

# **DON'T THINK PINK**

## **What Really Makes Women Buy – and How to Increase Your Share of This Crucial Market**

**LISA JOHNSON AND ANDREA LEARNED**

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The Web site for this book is available at: [www.reachwomen.com](http://www.reachwomen.com).

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**MAIN IDEA**

Despite the fact that women make or influence more than 80-percent of all consumer purchase decisions, very few corporations purposefully attempt to tap into this vast market. To make matters worse, those that do attempt to target the buying power of women often end up doing something ineffective, stereotyped or superficial – like offering their product in pink or pastel colors to make it more appealing to women.

The real key to targeting the \$2 trillion dollars a year in women's consumer spending is to do three things very well:

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|---|---|---|
| The Keys Of<br>Marketing<br>To Women<br>Consumers | 1 | Understand the buying behavior and preferences of women |
|   | 2 | Use insightful segmentation of the women's marketplace  |
|   | 3 | Enlist women as your marketing partners                 |

On the strength of these three keys, you can then begin to move your marketing away from pink thinking towards the more productive right-hand side of the women's marketing spectrum.



*“Reaching women consumers is not a trend. It’s the lucrative future, for anyone who grabs it. Slightly tweaked male-oriented products or marketing efforts will no longer do. Once you’ve examined your brand by peering through a women’s lens, the need for different ways to reach them as consumers will become clear – and as you re-examine and re-connect with the women who are your current customers, the changes you will need to make should emerge fairly quickly. Re-entering into conversations with your best and most influential customers is the best way to create products and services that resonate, and the best way to expand on their trust in your brand. Learning to see from a women’s perspective is the key.”*

– Lisa Johnson and Andrea Learned

**The Ultimate Goal – The right-hand side of the marketing spectrum . . . . . Pages 2 - 3**

Quite simply the biggest slice of today’s consumer market is the female purchaser. This is a \$2 trillion a year market segment in the United States alone. In earlier generations, some companies tried to reach the women consumer using pink thinking or campaigns which were obviously designed “for women”. A much more subtle and effective approach is to do marketing which resonates with women but doesn’t single them out as obvious targets of the marketing. This type of marketing is transparent. But the most effective type of marketing of all will be hybrid marketing campaigns – creating a special women’s initiative for a product or service within your existing brands. This type of marketing is the way of the future.

**Key #1 – Understand the buying behavior and preferences of women . . . . . Pages 4 - 5**

There are definitive differences in the way men and women think. These are the direct result of a number of biological, neurological and behavioral factors. Marketers need to understand the differences and provide women with a buying experience which delivers on her preferences. The more intuitive the purchasing experience is for women customers, the more they will buy.

**Key #2 – Use insightful segmentation of the women’s marketplace. . . . . Pages 5 - 7**

The traditional approach is to view women as one big group who can be universally targeted with a feminine (or pink) version of a product. This is both short-sighted and ineffective. Instead, the women’s market should be segmented into a number of highly lucrative and well defined growth segments. There are a number of ways female consumers can and should be segmented. Each will provide a wealth of opportunities for a more tailored marketing approach to be taken.

**Key #3 – Enlist women as your marketing partners. . . . . Pages 7 - 8**

Women can be great marketing partners. They have an innate ability to visualize how a product or service might work better for them. If they get involved in the product development process, women can often make products and services more relevant and more compelling than their male counterparts. The biggest advances in marketing in the future will evolve when companies actively enlist women as their marketing partners and create an ongoing dialogue. When that happens, and products become better tailored to women’s needs, impressive results will follow.

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