



# **Marketing and Women.**

## **April 27, 2005**

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We need to understand women  
before we can reach them.

# Get Real.

Every woman wears many hats.

- The career professional
- The stay at home mom
- The entrepreneur
- The single, urban dweller
- The suburban dweller
- The wife
- The individual
- The skier
- The yoga enthusiast
- The.....

# Multi minding is the new reality.

- Simultaneously thinking about different things makes it even more difficult for us to cut through the noise

# How does that impact the way that we get on their radar screen?

- Segmentation based on psychographics—needs and wants
- Consideration of life stage
- Consideration of where we find them
- Consideration of how we reach them

Women are making us rethink everything we learned in business school on how to design, build and market products.

# Trust and loyalty are hard to gain and retain.

- Women care more than ever before about your customer service policies, your community involvement and whether you are an ethical and environmentally friendly organization
- Female-friendly products, services and policies are now expected

We need to fundamentally shift our thinking away from.....

# Marketing TO Women

..... and towards

# Marketing **WITH** Women

# Prescription for Marketing-With-Women

- Creating communities of women
- Building a dialogue over time
- Winning their trust and loyalty
- Building market-driven products and services
- Selective, smart marketing techniques

## – **Product**

- conceptualizing products differently- ShutterFly
- designing products differently- iPod Mini
- Involving women from the get-go
- Training and after purchase support

## – **Price**

- New bundled pricing based on multiple products/ services
- Pricing based on usage i.e. family plans

## – **Place**

- Redesigning stores for to be more family/women friendly – Home Depot and IKEA
- Creating “mores” in one location– Loblaws
- Informed, well-trained sales staff who understand how to address the female POV
- Investing in online retailing to make your offering more convenient and accessible
- Building new business lines for exclusive distribution online- APPLE’s iTunes and Eservus

## – **Promotion**

- Rethinking the way we reach women--- being in places where they are
- Thinking about creating positive brand values and associations
- Creating loyalty by building a dialogue and connecting with your customers

# We need to tweak some other things:

- Many medias
- Few channels
- Two ways to capture share of mind:
  1. BROADLY through creating good impressions and associations (sponsorship, product placement)
  2. DIRECTLY through right place, right time, right offer

# Let's talk specifics

- It's a women's web

**Internet Users in the US, by Gender, 2003-2008 (in millions, % of total online population, % growth and CAGR)**

	2003	2004	2005	2006	2007	2008	CAGR
<b>Male</b>							
Internet users (in millions)	79.9	82.3	84.2	85.9	87.7	89.3	2.30%
<b>% of online population</b>	<b>48.6%</b>	<b>48.4%</b>	<b>48.0%</b>	<b>47.7%</b>	<b>47.5%</b>	<b>47.4%</b>	-
% growth	-	3.0%	2.3%	2.0%	2.1%	1.9%	-
<b>Female</b>							
Internet users (in millions)	84.4	87.8	91.2	94.2	96.9	99.2	3.30%
<b>% of online population</b>	<b>51.4%</b>	<b>51.6%</b>	<b>52.0%</b>	<b>52.3%</b>	<b>52.5%</b>	<b>52.6%</b>	-
% growth	-	4.0%	3.9%	3.3%	2.9%	2.3%	-

*Note: ages 3+; all locations; eMarketer uses the US Department of Commerce 2003 Internet user number-someone ages 3+ who has accessed the Internet in the last month-as its benchmark source. eMarketer has extrapolated the Department of Commerce number to end of year*

*Source: eMarketer, April 2005*

# Building the case for online

- Jupiter Research estimates that 70% of all women in the U.S. (over 106 million) will be online by 2006
- Despite their lack of time, online working women are heavy consumers of Television, The Internet and Radio programming
  - Over 60% spend more than 1 hour per day online
- When looking to save time, the Internet and radio are least likely to be removed from the online working women's routine
- The web has become a key component of all purchase decisions, whether the transactions occur online or offline
- Most women feel that the Internet helps balance personal and professional lives
  - “The Internet is essential to both my personal and professional life. I routinely search for ideals, entertainment, education and financial things online. I feel lost or disconnected when I am without Net access.”

