



# Getting *Women* TO BUY:

**Better Insights to Transform  
Your Marketing**

Presented by:





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# Introduction



Thank you for downloading our eBook. I hope you find it beneficial.

Remember when all you had to do was promise her she would look better or her family would be happier if...? Well, the rules have changed. As women's control and influence of purchase decisions for their families continues to rise, communicating with them has become much more sophisticated.

So what do you need to do to catch the eye and mind of today's women?

We believe that the key to developing breakthrough marketing to women is simple:

- Know what motivates their behavior
- Understand the nuances that can lead you astray
- Think outside of the traditional market research box when trying to understand her



Sounds easy, right?

We wrote this eBook to spur new thinking on how to effectively market to women. We recognize that getting to more effective marketing might require help and the Insights in Marketing team is here to help you develop strategies and executions that are meaningful and impactful.

As you read through our eBook...if any ideas or questions come to mind, please don't hesitate to get in touch with me. Helping companies more effectively market to women is what I do!

Thanks again for your interest,

**Brian Fletcher**

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# Chapter One



## Why Our Marketing to Women Fails

Most everyone knows that they should market to women. We know the risk of not marketing to women and possibly missing a huge piece of the market. **We've moved beyond thinking that women only purchase "women's products" and now recognize women's role as the chief purchasing officer for her home (and often business).** And, yes, some have even gotten over our fear of alienating our male customers by focusing on women. Indeed, to coin the iconic advertising tagline of 1968, "You've come a long way, baby."<sup>1</sup>

**9%** Only 9% of women believe they are being **marketed to effectively.**



### ■ But have we come far enough?

In 2012, Insights in Marketing found that only 9% of women believe they are being marketed to effectively.

Even more distressing, our *i-on-Women*<sup>™</sup> research uncovered the following facts:<sup>2</sup>



**13 PERCENT OF MOMS** believe they are effectively marketed to.



**7 PERCENT OF BOOMER WOMEN** believe that marketers are effectively communicating with them. Women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth.

<sup>1</sup>Altria Group, formerly Phillip Morris for Virginia Slims cigarettes  
<sup>2</sup>Annual *i-on-Women*<sup>™</sup> Proprietary Research Study (2012)



While this sounds bleak, and there are some marketers are having great success in their efforts in marketing to women. But most companies aren't even getting on base. And few are getting it right consistently.

**“few companies are getting marketing to women right consistently...”**

In the aforementioned research study, respondents were asked which, if any, leading brands in a wide range of industries effectively market to them. Of the 58 leading brands (including brands like Dove, Orbitz, Toyota, and Verizon) evaluated, **no brand had higher than 49% of respondents agree that the brand effectively markets to women.** Consumer products topped the list of brands viewed as more effectively marketing to women, but even these brands failed to appeal to more than 50% of women. Financial services, insurance, automobiles and alcoholic beverage brands struggle even more in their efforts to connect with women.

**No doubt, there is room for significant improvement across all industries.**

## GREAT MOMENTS IN MARKETING TO WOMEN

Apple



*Apple caused a great outcry that they were targeting women with their recently launched iOS 7 operating system. Why? Because some critics judged that the color palettes offered were designed to appeal to women. As usual, however, Apple had the last laugh. Terrific design, easy-to-use technology, and a passionate lifestyle brand message are values that appeal to all consumers, regardless of gender. There is no need to invest money in making and marketing products specifically to women, when the basic product fits her values.*



## ■ We Need to Do Better

**It would be easy to blame the poor showing thus far on the fact that less than 3% of all advertising agency creative directors are women<sup>3</sup> or that women hold only 8% of CMO roles.<sup>4</sup>** Though that may contribute to the situation, we think there is something more fundamental at work here. To understand why we are at this point, we need to review the evolution of Marketing to Women.

