

Exercises for Marketing to Women and Targeting Female Customer

I. Do an audit on your company to determine how “female friendly” it is. Here are some questions to consider:

	Yes	No
1. Do you have senior women on your team?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you have women on your product development team?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have women on your marketing and sales strategy team?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are you tracking your customers’ purchases by gender?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you track how many customer service calls you get by gender?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you offer any training to your staff on being customer-centric?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you use suppliers or partner with companies that cater to women?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you keep track of market data and research on gender differences as it relates to female consumers?	<input type="checkbox"/>	<input type="checkbox"/>
9. Have you completed a similar audit on your top three competitors	<input type="checkbox"/>	<input type="checkbox"/>
10. Have you looked at case studies of corporations that have successfully marketed to the female customers?	<input type="checkbox"/>	<input type="checkbox"/>

Review your results and make a commitment to change all your ‘No’ answers to ‘Yes’.

II. How can you operationalise what you have discovered about your company in order to make it more appealing to female customers?

1. What changes can you make immediately?

2. What changes do you need to build into your overall business culture and strategy to be more gender aware? (i.e. budgeting financial and human resources to implement changes, educating and training staff, selecting new strategic alliances and supply chains, setting objectives and timelines, etc.)
