



S-M-T-W-O Top Ten Tips – 2007 Update

What do women want NOW?

1. **New!** Women want to be treated as if they matter. **Ask our opinion** and then **listen to our answers**. Do that using Web 2.0 technology: a blog or a wiki, or some other interactive tool. Encourage us start a conversation with each other – and listen in.
2. **New!** Follow Seth Godin's advice and be remarkable. In your move to be a Big Moo or a Purple Cow, **remember our diversity**. Don't think only in pink. And, unless you sell lingerie, leave the lace and frilly stuff to Victoria's Secret. Women don't want to be patronized.
3. Make it easy for us to contact you. Show your contact information or link at the top of the page, and along the bottom. Use a **toll-free number** if you have products with variations in size, color, or design. Don't expect the product image to display the same way on everyone's computer. Monitor settings may distort not only the shape and size, but also the colors.
4. **New!** **Keep your navigation simple!** New technology allows you to add screen shots that show the details of your product, without making us click in to a new page. If we're clicking, you want it to be adding items to our shopping cart. Make that easy for us by engaging us on the description page.
5. **New!** **Use audio and video. You can do it!** It's easier than ever to add these interactive, dynamic tools to site. We want to hear your voice, see your face – or view other women using/wearing your product. Avatars are not bad – but they will only hold our interest for so long. **Think authentic**.
6. **New!** You can experiment with a flash opening today – because so many of us have broadband connections. But only if it adds value to what you do or sell. **Don't forget: give us the option to Opt-out**. And, keep it short. Remember, it's not about you, it's about us.
7. **New!** Continue to offer loyalty programs. Whether you sell products or services, you need to **reward women for their loyalty**. Offer us a way to share – and give us something worth sharing. That means more than coupons with a percentage off. FREE is good: free consultation, free products, two for one... or invitations to a local spa! Women of all ages like to be pampered.
8. **New!** **Think globally, but sell locally**. You heard right. The Internet is a global marketplace so be aware of how your website or blog looks and sounds in other languages. But, concentrate on your own hometown first. The women there are well connected, trust me. They'll put the word out for you – if you make it worth their while. Today's 'Mommy' bloggers are very influential. Make no mistake about that.
9. **New!** **More women than men check a site's About Us page**. Make it personal and interesting. Women are not that interested in the number of letters after your name. We want that personal connection. Share your hobbies with us. Show us a picture of your cat. Yep – we want to know you're human. You can use that business headshot you had taken at your local photographer's if you add a more casual photo on your blog. Write in the first person: I did this; I am that... not 'she' or 'he.'
10. **New!** One thing I tell people that no one else talks about is this: women are the shoppers of the world. Okay, that's not news. The question is: who are we shopping for? **We're most often shopping to buy something for someone else**. We handle the birthdays, the anniversaries, the holidays, the office parties – you name it. Don't think we aren't worth your time. If we don't need it, we know someone who does. Appeal to our sense of connection: we want to please our friends and families. In the process of doing that, we often stop and realize, "I could use one of these, too!" Yes, even trucks and laptops.

In conclusion, **marketing to women online** isn't tricky or mysterious. You don't have to chase the age-old question, What do women want? Create an interactive web presence that makes us feel at home. Meet and greet us in places we hang out – women's blog networks, executive groups, forums, and wikis. Don't sell to us there. Talk to us. Then, invite us back to your place for an "exclusive" party – to which you "hope" we'll invite a few friends. Let the shopping begin.