Before “marketing to women” became something that we actually thought about, studied and discussed, marketers

sold products to women. At that time, marketers typically appealed to her as a homemaker or as a mom. Next, with the era of women’s lib, marketers seemed to assume that all women are image- and beauty-obsessed, and focused messages on selling women products that aid in making them more (visually) appealing. More recently, marketers focus on looking at women through the lens of their category attitudes or behaviors; or, demographics without trying to truly understand the woman and what motivates her choice.

## The Evolution of Marketing to Women



<sup>3</sup><http://www.fastcompany.com/3006255/where-are-all-women-creative-directors>

<sup>4</sup>Grant Thornton International Business Review 2012



**85%** Women account for 85% of all consumer purchases.

**\$7 TRILLION** Women will spend about \$7 trillion annually by 2020.

Given this, it is no wonder that stereotypes and assumptions abound in marketing to women, and that the “Pink it and Shrink It” approach became the norm. It may be that some women really wanted a pink tool box, a pink computer with a manicure friendly latch (introduced in Japan under the name Floral Kiss, no less) or a “crystal” pen (the Bic for Her), but thankfully, most marketers have moved beyond believing that “pretty” is all women desire.

Companies now realize that women account for 85% of all consumer purchases,<sup>5</sup> including everything from autos to health care, and by 2020 will spend about \$7 trillion annually.<sup>6</sup> **Regardless of industry, marketing to women is rapidly becoming a corporate priority and marketers are looking for better ways to target and market to women.** Yet, many marketers still struggle to advance their understanding of women beyond demographics, attitudes and purchase behaviors. While these are all useful pieces of information and can describe your female consumer, they do not adequately explain *why* she behaves the way she does, nor do they provide sufficient direction on what you can do to compel her to buy your brand.

## GREAT MOMENTS IN MARKETING TO WOMEN

### VOLVO

*Volvo has targeted women in its development process since the late 1980s, leading to such improvements as color coding of fluid lids under the hood, easier-to-fold-away rear seats and easier-to-load trunks. But rather than communicating a long list of “cool features we designed in for women,” the “Volvo for Life” tagline conveys the two umbrella messages that are especially important to women: safety and dependability. In this way, Volvo shows that it understands the “real woman inside”... and all the cool features simply reinforce the message.*



<sup>5</sup><http://www.she-economy.com/facts-on-women>

<sup>6</sup><http://www.thejanedough.com/women-control-all-the-money/>



To truly influence behaviors marketers must understand the underlying motives behind her behaviors.

**Demographics, category purchasing behavior, brand preference and attitudes don't give us the deep, visceral understanding of who she is, what makes her tick, and what makes her do what she does.** And without that, making a real connection with her is just a shot in the dark.

**20%** Only 20% of marketers truly know their customers.<sup>7</sup>

A recent study found that 80% of marketers in mid-to large-sized businesses rely only on basic profile information (demographics) and purchase history to structure marketing campaigns.<sup>7</sup> In order to get better at marketing to women, we need to get beyond this basic understanding to what lies below the surface that is really driving her behavior.

After all, purchase decisions often take place very quickly and subconsciously. Many of her decisions are based on habit, her assessment of how a product or service aligns with her values and how much the brand's personality

reflects her personality—she doesn't have to give them a lot of thought, **she just knows**. Marketers always want to understand why women make the decisions they do. But unfortunately, we often only look at the “what” and assume that is enough to tell us about the “why”. True competitive advantage lies in really understanding the “whys” by recognizing “who she is” at her core.



**True competitive advantage lies in really understanding the “whys” by recognizing “who she is” at her core.**

<sup>7</sup><http://www.dnnews.com/only-20-of-marketers-truly-know-their-customers/article/306535/>

## Chapter Two



# What Really Motivates Her? Behavioral Drivers You Should Know

**A recent study concluded that 76% of consumers' purchase decisions are not made until the consumer is actually in the store.<sup>8</sup>** Thus, consumers are not spending a lot of time on evaluation or consideration for each individual shopping decision. That makes sense, since most decision making is done almost automatically. Some social scientists estimate that we are conscious of only about 5% of our cognitive function. The other 95% goes on beyond our awareness and exerts a huge influence on our lives.<sup>9</sup> For example, have you ever driven to a destination and then paused to realize that you didn't recall much about the drive there? That's because your sub-consciousness did most of the navigating. This is very similar to how your customers often navigate decisions that relate to your product or service. Of course there are exceptions, but not as many as you might expect.



