

# Marketing

## & Promotions

**Marketers, in general, have not targeted women as a significant consumer group and women recognize this fact.**

Our research reveals that women would like to see ads that are written and designed for women.

Communicating to women, motivating them to visit your store and persuading them to buy your merchandise requires a different, even unique, approach.

**Sharon Leicham**

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## Females Think Differently

Faith Popcorn, trend guru and author of *Clicking*, identified a trend she calls “FemaleThink” that explains the different way women see, hear, sense, want, approach, view, and purchase products. “Women are familial and process-oriented, while most men are hierarchical and action-oriented.” From buying a tent to making travel plans, women want to connect with the people with whom they are making transactions.

Popcorn illustrates the difference between men and women with the following example: “A man and a woman sit down at a table in a restaurant and the waiter introduces himself, ‘Hi, I’m Richard and when I’m not waiting tables here, I’m an actor in the soaps.’ The woman is fascinated. She wants to know what shows he’s been on, whether she’s actually seen him act, where he’s studied, how many brothers and sisters he has. The man wants to know one thing, ‘When can we order?’. He’s hungry and he wants the transaction to take place. She’s interested in creating a relationship. Because of these differences, Popcorn offers a simple theory: Market to them differently.

Easy for Popcorn to say, now what’s an outdoor retail store to do?

## Effective Advertising

Let’s start by looking at advertising. *Conde Nast and IntelliQuest* recently released a study they conducted revealing the importance of women in the computer-purchasing process. The results of this survey revealed that 53% of the women polled believe that advertising for computer-related products does not appeal to women. 42% cited articles in computer magazines as “too technical.” 44% of women also said they wished more technology advertisements were written and designed specifically for women.

Think about it: the outdoor industry also deals in technical products. How guilty are we of plying customers with too much technical information? Better pay attention when women say ads are not appealing because:

- ads are too masculine and directed toward men
- ads are too technical
- ads do not address women’s needs

Women make up 52% of TV watchers, 52% of cable TV subscribers and 50.4% of the U.S. Web audience.

-Mediaweek

Women handle 75% of family finances, control \$14 trillion in wealth, and account for at least \$2 trillion in consumer spending each year. Their income has increased 63% over the last three decades.  
-Brandweek

## Ads for Women

How does this knowledge translate into effective advertising? Follow these simple guidelines for creating ads that appeal to women:

### Women appreciate a sense of humor.

- Avoid ads that use negative words such as “Don’t”.
- Avoid any hint of sexual discrimination in selling a product.
- Women like ads featuring females who excel in their sports and display athleticism and feminism.
- Women like ads that include positive attitudes that do not overemphasize gender.
- Women like ads that are motivational, inspirational, and informative.
- Be direct: clearly represent the product being advertised and address the advantages of using it.
- Women appreciate a sense of humor.
- Emphasize warranty, good service, and product features in advertising copy.
- Talk to women as intelligent, informed people.
- Present images of women of all ages who are attractive in women’s terms - realistic, interesting and full of personality, not just great to look at.
- Reflect or show appreciation for the complexity of her different roles - friend, mother, professional, athlete, wife, partner, mentor, volunteer, cook.
- Create ads that are sensitive in their portrayal of men and their relationships with women.
- Avoid ads that denigrate men.
- Acknowledge women’s individuality and independence - women envision their future in terms of opportunities, not problems.

### Women Of All Ages

In the book *"Segmenting The Women's Market,"* the authors provide a summary of the diverse segments of the women's market. An understanding of these segments will help in developing targeted marketing messages:

### Teens

Teens are in the process of developing brand loyalty. They are influenced by and want to be like the models they see in magazines. They like to see, touch, and compare clothing. They have disposable income and spend it freely. If you can tie them in to your store early, they will keep coming back.

"Men don't think the same way, don't communicate the same way, don't buy for the same reasons".

-Faith Popcorn, *Clicking*, Harper Collins

**Women don't buy brands; they join them. They want a brand to touch their lives in as many ways as possible.** - Faith Popcorn, *Evolution*

## the salesperson needs to have an understanding of the diverse segments of the women's market

### **Twenty-somethings**

These women are mostly single and working. They are unencumbered by family responsibilities, so they spend their money freely. They tend to be independent and somewhat cynical having grown up in the decades of divorce and working mothers. They avoid anything phony and, in advertising, are looking for specific product-use information.

### **Thirty-somethings**

Women in this segment have more and more family responsibilities. They tend to be married, have children, and work. They have little time to spend shopping so they look for convenience and quality and are willing to pay for it. They do the majority of the family shopping and can be demanding shoppers. They want product facts over image in advertising.

