

By Ann Mendelsohn Byne



# Reaching Today's Women

# Now

*She's your mother. Wife. Girlfriend. Sister. She works in a competitive and demanding field or stays home to care for her family. She's smart, successful, and makes 85 percent of the buying decisions for her household, 100 percent if she's single. Do you really understand how to market to women?*



Ann Mendelsohn Byne, guest contributor, is the Founder, Principal, and Creative Director of The Byne Group. Byne is involved in all aspects of her advertising business, from leading an active client list from around the tri-state area and beyond to speaking at various engagements, doing marketing research, and mentoring her staff. Her honest and creative approach has allowed her to create strong bonds with her clients.

TO VIEW A VIDEO PODCAST ABOUT MARKETING TO WOMEN ONLINE



FEATURING ANN MENDELSON BYNE,  
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The last thing women want is to be stereotyped, but yes, it's true—we can be elusive. Today's woman is modern and confident yet can still have traditional values. She might be a vice president of a corporation but

still loves the satisfaction of cooking a gourmet meal for friends. "Over the next decade, women will control two-thirds of consumer wealth in the United States and will be

the beneficiaries of the largest transference of wealth in our country's history," says Claire Behar, Senior Partner, Business Development, Fleishman-Hillard NY. "Those estimates range from \$12 trillion to \$40 trillion."

**SO, WHO IS TODAY'S WOMAN?**

Marketers must move away from the status quo and toward a fresh approach that mirrors women's true attitudes and way of thinking.

**THREE THINGS TO REMEMBER:**

**1**  
Women never forget

(I GUESS THAT'S NOT REALLY NEWS). According to Mary Lou Quinlan's book, *What She's Not Telling You*, "women will share the story of a bad experience with four to seven others, but they've been known to repeat a really hurtful incident for as long as 23 years." Remember, social media matters; the largest growth in Facebook® users are women, and we have a lot of opinions!

**TAKE AWAY:** Women trust each other's judgment. Learn to respect it.

**2**  
Women are used to interpreting language.

What might seem like an emphatic, sincere pitch can come across as patronizing. We might nod and look interested, but remember, we were trained to be polite. Real works for us, so tell us how it is. We can handle it.

**TAKE AWAY:** Don't talk down to women. We see through fake sincerity.

**3**  
Women live comfortably with half-truths.

Quinlan's research shows a glimpse into how women hide the whole truth.

HALF-TRUTH	WHOLE-TRUTH
Women really like and support other women.	Women really like women who are like themselves.
I'm so busy that I have no time for anything else.	I make time for the things I really want to do.
I want to be as green as I can be.	I'll go green as long as it still tastes good and doesn't cost more.

**TAKE AWAY:** Really listen. Just behind the half-truths are whole-truth insights.

19 trillion

Senior women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth.

—MassMutual Financial Group, 2007



**SO WHICH MARKETERS HIT IT OUT OF THE PARK?** Ask many 40-and-older women and I think they'll agree that Olay® has been a real winner. In a very crowded anti-aging skin care marketplace, its product Pro-X Wrinkle Smoothing Cream is flying off the shelves, even at almost \$50 a pop. Why? The company didn't talk down to us. The TV spot featuring a dermatologist is information based and gives us substantiated proof, not just another celebrity's pretty face and—OK—hope does sell. They also get that women trust each other's judgment. Online they have a Club Olay with women's ratings and reviews and a Facebook fan base with more than 480,000 followers.

WANT IN-DEPTH INFO ON THIS SUBJECT AND MORE CASE STUDIES AND STATISTICS? CONTACT BYNE AT 845.369.0945, EXT 202, OR EMAIL HER AT INFO@THEBYNEGROU.COM.