Another factor that challenges marketers is the speed of decision making. We can make decisions without even thinking about them because many decisions are habits. In fact, it

**45%** 45% of **purchase decisions** are done **by habit**.

is estimated that 45% of purchase decision making is done by habit.<sup>10</sup> Again, there is no conscious deliberation about *this* brand or *that*—just habit.

Marketers must realize that most purchase decisions are made in the subconscious brain. That's where brand preference and loyalty live. And that also happens to be where our values, habits and personality are found. And therein lies the problem.

<sup>8</sup> <http://www.popai.com/engage/?cat=5>

<sup>9</sup> Mlodinow, Leonard (2012-04-24). *Subliminal: How Your Unconscious Mind Rules Your Behavior*. Random House, Inc.

<sup>10</sup> 2009 The habitual consumer. *Journal of Consumer Psychology*, 19, 579–592. Professor John-Dylan Haynes at the Max Planck Institute for Human Cognitive and Brain Sciences (Leipzig, Germany)

## Shouldn't My Market Research Help Me Understand Women?

Traditional marketing research relies on recall and language, both of which are centered in the conscious brain. So, although we need to understand the subconscious to improve marketing to women, **it is literally impossible for us to query the subconscious using traditional marketing research techniques or questions.**

Even the best crafted surveys may not help you truly understand women because surveys rely on the recall and reporting of consumers which is notoriously flawed. First of all, what we recall often doesn't match what actually happened at an earlier point in time. If the purchase or decision occurred too long ago, our ability to remember in detail the specifics of the event deteriorates, especially if the event is just not that important, as is the case with many consumer purchases. Second, human beings often tell researchers what they want them to know, coloring their responses by how they would like to be perceived or by what society finds acceptable.

Even the latest techniques, social media analysis and Big Data don't get us any closer to understanding the subconscious. We can measure actual behavior, as long as it is fairly recent. But that leaves much room for interpretation as to what drove her behaviors. These assumptions based on her past behavior sometimes fail us when attempting to predict what choices she will make in the future. Just because she responded to a specific marketing activity in the past, doesn't mean that she will in the future.



## GREAT MOMENTS IN MARKETING TO WOMEN

**Nike**



*Nike's high-testosterone image and advertising (featuring top male athletes) results in ownership of 50% market share of men's fitness, but only 20% of the women's fitness market. Nike changed its focus, communicating to women with advertising that emphasized how sport fit in with their active lifestyles and showed regular women taking part in sport. Revised product designs for women were no longer simply smaller versions of their men's products, but new designs developed specifically for women's different body shapes and movements. By understanding the important role of exercise in her lifestyle, Nike was able to connect better with women athletes.*



## ■ It's Not Hopeless!

There is good news. Over 60 years of psychological research have identified fundamental constructs that can be measured to help us dive below the surface in better understanding what drives women's decision making. All of this research points to these three important constructs when marketing to women:

- 1 HER VALUES** (what's important to her, what she wants and is trying to say about herself),
- 2 HER HABITS** (those behaviors that she does day in and day out, without even thinking about them), and
- 3 HER PERSONALITY** (the qualities, characteristics and ways of behaving that make her unique and different from anyone else.)

While the bad news is that it is not easy to measure these attributes, the good news is they are very stable and do not change easily or frequently. Marketers can count on values, habits and personality as women's enduring characteristics.

**Tapping into the dimensions of understanding women's values, habits and personalities gives businesses the opportunity to drive value to women and influence purchase behavior.** Through this understanding, businesses achieve a deep connection with their female customers, speaking intimately with them, and gaining their loyalty. By understanding values, habits, and personality, businesses can make marketing to women their competitive advantage.



