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## Effectively Marketing to Women

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With Linda Mc Gregor - All About Eve

“Effectively Marketing to Women”

Linda McGregor

Founder and Business Principal

All About Eve

Media Futures recently interviewed Linda Mc Gregor at the AMI CX Summit

Here’s a snap shot summary of what Linda had to say –

1. Question: Can you tell us about shared values and how that relates to marketing to women?

Response: We talk a lot about what we call the Fundamental Four™. That is the 4 fundamental differences of marketing to men versus marketing to women.

Top of the list is shared values. Look at what values your target female audience holds, matched against shared values of what your brand offers. This allows a shared and bonding process to occur which makes it easier for women to feel that the brand understands them.

Female values can be quite different from that of males; women are much more about people and connections and they tend to be influenced by the people around them and look to influence those around them as well. Whereas for males it's all about values around power and status. Knowing that the likely core of the female values sits around people and connections - that helps your brand create a perfect fit as opposed to a forced fit.

2. Question: Why do women spend more time in research for products and services?

Response: The female brain works differently to the male brain. Females have up to 40% more membrane between the two hemispheres of the brain. Those 2 hemispheres, right and left, one is more about rationality and one is more emotive. This membrane between right and left allows women to use both sides of the brain at the same time on a task. That can be a great thing as the decisions can be much more holistic but, as Shakespeare would say, "and here's the rub", it potentially means women spend much more time researching because they are looking for factual input and emotional input. Women mostly want people involved in research and decisions. They often go to trusted advisers, people they believe will tell them an honest opinion, and ask for their input. When you look at these factors you can see why research would take longer for women. Add to that what we call the Perfect Answer™ .... not just a good answer but the perfect answer. Anthropologists will tell you that comes down to making the absolutely right decision, women do more research to make sure they are getting perfect answers all the time. Sociologists would say it's not necessarily better it's just different. Women will take much more time and make holistic decisions.

3. Question: What rewards do women expect and what is Maxi-Tasking?

Response: A reward can be many things, both for men and women. A reward can be a great product, an extra free product, a discount, an experience. The main point is that there needs to be more reward factor than effort factor involved. If you make it hard for women to get the reward they don't feel really motivated. Simply put, reward must exceed effort for behavioural change to happen. Maxi tasking ..... yes women have a natural ability to multi-task but it's not just about nature it's also about nurture. Men are equally good at multi-tasking because they have learnt to be. Maxi-tasking is about achieving more rewards at the same time. For example, I drive my car to a meeting, park the car in an

underground car park and get the car washed at the same time. It's about better use of time for women. That's classic Maxi Tasking.

4. Question: Why surprise and delight her, is it not all about the product and selling more units?

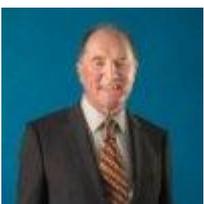
Response: Don't forget 90% of decisions are made in our subconscious mind, which is largely an emotional mode rather than rational consciousness. Brands and marketing are about getting to the emotional part of the brand versus just the generic product itself. This is true for both men and women. With women however they tend to want more, expect more and research more. Part of that is that they then think they know more about what they are getting. Surprise and delight comes into play when you, as a consumer, actually find out that there is more, and good more. Also most marketers forget about follow up to females, stage 4 of the marketing process, making her feel good about her decision It's that joy of purchase, getting what you want and more good stuff on top of it, that surprise and delight. works and sells more units as well as leading women to want to tell more people about that great experience. So surprise and delight is a good path to actually selling more units to her and her friends!

Media Futures undertook this interview as an update on trends and thinking within the broader communications industry.

The aim is to be more predictive and how that effects future media models and audiences. The payback to companies, organisations and advertisers is to be more precise in how they go to market and be able to operate more effectively.

If your media policy, media strategy, media planning and media buying have not addressed Effectively Marketing to Women it is worth investigating this important sector.

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