

Women find it easier to talk about their emotions, and use language to bond and nurture, while men use language to transmit facts and data.

To attract the attention of women, focus on the things they find engaging such as people, emotions, stories and relationships.

Objects, shapes and structures won't grab or hold their attention.

In any marketing campaign targeting women, remember that the modern Australian woman is juggling multiple roles and is multi-dimensional. She doesn't want to be pigeonholed into any particular role, and 'busyness' is the new status symbol.

She has a strong sense of sisterhood and her inner circle of three or four close girlfriends play an enormous role in her purchasing behaviour.

Broadly, there are three emerging trends among women. Firstly, women are returning to femininity, and saying, 'hey, it's okay to be girly again'. That's reflected in both the products and attitudes they adopt.

Secondly, women are a mix of extremes.

They are often full of contradictions, but that creates a sense of balance. She may insist on 'skim' milk while eating a bag of chips. She may be closing a big deal at work, and baking a cake with her son later that night.

Lastly, the might of the mini-group is increasing.

Women need their girlfriends and there's a dramatic rise in party plans, scrapbook groups and reading clubs.

Overall, women are more aware of the various stages in their life than men. When these stages kick in, such

all the time. They are three women in one.

Women take responsibility for the home and have a growing financial and personal responsibility.

Strategy 3: Emotive rapport building and proactive communications

Women process information more emotively and commonly leave relationships because of a lack of recognition. If there are milestones in their lives that they're proud of, then they want to be recognised.

With women the little things are often the big things. They remember anniversaries, special locations and moments, and similarly, think their product and service providers should remember little things like, this is the third time I have bought something here this month, or I have been a customer for three years.

A rewards program, such as a 10 per cent discount on the next purchase or a loyalty card, may be all the recognition necessary.

Strategy 4: Anticipatory marketing activities

This strategy is basically, 'if she has to ask, it's too late'. Pre-marketing is important, and if you can deliver the solution before they have even identified a need, that's inspirational.

Think about the common frustrations of women, even those not directly related to your segment, and work to solve that problem. ■

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