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**“Marketers can count on  
VALUES, HABITS and PERSONALITY  
as women's enduring  
characteristics.”**

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# Chapter Three



## Five Psychological Profiles: Who She is at Her Core

Tapping into the core of what motivates women's purchase decisions is within reach. It doesn't have anything to do with neuromarketing, Big Data, or any of the other new techniques in the marketing industry. Turns out, sometimes it's all about the basics.

Insights in Marketing systematically reviewed over 60 years of psychological and industry research about women, looking for findings that could withstand three tests:

- 1 LONGEVITY:** If research findings held through all the changes over the past 60 years, they might be more fundamental or foundational in terms of women's behavior and choices.
- 2 VALIDITY:** If there are multiple efforts to prove or disprove a study's findings and the findings turn out to be replicable, then we have more confidence in the findings.
- 3 UNIVERSALITY:** If findings hold across cultural and demographic differences, we have greater confidence that they describe the heart of women.

This research review confirmed that the constructs of values, habits and personality really do hold the key to better understand women—and therefore more effectively marketing to them. Analyzing what the research told us about women's values, habits and personality, it appeared that women are not as complicated as we thought. And it may indeed be possible that women—all women, regardless of their demographics, purchase behavior or attitudes—can be categorized into a relatively small set of profiles.





## ■ Research: the (Potentially) Boring Bits

Insights in Marketing's approach demonstrates how **not** repeating the past can result in deeper insights into what makes women tick. Although we used traditional marketing research tools, we altered our approach to better capture her subconscious by doing the following:

- **We asked indirect rather than direct questions** to avoid respondents reporting just what they wanted the researchers to believe.
- **We used triangulated probing**, ensuring the probability that responses were consistent and meaningful.
- **We incorporated questions to measure values, personality and habits**, all which, as previously mentioned, provide real insight into what drives behaviors.

## ■ The Five Unique Profiles

Our survey of 1300 women 18–67 years old revealed five unequivocal Female Behavioral Insight Profiles (FBI Profiles™) of different types of women consumers, each ranging in size from 16% to 26% of all women. Not only were they very clearly different from one another, they were also very easy to explain and describe. However, most importantly, they provide better insight into what actually motivates her.



## ■ Five types of women marketers must know!

**PROFILE 1** women (26%) **value achievement**, and the impression they make on others is critical. These women are do-it-all women. They lead busy lives and carefully manage their to-do lists so that no balls are dropped. She will be attracted to new or improved or high quality products.

**PROFILE 2** women (21%) are **conservative** with deep respect for family traditions. These women are very focused on their family (even if she doesn't have children) and their inner circle. They are the ones who will sacrifice themselves in order to make others comfortable. She carefully spends and will be attracted to products that are good for her family or her home.

**PROFILE 3** women (20%) are so **predictable** you could almost set your watch by them. Routines help them clear the clutter of unnecessary decisions that can make life messy and make them lose control. They might seem rigid or inflexible, but this simply helps them maintain balance and minimize stress. She weighs benefits and trade-offs so value is her barometer.

**PROFILE 4** women (17%) are **dealing with the stress** of trying to keep up with the momentum of life. They have learned that there are no dependable safety nets and they are the only one who can help them. Though they pull inward, they need affirmation from others to feel good about themselves. She will splurge, but not wastefully; for her money matters.

**PROFILE 5** women (16%) are **experience junkies**. They want to see it all, taste it all, try it all—even if only once! They are high-energy enjoyment seekers. Taking a risk is simply living and these women want to LIVE. She is open to trying and buying, but you will need to vie for her attention.



## Why Are These Profiles Important?

There are more than 150 million women in the U.S. As a marketer, you know that your product or service is not going to be purchased by all of them. With each of the FBI Profiles™ representing a sizable percent of the 150 million plus women in the U.S., you can focus on the profiles most likely to connect with your brand and category.

