - Customized and Personalized vs Menu
- **Flexibility**
 - VOD, TiVO
 - Improved return policies

What Women Want As Customers:

- **Longer selling process that respects their desire to understand and research what they're buying before they take it home**
- **Better, more friendly customer service**
 - **Small talk!**
- **Larger change rooms**
- **More in-store service features for kids**

How do you reach women online?

- **Make it easy, convenient and save them time**
 - Grocery delivery services
 - Online banking and bill payment
 - VOD
- **Help them save money**
 - Deals, coupons and trials
- **Make them look good to their families, friends or colleagues**
 - Show them something new, cool, fun that they can introduce
 - More Schick Intuition!

How do you reach women online?

- **Appeal to the characteristics demographic**
 - Young urban single?
 - ‘Yoga mom’ vs ‘soccer mom’?
 - Divorced executive mom in her forties?
 - All have different needs and spending criteria.
- **Make referrals easy**
 - Tap into that natural inclination to recommend and support; internet and referrals go very well together!

Swing's Tips on Reaching Women Consumers Online

- **Ease and convenience and speed**
- **Value**
- **Novelty**
- **Tried and trusted vs latest and greatest**
- **Price**

Swing's Tips for Reaching Women Business Purchasers

- **Impostor syndrome still a factor**
- **Detailed rather than visionary**
- **Men want to hit a home run, women want not to strike out**
- **'By the book'**
- **Security and safety over impact**
- **Possibility of failure worse fear than lure possibility of great success**

Professional Women

- **More subject to influence of others than men**
- **Driven by consensus/desire for consensus**

Swing's Top Tips for Marketing to Women

- **Reach 'Early Adopters' and cultivate 'influencers'**
 - WOM marketing, behavioural marketing
- **Understand your customer/community intimately**
 - Research, interaction, community build
 - Customer-oriented business processes result in higher rates of customer loyalty

Swing's Top Tips for Marketing to Women

- **Build customer feedback into the process**
- **Context of product or service in their lives**
- **Offer value for money**
- **Be authentic**
- **Understand their emotional motivations and needs**

Benchmark Research

- **November 2001: Yahoo! Canada Survey “What Do Women Want?” (women’s online consumer habits)**
 - **1292 female respondents (Yahoo! Users/Tech Savvy population)**

Next Step

- **September 2004:**
 - **Phase One: AIMS members as 'early adopters'**
 - **277 AIMS survey female respondents for this**
 - **Phase Two: Based on these results, conducting second survey to broader audience to see the differences**

Yahoo! Survey Results (2001)

52% of women had purchased products or services online at least once.

- **Books (36%)**
- **Music CDs/Videos/DVDs (23%)**
- **Clothing/Shoes (22%)**
- **Travel—Airline/Train/Bus (18%)**
- **Concert/Event Tickets (18%)**

- **Timesaving and convenience listed as top reasons for shopping online. Only 5% said they would shop online to save money**
- **19% of respondents said that they didn't see anything good about shopping online**
- **49% spent less than \$50/yr online**
- **Top deterrents: disclosing credit card information (74%), costing too much to ship (58%), disclosing personal information (56%)**

2005 RESULTS

- **96% of AIMS members had made some kind of online purchase**
- **50.2% spent more than \$500/yr online, and 27% spent more than \$1000/yr**

- **Biggest deterrents: 77% said cost to ship, 75% said time to ship**
- **86% of online shoppers were somewhat satisfied or very satisfied with their online shopping experience**
- **Biggest reason to shop online: 52% of women said time savings; second was 24/7 access (31%)**
 - **'Drive in-store' objective possibly not most effective**

Summary of Recommendations

- Tap into early adopters/influencers who will evangelize
- View the internet as another medium by which to reach women
- Understand and tap into how they use it
- Unwillingness to provide personal/credit card information has dropped
- Providing ways to make everyday tasks easier/faster will create great loyalty
- Instant gratification is key!

Thank you!

- **Jen Evans, President of Sequentia Communications**
 - jen@sequentia.net
 - www.sequentia.net
- **Partner in Swing**
 - jen@swingthink.com
 - www.swingthink.com