

Book Review on

“Marketing to Women”

‘How to Increase Your Share of the World’s Largest Market’

by Marti Barletta

(Review by Gary Tomlinson)

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It probably wouldn’t surprise you that women make up 51 percent of the population. But would it surprise you that 86 percent of women are either the main decision makers (32 percent) or joint decision makers (54 percent) of household financial matters? Would it surprise you that women make 80% of all consumer buying decisions? Or that they make 53% of all investment decisions? Or women make over 60% of all new car purchases? Would it surprise you to know that women make 66% of all new computer purchases? Or that they make 55% of all consumer electronic purchases? Would it surprise you that women make over 80% of all purchasing decisions either directly or indirectly? Well, it surely surprised this reviewer. And for that reason, I’ve chosen Marti Barletta’s *Marketing to Women – How to Increase Your Share of the World’s Largest Market* for this month’s book review.

Marti begins her book with “women are the world’s most powerful consumers. They are the big spenders, whether you’re talking about households, corporate purchasing, or small businesses.” But here’s an astonishing study. A Women’s Insight Team surveyed 1,000 men and women on how the two genders think they are portrayed in advertising. A full 91 percent of the women, almost all of them, said they think advertisers don’t understand them. This indicates there is an enormous chasm between the women consumer and the marketers’ understanding of her. It also means there is an enormous opportunity for the marketer who crosses that chasm.

Women and men are not the same, and using the same marketing strategies to reach them means at best a near miss. In shorthand: men are buyers, whereas women are shoppers. Marti says if you design your informative communication for men’s minds, women will find them lacking. She goes on to say that men’s marketing doesn’t work for women. Women have a very different set of priorities, preferences, and attitudes. Their purchase decision is radically different. To motivate and persuade people, you have to talk to them about things they care about, in terms that matter to them – what they cherish, what they’re proud of, what they enjoy, what they’re hoping to accomplish in life, and so on.

Marti says that companies today generally focus their research and their marketing messages on whatever has been identified as the “most important” factor(s). That works for the male buyer. The first option he encounters that checks off all the “Top Box” criteria, he buys. But a women has a longer list, and her decision is based on the whole package including the “nonessential but nice to have.” That’s great for the share-seeking marketer because she actually cares about the things that make you different from your

competitors. And when you meet the higher expectations of women, you are more than fulfilling the demands of men.

Marti says there are two dimensions of the women's buying process that make them more profitable customers than men in the long run: loyalty and referrals. Marketing to women delivers a better return on your marketing dollar through both higher customer acquisition and greater customer retention. Marti believes with so few companies doing serious marketing to women, any company that exerts itself enough to make determined effort can expect to capture a disproportionate share of the women's market.

In her book, Marti will answer these three questions thoroughly:

1. What makes women a worthwhile market?
2. Why market differently to women?
3. How do you get beyond gender generalities to actionable tactics?

Marti then shares how to use gender-specific tactics and communications to boost the effectiveness of every marketing and sales dollar in your budget, including:

- How to connect with your women consumers' real meanings, motivations, and communication keys.
- How to select the marketing tactics that will tap their hot buttons.
- How to create groundbreaking advertising platforms and creative executions.
- How to follow through to the final frontier – face-to-face selling and service.

Whether you're an established market leader looking for new markets or an innovative newcomer who thrives on new ideas, the women's market is the kind of big idea that can make a major difference to the bottom line. And Marti Barletta's book will teach you and your company how to increase your share of the world's largest market!

Enjoy this month's selection, *Marketing to Women* and share it with others in your life because as Alvin Toffler says; *"The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn."*