Where do you start? Typically, marketers start with an analysis of how women interact with their brand. We recommend starting by understanding which profiles your current female customers are in and what other profiles you might want to attract.

There are several ways that you can use the FBI Profiles™ to enhance your marketing to women effectiveness. The profiles can enhance your understanding of your female customers and prospects. By supplementing your data with profile information, you gain another layer of insight that can help you refine your marketing strategy and deliver more compelling messages. If you don't have demographic or segmentation data, understanding the profiles and how they currently purchase your product can still give you real insight into your female customers and their motivations. And if you are developing new products or services targeting women, the profiles can help you ensure that your products, services and marketing are tuned to optimally influence your female audience.

**Using the profiles allows you to fine-tune your marketing to women in ways that have been previously unattainable.** Whether you have a lot of information about your customers, or you have very little

information, the profiles can be applied to your specific situation to better target media and messages and to improve sales strategies. Thinking differently in this case produces breakthrough results.

## GREAT MOMENTS IN MARKETING TO WOMEN



*A few years ago, who would believe that we would be calling out the NFL for their superb marketing to women? But by getting women to share their football stories in their "Together We Make Football" campaign, the NFL showed the depth of our love for football. Additionally, the stories often spoke of connections with family and friends, memories of childhood and student years, and other key milestones in women's lives, reinforcing the deep emotional bond women have to football. Adding celebrity videos (such as Dr. Oz and actress Whoopi Goldberg) sharing their football stories further enhanced the message that "Football is Part of Everyone's Lives". By telling stories—or letting women tell their own stories—instead of simply focusing on statistics, the NFL connected with this important audience.*

## Chapter Four



# Transform Your Marketing Using These Five Profiles: 3 Real-World Examples

The fact that all women can be put into one of five profiles can improve how you market to women. Gaining a stronger and deeper understanding of the psychology of these profiles leads you to new insights into what motivates them. Here are three examples of their application:

**92%** Women **influence** 92% of **car purchases**.



### Example 1: **Cars Make the Woman**

Women influence 92% of car purchases,<sup>11</sup> and control \$80 billion of annual automotive spending power.<sup>12</sup> And yet there are few experiences women hate more than buying a car! There are three main complaints women have about automotive purchasing: sales techniques that overwhelm and threaten her, a focus on features by car manufacturers and sellers, and complex, overly technical websites. By understanding the profiles in terms of car buying wants and needs and tailoring communications and the showroom experience to her needs, manufacturers and dealers can reduce her anxiety and help her make a better car buying decision. For starters, understand what she wants and how she plans to use the vehicle. For one woman (Profile 2), avoiding unexpected trips to the repair shop and being safe in the vehicle might be paramount. For another (Profile 3), the ability to accommodate her growing family and their friends might be the most important factor. And another (Profile 1) might want a vehicle that is consistent with the image she wants to project. All of them might end up buying Sports Utility Vehicles, but which one and why will vary greatly.

<sup>11</sup>Annual *i-on-Women*™ Proprietary Research Study (2012)

<sup>12</sup>Maddy Dychtwald, "Influence: How Women's Soaring Economic Power Will Transform Our World for the Better," *Voice*, 2010.

Example 2:

## Match Tactics to Profiles

Imagine a grocery retailer wants to invest (millions of dollars) in creating an e-coupons for its customers, phasing out its "low tech" newspaper coupons and sales flyers. In spite of good implementation, there is low redemption of these e-coupons. Analyzing the store's customer base prior to implementation as well as looking specifically at those customers who were using the e-coupon technology revealed a serious misstep by the retailer. Most of his previous customers were Profile 2, a very traditional group who only adopt technology when it is no longer avoidable...not exactly the kind of shopper to jump on e-couponing! So these shoppers had moved to retailers who were still offering sales promotions in their comfort zone.

