



1. Define **WHAT** women the brand wants to know and connect with.
2. Be the brand that **represents** women in the category that you want to position yourself.
3. Women are not all the same and expect to be treated **differently** than men are.
4. They reach the purchasing decisions **differently** than men do.
5. Segmentation within segmentation. **A women does not group all types**, there is a wide spectrum of different women. The better a brand defines which women is exactly their ideal client, the closer they will be to connect with her, attract and retain her.
6. Ask her what would she expects from a product/service, how can we be **relevant** to her.
7. **Listen** to your customers, interact with them and take advantage to get valuable feedback.
8. Treat your female customers with the **intelligence** they deserve and you will get a community of advocates more faithful in the online market.
9. Investigate how she moves, **how we can make her life easier**, providing a solution and “allying” with her. Being her “**HELPER**”.
10. WHO IS YOUR CLIENT, do not stay in the most superficial layer (stereotypes), the connection will be deeper and your marketing strategy more effective. Investigate their **habits when they use technology**, when they shop and the behavior in different ages and stages of their life.
11. The best thing that could happen is that our product/service had a “pocket” version, which she would always wear it, that is, in their bag (this is the paradise of a **LOVEMARK**).
12. Taking care of the after-sales moment, once they have bought / consumed / hired... there has to be that “**extra mile**”.
13. All **communication and strategy has to start from a female mind**, so it is important to have a marketing team composed mostly by women.
14. Be an **AUTHENTIC** and **HUMAN** brand from the 2.0
15. Review **nonverbal communication**, women are capable of capturing very subtle differences in tone of voice and micro gestures of the face.
16. Be **rational and emotional**: a woman evaluates the pros and cons that a service or products provides. Explain to her in detail your product.
17. Understand that there is no such thing as a “feminine market”, the **pink cliché does not work anymore**.
18. Connect and **generate content** that is useful and interesting. Be related with the online community that influences your target with real stories that connect and create links.
19. **Be present** where it is appropriate and in the right way.
20. Consider the **DETAILS** from the colors, sense of humor, sounds, feelings, intelligence and emotions...
21. Work the communication in a different way, to **evoke emotions and to provoke the senses**, using visual language and starting a dialogue with women, not “speak to them”
22. In social media women are much **more social than men**, they prescribe more frequently and they feel good doing it.
23. The digital marketing must contain **an interactive and open communication**, very emotional, visual and always focus on values.
24. Include **promotions and discounts**: women seek and value when a brand offers discounts.
25. Create **strategic alliances** with other companies; it's not necessary that they are in the same sector as yours.
26. 35% of online purchases that women make are from **mobile devices**; brands must have responsive platforms for these devices.
27. They represent 51% of the market and **make 80% of the purchasing decisions**.