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AUTHOR OF THREE BESTSELLING BUSINESS BOOKS.

NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOUR NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

Marketing & Selling to Women:

"How to Win the Hearts and Reach the Wallets of Today's Modern Woman"

ABSTRACT:

Women today are different from every previous generation. They're busy. Whether they work outside the home or not, they work long and hard to manage their households and the well-being of their family. For brands and companies, cultivating this important consumer segment means big bucks and fierce loyalty if you reach them with relevance.

But that can seem difficult to do. Women today don't watch much TV or listen to the radio. They can't be reached through traditional marketing channels – they're simply not there. They spend considerable time online and are tightly linked to their social network community. They are skeptical of hyperbole and marketing "promises".

But they listen to and respect the companies, brands, products and services that meet their needs and market to them by building relationships with them. And they listen to other women.

It's key to understand what women want: they are more selective than ever about who they do business with and how they spend their money. Women and moms make 80% of the purchase decisions for U.S. households. (Some say it's closer to 100%)

This session will show you exactly how to effectively tap into this large, lucrative and loyal market.

KEY POINTS:

- Learn why women are so influential in the purchase process and how to satisfy their criteria and retain them as loyal customers
- Key values of women – and moms - and their media consumption habits will be reviewed
- Learn how companies and brands are harnessing the power of the women bloggers and influencers to grow their business in low-cost and no-cost ways
- Key social media tools will be reviewed, with best practices shared from companies that are successfully using them to win over women
- It's not just about marketing and selling to women - the customer experience for women will also be dissected, with do's and don'ts covered in detail