



## THE SEVEN DEADLY SINS OF MARKETING TO WOMEN

### Women control or influence more than 85% of all consumer spending\* - 2011 Oprah Magazine

Whether you work in a female focused business or are an accounting firm, no business can afford to ignore or insult this group. The power of the purse is very strong. If women were a market they would be bigger than the US, China and India combined. So that's why you need to continue reading to discover and avoid the big epic fails when it comes to Marketing to Women.

- 1. Acting like customer service and marketing are two different things.** Women place a premium on service. Call your own customer-service line to see if your company's mission, vision and values come alive while you're on hold. In a world of busy women, customer service can be your most powerful differentiator. It's shocking that great service is still considered a novelty in almost every industry.
- 2. Being too serious, earnest or sweet in communications.** Resist the temptation to treat women as delicate flowers. The world is littered with too many syrupy efforts targeted at women. Companies tend to shy away from using humor with women, especially with mums and especially with anyone over 50. This is an opportunity: women love a good laugh but rarely get one from marketers.
- 3. Do not segment women based on age and demographics alone.** Women if you didn't already know do not like or see themselves as defined by age. Lifestage vs life age is far more important. As times change you are just as likely to know women having their first babies at 40 as you are in their 20s. The saying 50 is the new 30 also applies here, women are doing things their way in their time more and more not by a traditional timeframe. Where women are at in their lives e.g. with children or without for whatever reason e.g. have left home, single, partnered or married, caring for others or not is far more important than what her birth certificate says. Hello Dolly has invested and specialised in creating female specific marketing tools that allow you to identify and market to women by lifestage to get really impressive results.
- 4. Creating imaginary worlds where all women are in their 20s and early 30s.** Wake up to the enormous market of the aging population. Older women have major money to spend, and are consistently ignored by youth-obsessed businesses. Just try to buy a pair of jeans for your mum this weekend, and see what I mean. Ignore this group at your peril.
- 5. Automating everything.** Nothing can replace human help, especially where women are concerned. (Remember: we have no problem asking for directions.) That's why even Apple has "geniuses" inside its stores. Make human help available as an option at all times, and don't hide your customer service number as if it were plutonium.
- 6. Assuming women's ideas about what's "hot," sexy and attractive are the same as men's.** Not true. There's a big difference between sex appeal and gender appeal. Women tend to want to tend and befriend as well as connect, men prefer to compete. Never let a male creative director or designer come up with your strategy without running it past some women.
- 7. Excluding women from your female-focused initiatives.** This is just plain short-sighted, but it happens all the time. The decision to include only junior-level women on a project or a creative team is also a missed opportunity. Young executives may not have the confidence to tell senior-level decision-makers that their instincts are off base.

The companies that best understand female consumers are poised to dominate their markets. If your business hasn't looked at this market, now is a great time to start. We can help take your business to the next level through training sessions, speaking engagements, workshops or female-focused consulting, call us on 021 539 699 or email us at [angela@hellodolly.info](mailto:angela@hellodolly.info)

Angela Beer is the creator of the successful brand, Hello Dolly [www.hellodolly.info](http://www.hellodolly.info). She is also a property investor and owner of Fresh Marketing Communications and Pets and Pats, both small successful start up businesses. Since launching Hello Dolly on the television programme Dragons Den, with no advertising and marketing budget, she has gone on to create more than \$3m of free publicity for her brand and has sold millions of dollars of pink girly tools throughout the world in leading department stores including Harrods and David Jones. She no longer has to work in any of her businesses full time as she has staff and systems that allow her to receive passive income.

Angela is now at a stage where she is able to indulge her passion working with selected entrepreneurs to grow their businesses. With more than 17 years marketing experience in both large corporates and her own businesses she is one of Australasia's most popular speakers on the subject of marketing and selling to women, branding, licensing and PR. She can be reached at [angela@hellodolly.info](mailto:angela@hellodolly.info)