

Blog Target Women

[Opera: number of female mobile Web users is on the rise](#)

01/09/2010 | by clo willaerts | [Reactions](#) | [Send](#)

Category : [mobile advertising](#) , [women](#)

Opera, the developer of the Opera Mini and Opera Mobile Web browsers, just published their State of the Mobile Web report. Key highlights:

- 1 The number of **women surfing the mobile Web** has grown **more than 575%** in the last two years
- 2 The two countries with the highest percentage of women using the mobile Web are **South Africa** and the **United States**.
- 3 44% of all South Africans on the mobile Web are women, compared to 36% of all U.S. mobile Web users.
- 4 South Africa's female mobile Web browsers jumped 18.8 points, from 24.7% in 2008.
- 5 Likewise, the U.S. total is up 16.2 points, from 19.4% two years ago.
- 6 **Russia** (32.4%) and **U.K.** (31.5%) rank third and fourth in terms of female mobile Web users worldwide.
- 7 However, a number of countries have produced significant gender gaps in mobile Web usage, pulling the worldwide percentage of females accessing the Internet from handholds down.
- 8 Those countries include **India** (4%), **Nigeria** (5.4%) and **China** (11.6%).

Further reading:

- 1 [Female mobile Web users up 575pc in two years: study](#) @ mobilemarketer.com

[Deals, coupons and offers for online mothers: what works best?](#)

11/08/2010 | by clo willaerts | [Reactions](#) | [Send](#)

Category :

In July, [Mom Central](#) ("providing busy moms with smart household and parenting solutions") surveyed 2,200 mothers to better understand

- 1 what deals entice them the most
- 2 what avenues they use to find coupons
- 3 how they share the best deals with others
- 4 what offers make them stray from their favorite brands

Key highlights from this survey:

[The offer matters most](#)

Moms are most likely to purchase an item they generally wouldn't if offered a coupon that saves them more than 50%. Moms find these discounts more valuable than other offers including "buy one, get one," instant coupons attached to products, and bulk discounts (i.e., saving by purchasing more than three items at once). T

[Moms make the effort to save](#)

96% of Moms have used a coupon to purchase a brand they would not normally buy, and 74% visit more than two stores weekly to redeem coupon offers. Though most still prefer clipping coupons (72%), marketers should diversify offers both online and off as 70% of Moms find coupons online and 73% subscribe to couponing emails or newsletters.

[Brand loyalty trumps even the best deals](#)

Despite their efforts to save, Moms aren't always willing to use coupons. 82% reported brand loyalty to certain items, citing the perceived quality (71%) and value (51%) of the brand for its price as their primary reasons.

[Convenience equals conversion](#)

Products must be easily accessible on store shelves or featured on promotional displays as 70% of Moms said they would give up on a coupon if they couldn't find the product in the store. Further, making coupons move with Moms through mobile applications may increase usage as 70% of Moms report forgetting to bring coupons along on shopping trips, and 89% say they would use coupons more if they were more convenient.

[Influencer marketing drives awareness](#)

52% of Moms say they use social media to find discounts and 45% read couponing blogs.

Further reading:

- 1 [From Coupons To Conversion](#) @ mediapost.com

[Yahoo study: women "share" via social media but "discover" through content sites](#)

09/08/2010 | by clo willaerts | [Reactions](#) | [Send](#)

Category :

U.S. web services company [Yahoo!](#) and brand consultancy [The Added Value Group](#) recently published [Connectonomics - women's edition](#).

[Connectonomics](#)

View more [presentations](#) from [The Added Value Group](#).

Key highlights from the report:

Needs:

- 1 Focusing on underlying needs enables deeper emotional connections with women, for product, marketing and content functions.
- 2 The most important needs for women revolve around personal growth, as well as their interdependencies on others in their lives.

Channels:

- 1 Understanding how channels deliver differently on needs allows for fine tuning of marketing communications.
- 2 Social networking and IM are used most often by women. These channels enable women to stay connected and share information, but these connections are more casual. Marketing messages are often ignored in these environments.
- 3 Women's lifestyle and Special interest sites fulfill the most needs for women. These channels also offer anonymity which results in deep emotional connection.
- 4 Email continues to be one of the stronger channels in terms of usage and a great channel for content sharing.

Receptivity:

- 1 Women's lifestyle sites, specialty sites and review sites are ideal platforms for delivering marketing messages.
- 2 These channels deliver 3x the impact on purchase decisions compared to other online channels.
- 3 Women are most open to advertising on these channels especially compared to communication.