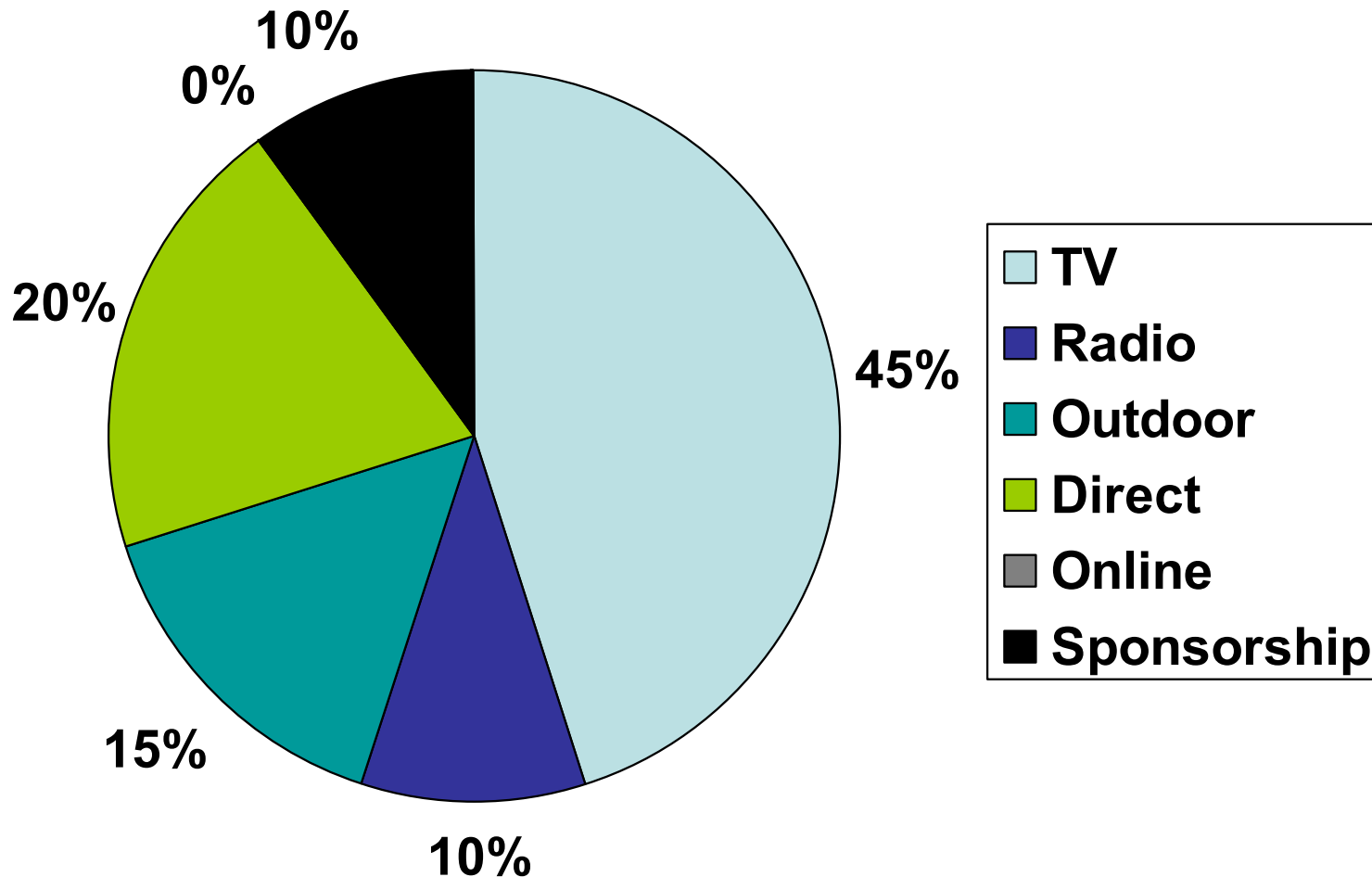
*Source: Neilson/NetRatings and The National Post/Newsweek Interactive recently published a report on Working Women Online*



