

*Effectively Advertising to  
Your Target Market*

**Ladies Who Launch live! Workshop**

**May 16, 2008**

**Identify your target market – who is going to purchase it, who needs it**

**Three approaches to marketing – Visible, Transparent, Hybrid**

**You should do all three of them**

Visible

Gender specific focus

Transparent

Not obvious – takes more work – tailors your brand to your market

Hybrid

Combination of the two

**Visible**

Gender unique products – Revlon's beauty products, Dove soap and body care products – nutritional need products, women embrace these brands. Pickup trucks, beer, razors, Red Bull – appeals to the male's sense of macho.

Products developed for a women's specific needs for designs and  
Features

**Will positively influence her view of the overall brand:**

**Golf clubs and bicycle seats designed for women, not a smaller  
version of the men's line**

**Gillette developed the Venus Razor for women – fit their physical  
Needs – no longer need to use their husband's razor**

**Transparent**

Builds loyalty and increases sales

What do you know about the men and women you are marketing to?

Learn how and why they buy your products or services

Narrow your focus – identify your customer – **who will be the best fit – Yoga had a narrow audience, now it is marketed to and Embraced by a larger market fueling new clothing, shoes, Accessories, music, videos, mats – a male and female market**

Understand your customer – **how do they live, what drives them, what are their dreams. Forge lasting relationships with them.**

Build customer feedback – **before building a new product, not after. Don't use tired data or stereotypes.**

Understand and define your brand

Be authentic and honest **State Farm ads – We live where you live and We never met a mom who wasn't working**

Transparent marketing will become the rule, visible marketing will  
Be the exception

Demonstrate its value to them as customers

Avoid sappiness, sexism and exaggeration

Tap into their buying needs and preferences:

**Home Depot and Lowes widened their aisles and moved products to lower shelves so women can browse**

**Starbucks – cozy chairs, wireless access**

**Saturn – no dicker sticker price**

**TiVo – brought television viewing back under a mother's control**

## **Hybrid**

Overall marketing effort might remain transparent, but certain products or elements are more visibly focused on men or women and their distinct needs

Developed from a traditional brand to something more specific for women such as

**Home Depot's "Do It Herself" campaign**

**Crest Toothpaste – rejuvenating affects of this product addresses a beauty concern which is an issue for women but doesn't change the brand.**

### **Three tips for developing an effective marketing plan:**

**You can be too ambitious – most small businesses make mistake of launching too many marketing initiatives when they don't have resources to follow through on each one. Better off doing fewer things, but doing them frequently and well.**

**Don't depend on a single medium – one of your goals should be delivering key messages through a variety of media such as print, direct mail, word of mouth, e-newsletters, website. With a more diverse campaign you are likely to increase your reach and your number of impressions.**

**Know how people use media and when – radio, TV, magazines, newspapers and Internet – know where they use the media: home, work, car**

**Remember your core audience – you want to attract new customers, but the two most important audiences are your employees and your current customers. Be sure your marketing plan gives them enough attention.**

### **How to choose the right words for your web copy:**

**Focus on your strengths – customers will respond to words that underscore the functional or emotional benefits of what you sell.**

**Use an authentic vocabulary – be true to your company's values.**

**Give your employees a voice – many businesses post employee photos on their websites. Why not quote employees in your web content? It adds a human touch and touts your staff's expertise.**

**Make your words count – a confused customer equals a missed opportunity.**

**Create a value for the customer – make it relevant to them**

**Web copy alone is not sufficient because you need to drive people to your website – how are you going to do that?**

### **How to make sure your ad delivers:**

**What makes one advertising campaign more successful than another? It's the copy! The advertising creative product is called "copy" and it includes the words, the pictures or graphics, even the layout and format. Copy in this sense is the creative expression of a brand promise. Your copy is more important than your media selection.**

**If you have a compelling message, expressed in a compelling way, all your other spending will have a multiplier effect.**

**The Ad:**

**Attention - draws reader into the ad**

**Interest – keeps reader in the ad**

**Desire – makes reader want what's in the ad**

**Action – gets reader into the store (so to speak)**

**Distinctive, simple layout, dominant element, white space, headline, urge to buy now**

**Does your copy read like every other brochure and print ad?**

**Don't Avoid big words – creating memorable copy easily justifies the risk of alienating a customer or giving the impression you're trying to cloud the issue**

**Aim for the unexpected – avoid buzzwords – they reek of conformity and verbal meekness. You want to be distinctive and strong**

**Avoid using the "best" or the "cheapest" or #1 (unless you can prove it!)**

**Don't run the same ad over and over**

**Headline is critical – get right to the point – brief, punchy; make it active and vivid; grab readers' attention**

**Avoid exclamation points except for Wow! Or Ouch! – equivalent to shouting**

**Don't make logo bigger – not relevant to prospects**

**Don't let lawyers write your copy**

**Don't promote competition – even a negative comparison gives them recognition**

**Since advertising is very often the most costly and visible element of the marketing mix, knowing what you want your advertising to accomplish can help you decide which vehicles and types of advertising are optimal for your small business:**

**Generate leads in the short term – immediate call to action**

**Promote special offers – be careful – frequent discounts can lead customers to believe the product is overpriced or if there are recurring price reductions, customers will wait to make a purchase until then**  
**Win hearts and minds for the long term – purchases not made on a regular basis, such as cars and appliances**  
**Advertising increases awareness, branding**

### **Reverse branding:**

**Make a personal connection – create an emotional tie with your customers through handwritten notes, phone calls or gifts**  
**Give people a reason to talk about you – we pay attention to recommendations from friends and family**  
**Tell a story with your product or brand – humorous, clever, offbeat or just plain interesting – a story your customers can internalize**  
**People rarely think of your actual brand first. They think about what they want then decide who specifically can fulfill that desire. Being that WHO is the essence of reverse branding.**

### **Blog Ads:**

**Don't assume big blogs are your best investment – advertising at a niche blog gives you access to a niche audience**  
**Blogs with a smaller readership tend to have fewer ads, so yours has a better chance of standout out**  
**Never advertise at every blog in an ad network (your wouldn't advertise in every magazine**

### **Give advertising a chance to work**

**Don't be all things to all people – the more broadly you try to spread your appeal, the less appeal you have to go around**  
**Be open to taking risks – must do something different, that is risky**  
**Measure of success is cumulative – measure by time frame not by media – consumer usually remembers the last thing they saw.**

**Most importantly DO SOMETHING! Don't go through all of this work and end up doing nothing because you can't decide WHAT to do. Just do it.**