# 8%

Only 8% of US women have **redeemed a mobile coupon** in the last 30 days.<sup>13</sup>





## Example 3:

### New Products that Beat the Odds

It's well known that most new products fail within the first year of introduction. And surprisingly, in spite of knowing this and attempting improvement, the new product failure rate has actually climbed over the past 25 years!<sup>14</sup> One major beverage manufacturer experienced new product failure the hard way. With extensive television advertising, they introduced a low calorie beverage targeting women. Riding the wave of calorie concerns, they assumed that a low-calorie product would be a sure winner. Trial of the product exceeded expectations, but sales began to decline as women did not repurchase. They reasoned that, if the product was okay and if sales went up with advertising, the solution must be more advertising! Three years go by, millions of dollars in advertising are spent, and sales are still suffering. Rather than kill the product, the manufacturer turned (at last) to understanding the female consumer.

They discovered two things: women who purchase in their category are more likely to be in Profiles 2 and 3. Further evaluation of their advertising and messaging showed strong queues that would appeal to women in Profiles 1 and 5—unfortunately not the major their category buyers. So in essence their communication was crafted to appeal to women who had low interest in their category and did not connect with the women who were buying the category. Without the understanding of the FBI Profiles™ this would have never been understood.

The FBI Profiles™ reach across a wide array of products and services and can be used to improve marketing strategy, messaging, sales training, new product design—just about any marketing challenge.



<sup>14</sup><http://www.jstor.org/discover/10.2307/1250634?uid=3739616&uid=2&uid=4&uid=3739256&sid=21102817181001>

<sup>15</sup>Nielsen

# Case Study

## The Profiles in Action: A Case Study



### ■ IIM Partners with Consumer Packaged Goods Company to: **Understand Why New Products Keep Failing**

#### **Situation**

Company A is interested in launching a new product that successfully fends off a major competitor (Competitor B).

- This is not Company A's first attempt at launching a product to fight Competitor B's wildly successful premium priced product. In fact, this is Company A's third attempt at launching a premium product in this category.
- Each launch has cost Company A millions of dollars with none of the products successfully making it past the year mark on shelf.
- Company A's product team has done some preliminary analysis and is aware that there are no substantial differences in the functional benefits of the product.

#### **Challenge**

Company A wants to better understand why some premium category users are drawn to the competitor's product and what Company A might need to say or do to attract those premium consumers.

### Research Solution

#### **TARGET PSYCHOLOGICAL PROFILING**

To better understand the core drivers of Company A's buyers vs. Competitor B's.

#### **COMMUNICATION ASSESSMENT USING I-ON-WOMEN™ PROPRIETARY INSIGHTS**

To understand the actual messages for both companies and assess whether those messages are likely to resonate with the same consumer.

## Uncovering insights that **matter**.



**KEY INSIGHT #1** | Demographically and behaviorally there were no substantial differences in the consumers for Company A's premium products and Competitor B's premium products. Household income, for example, was not a factor. In fact, both companies attracted low/middle income households.

**KEY INSIGHT #2** | There were big differences in the psychology of Company A's and Competitor B's users. Company A attracted more conservative, traditional, value conscious consumers while Competitor B attracted more trendy, image conscious, open-minded consumers. These differences aligned well with each company's brand messages (tone, setting, imagery). More importantly, both Company A and Competitor B attracted consumers who mirrored their corporate cultures. If Company A really wanted to compete against Competitor B, Company A would essentially need to think more like Competitor B.

## Recommendation

- Evaluate Company A's internal appetite for making a substantial shift away from its core buyers, albeit a small consumer base.
- Revise Company A's core messaging to focus more on the experience the product delivers.
- Leverage any consumer communication to tout emotional and experiential benefits that will attract Competitor B's consumers versus its historic focus on product features.

## Results & Outcomes

1. Insights in Marketing helped Company A re-articulate its female target and better understand how to tap into her, psychologically.
2. Insights in Marketing identified what was working and what wasn't working with actual product and communications, resulting in Company A altering its new marketing strategy and communication plan.