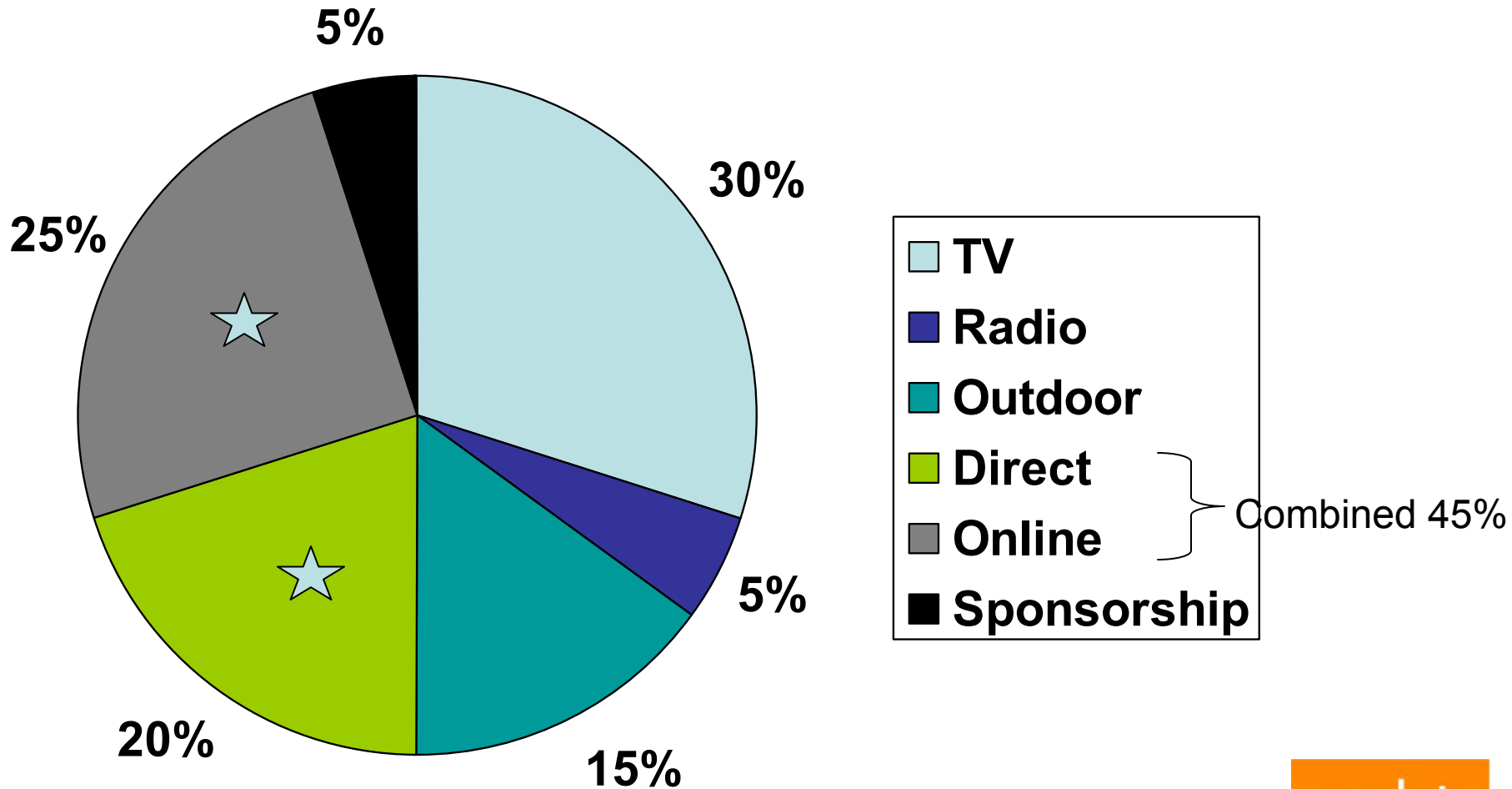
# Online marketing works

- Market Yourself Smarter, an organization who produces physical events and builds communities of women, conducts 95% of its marketing online
  - Over 90% of registrations are made online, including larger ticket corporate table purchases
    - Immediacy, easily downloadable receipt, online confirmation