### **Late Boomers**

They still have family responsibilities while facing oncoming middle-age. However, they are redefining what middle-age means. Their work is an important part of their lives as is their leisure-time. They value quality and are able to pay for products that make their lives easier. It is important that they remain active and they will seek out those activities and products which help them feel young and fit.

### **Mature Market**

This segment is women between the ages of 55 and 75. They have greater financial security than they have had before. Aging and health are important issues in this group. They do not see themselves as "old" and resent it being pointed out to them. Treat them with respect.

### **Affluent**

This woman is more likely a college-educated, married, working, "Baby Boomer" mother. She values convenience, service, escape, and quality. Preservation and enhancement of her life-style is important.

### **Working**

At some point in their lives, women work. Along with a paycheck comes the stress of balancing work, home and family. Their shopping experience must be quick, convenient, easy. They value the ability to find everything in one place.

## Effective Promotions Tips

### Homemakers

Many of today's homemakers have chosen to quit work and devote their time to their families. This may mean a somewhat reduced income and some part-time work. These women appreciate good quality, fair prices, sales, and promotions.

### Single

With delayed marriages, women spend more of their lives alone. Most value this time and resent marketers or friends who imply they might be lonely. They value their relationships with friends, and are concerned about their long-term security.

### A Pile of Promotions

While advertising will capture women's attention and let them know your store exists, promotions will get more women into your store and keep them coming back. Here are some ways to promote your business to women:

- Support women's local athletic programs with product donations, cash, store discounts, bulletin board space, etc.
- Use local female athletes for your in-store events for autograph sessions, clinics, etc.
- Plan women-specific nights: invite your key manufacturer reps to show their product lines and to provide technical information.
- Invite your outdoor apparel companies to bring a "trunk show" into the store. Manufacturers send a company representative to your store to meet with your customers, fit them in correct sizes, show them upcoming new styles, and help you sell existing merchandise.
- Serve some type of refreshments - coffee, tea, cider, cookies or pastries - during a women's in-store promotion.
- Sponsor local running races, kayak/canoe events, ski races, climbing competitions and/or lessons that include women.
- At all demos and instructional clinics, offer novice categories, children's activities, and child care.
- Organize your outdoor equipment and apparel expertise into a presentation for various local women's organizations. Women's business groups, sororities, and Junior Leagues are always looking for speakers for their luncheon meetings. Other good sources are your local Chamber of Commerce, Rotary, Lion's Clubs, Downtown Merchant's Association, and the Sierra Club.

Comfort is the overwhelming factor in choosing sports apparel. Women link comfort with fashion, while men link it to quality and performance.  
-Sportstyle/Sportfollo

### Buzzwords Women Find Appealing

Healthy	65%	Confident	64%
Happy	62%	Self Esteem	55%
Balanced	51%	Natural	51%
Wellness	50%		

- Promote women’s outdoor hiking or nature clubs (bird watchers, outdoor photographers, conservation groups). Become their local outfitter.
- Sponsor a “Bring a Friend” night in your store and offer a discount to everyone who brings a friend, new to your store. Women get most of their product and store information from friends’ recommendations.
- Organize a “Women’s Try-On Evening” in the store during which women can try on all sorts of garments and equipment. Pre-education about what to look for in equipment or apparel is critical.
- Supplement an advertising plan with a comprehensive public relations program to reach local, statewide, and national media as appropriate.
- Encourage diversity by speaking to lesbian and ethnic groups and their media outlets.
- Publish a women’s newsletter or add a women’s section to your existing newsletter with information of interest to women, including new products and profiles of your manufacturers.
- Write a column for your store newsletter that highlights and explains unique gear and clothing features.
- Ask your local newspaper if it’s interested in a bi-weekly outdoor gear and clothing review supplied by your store (The San Jose Mercury News has a great one!).
- Feature one women’s (and one men’s) product as your “Pick of the Week” and display it prominently by the store entrance, with a product description sign.
- Provide a gear and outerwear rental program to acquaint customers with product before buying; allow a portion of the rental cost to be applied toward purchase.
- Buy mailing lists from women’s organizations in your area to supplement your customer list.
- Offer gift certificates redeemable for women’s products (see Addendum).
- Ask some of your women customers to participate in a focus group. Ask them what products they’d like to see in the store, what colors they like, what brands they would buy, what they think of the store.
- Use your customers as spokespeople for your store in local radio and television ads.

Important to  
 Project

Billions of dollars in sales are lost because marketers target the wrong customers.  
 About Women Inc.

# Marketing & Promotions

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**Outdoor Industry Foundation**  
4909 Pearl East Circle  
Suite 200  
Boulder, CO 80301  
Phone: 303.444.3353  
[www.outdoorindustry.org](http://www.outdoorindustry.org)