## IMPACT

Company A was able to **clarify their marketing strategy** and **focus their marketing** and communications efforts and resources.

# Chapter Five

## What Are You Waiting For? 5 Tips for Taking Action

If you are looking for a way to take marketing to women to the next level for your brand, consider using the five FBI Profiles™ featured in this eBook. Evaluating your current marketing efforts through these psychological profile lenses will give you a fresh perspective on your marketing to women. Here are some additional tips for getting you started in thinking differently about marketing to women.



### 1 Start and End with 'Her'

We all know that women are not all alike in what or why they purchase, but rather than start with your product or brand and how you can make it more appealing for women, start with her. Think about the women represented in the five profiles and what makes them tick. Then take a look at your current customers and figure out which profiles you're reaching. Next, think about how you might market to additional segments, and what impact that might have on your messaging and positioning.

### 2 Avoid Being Overly Reliant on Demographics

As marketers, we rely heavily on demographics to describe our target audience and help find them. And demographics do a good job of describing—but they don't define. And without a strong, deep definition of the target audience and her motivations, your marketing will not be optimized.

### 3 Don't Stereotype

We all know women can't be lumped together in a big bucket labeled 'target market,' but often marketers approach marketing to women as if they could. So when you find yourself thinking of women as a monolithic market, or you hear someone say "We know what women want", you are at risk of falling into the stereotype trap. Marketing to women as if they are all the same is a sure road to failure. Or worse, it could backfire on the unsuspecting marketer by actually insulting your target audience.



### 4 Focus on Understanding Habits, Values & Personality

These are what really motivate her behavior. How does your brand or product fit with her values? What does using your product say about her? How well does your image reflect her personality? And as we all know changing a lifelong habit is difficult, so make sure you align with her current habits to avoid any obstacles to her purchase.

### 5 Be Different By Driving for Consistency

Next, drive your understanding of her habits, values and personality through your entire marketing program. Start with your marketing strategy and create a seamless delivery system attuned to your target profile. Make sure your product is optimized for your target profile(s) and, if it isn't, focus product development around her profile. Finally, choose the media and the messages that communicate best to her.



# Summary



At some point in your career, you've probably worked with a psychological profiling tool, like Meyers Briggs®, to better understand your management style. Think of the FBI Profiles™ as that kind of tool to give you a better understanding of how to market to women. **Getting insight into the unconscious drivers of female behavior and purchase decisions will help you understand how to motivate women.** These profiles create a more complete and distinct picture of what different American women want, need, and value, providing rich insights about how to engage, connect with and persuade them.

**“Without changing something, you will continue to throw marketing dollars out the window.”**

If only 9% of women believe we market to them effectively, this leaves 91% of women feeling like marketers are missing them totally. Stated another way...you are wasting significant marketing resources (time and money)! Without changing something, you will continue to throw marketing dollars out the window.

With the advent of retailer fragmentation, e-commerce explosion, commoditization of most consumer products, and obsolescence via innovation, companies have to be smarter to survive and thrive. Applying these insights to

your marketing can help fast-track your understanding of your female consumers and ensure you build innovative and strategic programs that effectively target and motivate purchasing by different types of women. And finally, you will build your brand through stronger and more intuitive customer connections and greater loyalty.

*So, what are you waiting for?*



# About Insights in Marketing



## About Insights in Marketing, LLC

Insights in Marketing, LLC. (IIM) is a research-based marketing consultancy that connects *people to brands*. We leverage proprietary, psychology-based insights derived from an individual's values and personality that capture conscious and subconscious drivers of behavior to help you understand the person behind your consumer. These insights, combined with years of trusted experience, help you talk with, not at, your target consumer to maximize brand impact.

To learn more about **Insights in Marketing** and our ***i-on-Women™*** research, visit our website at [www.InsightsinMarketing.com](http://www.InsightsinMarketing.com) or contact us at:

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