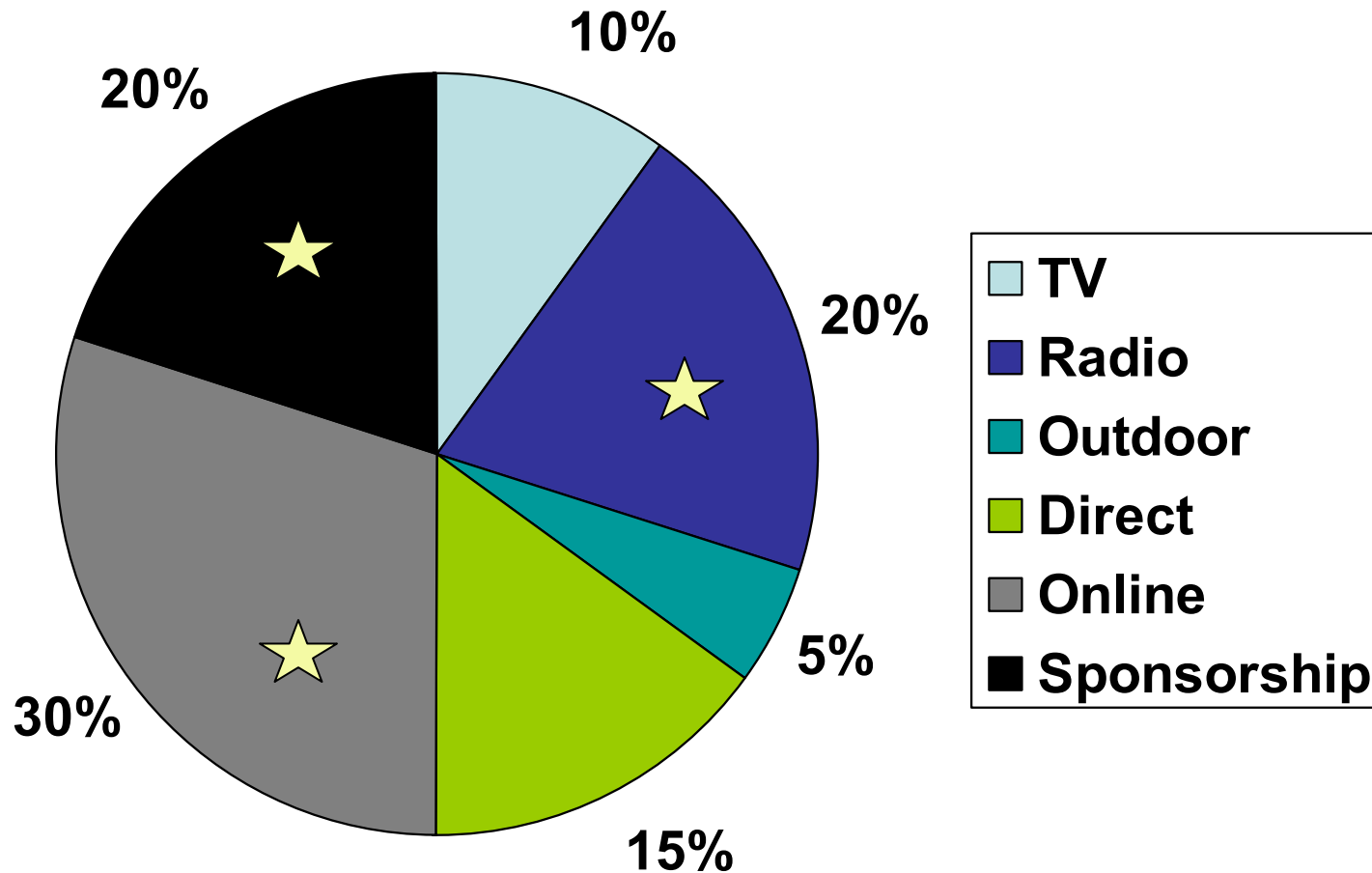
# \$25 million marketing budget in 1995 <Consumer packaged goods company>



