

# MAKE IT EASY FOR HER TO BUY

Only 13% of women agree marketers effectively market to them\*. Only 9% agree marketers effectively market to them personally.

Women are clearly the point of entry into the home: **75%** do the cooking and shopping and represent **82%** of grocery shoppers. They make or influence **85%** of all purchasing decisions, and purchase over **50%** of traditional male products, including automobiles, home improvement products and consumer electronics. Some **60%+** tending to refer to blogs and friends when making a purchase.

Women place a high priority in making memories and experience. And, women are health conscious and place a high priority on health and wellness.

Moreover, she is busy!

**22%** of women shop online at least once a day and **92%** pass along information about deals or finds to others.



Why do so many companies struggle with how to provide products and services that meet women's needs for value and time savings, while also creating an emotional connection?

## **For starters, most marketers fail to build a relationship.**

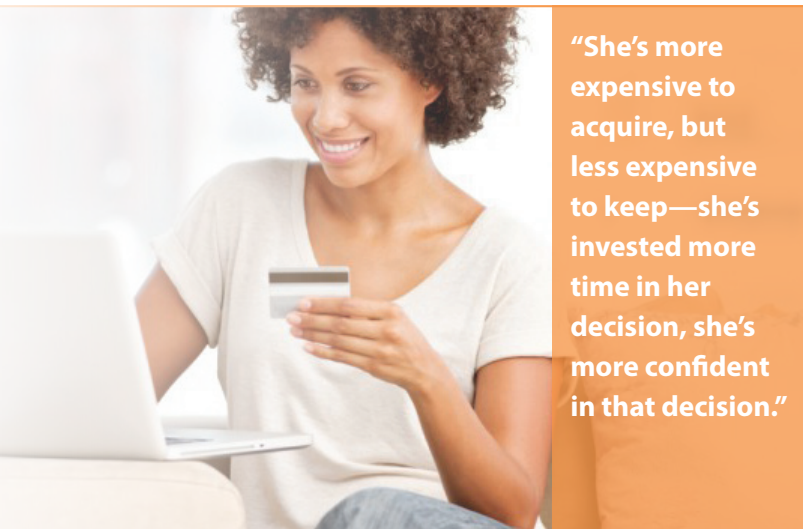
- Give her a product she needs and wants! Tell her what problem you are solving.
- Enable her to move smoothly from awareness, familiarity and consideration to research, features, and price.
- Activate the channel—"omnichannels". Provide incentives, programs, and the individual coaching and information she needs to make a purchase.

Interact, not annoy. No amount of advertising and marketing can overcome interactions that are mundane and not directed to relationship building.

**Give Her a Product She Needs & Wants**

One needs to be crystal clear on product benefits and what it will do for her life and for those around her. Make her feel secure in her research by providing details concerning what the product will do and what it will not do. Provide case studies, testimonials, and a glimpse into who else is buying.

Most importantly, make sure product claims are substantiated. Give her room to do product research in her own way.

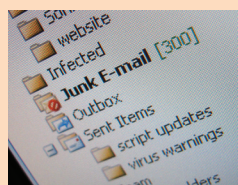


**Don’t be Annoying: Junk Mail and Product Blur**



What do your shoppers do with all those flyers that come in the mail? When they go to the store what do you think they see? Multiple choices—brands, packaging, Private Label—“the blur.”

Then, to top it all off, there is “digital bombardment”—the daily barrage of emails from retailers and OEM’s touting their wares and special offers.



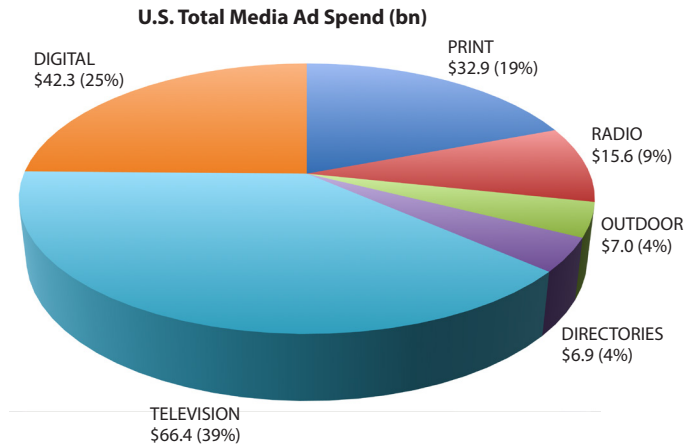
**“In this age of ‘Big Data’, why do I get an email from a retailer for a widescreen TV offer when I already bought one from them last month—I even sent in the warranty to the OEM?”**

**“Why the pop-up ads when I read the news for something I already bought online?”**



**Marketing \$\$: Millions and Millions Spent**

Consumer products companies spend millions of dollars every year trying to get consumer attention. Is it working?



In this era of “omnichannel”, marketers have to ask themselves several critical questions including the obvious—**“are we optimizing our marketing spend?”**

- Are national advertising campaigns directed to cohorts or are they focused on just generating general awareness?
- Are digital channels only a “blanket” for social media access or is there a more personal relationship being built beyond ‘likes’?
- Where is the personal touch

With multiple agencies likely involved in media buys and consumer insights, key to success is ensuring alignment and coordination.

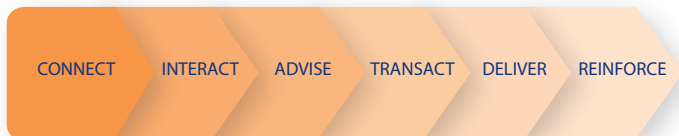
**Getting it Right**

The first step is to undertake a serious, systematic effort to research, report and repair broken links in consumer engagement throughout the buying journey.



**The Consumer Journey**

Consumers want information, engagement, and personal connection.



Different cohort groups have varying needs, interests, and priorities including their preferences for engagement.

For both direct and digital channels, think through the ZMOT, FMOT, SMOT approach (Zero Moment of Truth, First Moment of Truth, and Second Moment of Truth) to determine messaging and the interaction model by cohort group.

To understand the details of the interaction model from both a content and process perspective will then provide a formidable framework from which the consumer benefits and the Company can optimize its marketing spend.

**“Know Thy Targets”**



**Millenials / Gen Y**



**GenX**



**Boomers**

Lifestage	Asserting independence vs. reliance on family. Transition to adulthood.	Focused on serving others.	Empty nesters establishing new, vibrant life.
Health	Appearance and athletic performance. Expands beyond physical to emotional stress management.	Health becomes more important through kids. Sacrificing own health for family.	Looking towards the future—importance of healthy aging. Health is physical, emotional, spiritual, social.
Money	High debt, learning how to budget.	Anxious, revamping finances, seeking additional income.	Adjusting retirement and leisure plans.
Tech	Hyper-connected through social networking, blogs, etc.	Organizes family life. Shopping research and advice.	Revolved around communication (cell phones and e-mail)

**Who we are:**

We are a multi-disciplined, high-powered collaborative team of experts in dynamic and accomplished marketing, media, business, and technology. Utilizing information, knowledge and proven breakthrough thinking, we create and implement actionable strategies for clients resulting in effective solutions, processes and expanded results.

**What we do:**

Product Innovation • Market Innovation • Service Innovation • Product Launch

We can help optimize your consumer insights. To get a conversation started, please contact us.