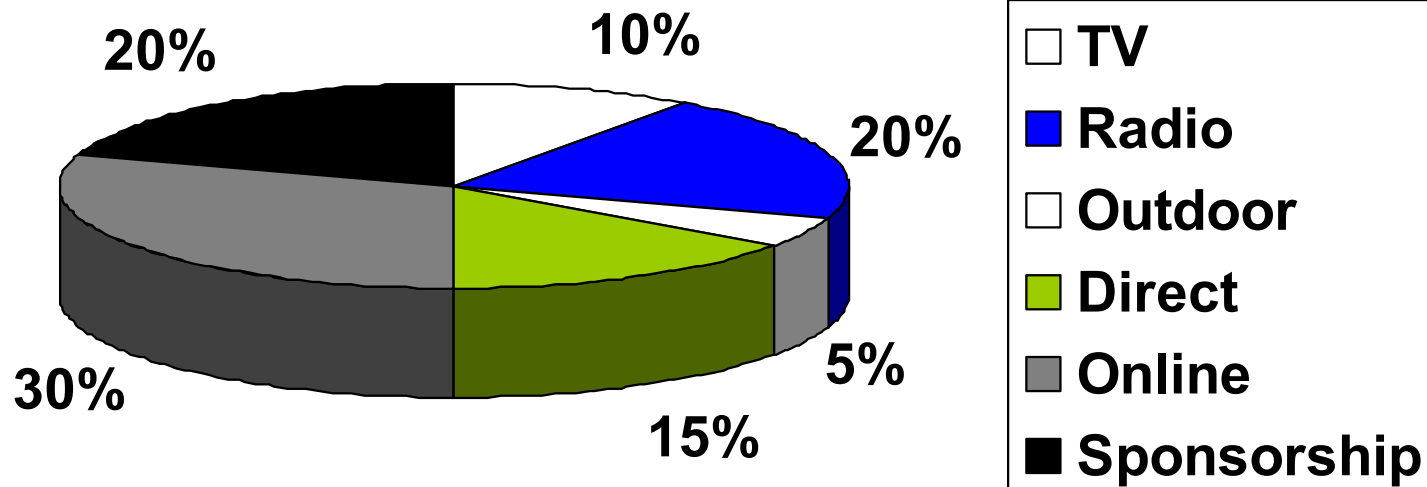
# \$25 million marketing budget in 2000 Consumer packaged goods company.



# \$25 million marketing budget in 2005 <Consumer packaged goods company>



# \$25 million marketing budget in 2005 <Consumer packaged goods company>



**Integrated direct and online: 45%**- make it personal, relevant and well timed  
**Sponsorship: 20%**- create positive associates with “like-valued” organizations  
**Radio: 20%**- reach listeners when they have the time to (are forced to) listen

*The rest is about brand building.*

## Revisiting:

# Prescription for Marketing-With-Women

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# 1. The online channel is becoming central for women and to all marketing campaigns

- Integrated campaigns promoted cross-media where the website is the destination call-to-action
- Where it used to be that all medias were self contained, most medias are now directing individuals to the website where you can do more and say more
  - Customized, interactive websites
  - E-Newsletters – capturing emails for your subscription list at your website
  - Online Discussion
  - Surveys and Polling
  - Web advertising and sponsorship
  - Search engine marketing i.e. Google ad words
  - Syndicated branded content
  - Direct email campaigns
  - Contests, games and surveys/polls

## 2. Sponsorship is making a comeback

- Sponsorship is all about subtlety and added value— not direct marketing
  - Tools and resources
  - Content
  - Workshops
  - Free/ promotional give aways
- By associating yourself with other relevant causes or interests, individuals will start to think of you in a positive way (as long as it is credible and believable)
  - HGTV and HomeDepot or The Apprentice and HomeDepot
  - Tiger Woods and Nike- The Masters 16<sup>th</sup> hole
  - Market Yourself Smarter and Ste. Anne's Spas
  - CIBC and Run for the Cure
  - RBC and Women Entrepreneurs

# 3. Radio isn't going away

- One of the only ways to reach your audience when they are not multi-tasking (if you don't count multi-minding while driving!)
- For driving commuters who spend up to 2 hours in traffic each way or for someone who is in the car for 15 minutes, radio can be an invaluable marketing tool
  - Quick hit commercials
  - Tags ie. Brought to you by
  - Career advice for the day
- Many professionals listen to the radio in their offices or stream it from their computers while at work

What are you prepared to invest to  
meaningfully connect with your  
female community?

And how are you going to do it?

Q&A