About us

Here you can find a selection of blog posts about women and what makes them tick. The articles are in French, Dutch and English. Don't hesitate to leave a comment or to give your opinion. We'd love to hear from you!

Websites about her

[Catalyst - Expanding opportunities for women and business](#)

Four decades of groundbreaking research and consulting experiences on issues relating to women's advancement in business and the professions.

[Forum Jump - Advancing Women in the Workplace](#)

JUMP offers practical tools to Women helping them to realise their professional and personal aspirations and supports organisations that wish to promote a better gender diversity within their management.

- [Blog JUMP](#): a multilingual Web portal, and a twice monthly e-newsletter
- [Woman's Academy](#): workshops for developing professional knowledge
- [Forum JUMP](#): a annual event in Brussels for Women and companies

[Muse Communication - Smart Marketing to Women](#)

Puts brand in touch with women, and women in touch with brands

[reach women - a division of the Reach Group](#)

Founder Lisa Johnson is one of the early pioneers on marketing to women, and has shaped how brands understand and build relationships with this important group for over 15 years. She's also co-author of the famous book

'Don't Think Pink: What Really Makes Women Buy - and How to Increase Your Share of This Crucial Market'

Blogs about her

[About Women](#)

Barbara Ashton on knowing and marketing well to women

[andHow To Reach Women](#)

[BNOX](#)

by Clo Willaerts
Marketing Manager Internet Business Unit

[Brussels Girl Geek Dinner](#)

Girl Geek Dinners are events for females who class themselves as girly and geeky. The events have a technical focus and are light hearted and fun

[Learned on Women](#)

Women still like social networking sites better

29/07/2010 | by clo willaerts | [Oreactions](#) | [Send](#)

Category :

Internet marketing research company comScore released Women on the Web: How Women are Shaping the Internet. The report elaborates on many different factors related to women in general. Key findings:

- 1 Social networking sites reach a higher percentage of women than men globally: 75.8 percent of all women online visiting a social networking site in May 2010 versus 69.7 percent of men
- 2 women spend 30 percent more time on social networking sites than men
- 3 women spend 8 percent more time online
- 3 women spend 20 percent more time on Retail sites overall than men

Further reading:

- 1 [Download whitepaper](#)
- 2 [full comScore Press Release](#)

Virtual goods: women are biggest spenders

22/07/2010 | by clo willaerts | [Oreactions](#) | [Send](#)

Category :

Although males are playing significantly more games and are the primary drivers of total digital goods sales, North American women 25 and older are spending disproportionately large sums of money on digital goods.

This is, at least, one of the conclusions of the 2010 Digital Goods Report recently published by market research firm VGMarket and global leader in monetization solutions for online games PlaySpan.

Highlights from the report include:

- 1 median spent on first-party purchases within Social Network games: the average female spent \$55 dollars (compared to only \$30 for males).
- 2 purchases of in-game currency: females spent twice as much (\$50 compared to \$25)
- 2 median overall expenditure was higher for females (\$80) than males (\$60)

Further reading:

- 1 [PlaySpan and VGMarket Publish Comprehensive Report on Digital Goods Spending](#) @ prweb.com
- 2 [Women love to shop, even for virtual goods](#) @ bizreport.com
- 2 [Facebook to launch PayPal-style 'Credits' in September](#) @ netimperative.com

Sanoma Magazines iPhone survey: Women and their iPhone

19/07/2010 | by clo willaerts | [Oreactions](#) | [Send](#)

Category :

Sanoma Magazines Belgium recently conducted a national study to better understand the attitudes of the iPhone usage by women.

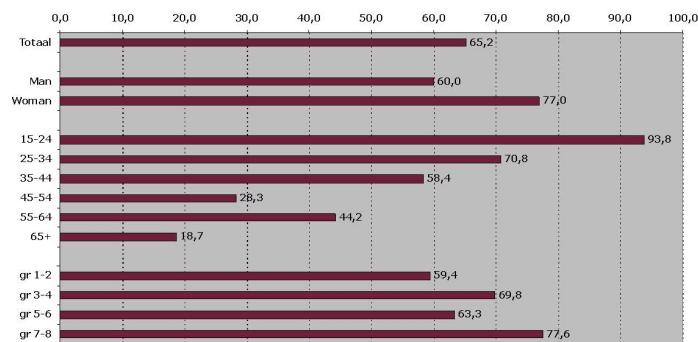
During the investigation Sanoma Magazines Belgium analysed who among them owned the popular Apple smart phone, where and how they have purchased it, how women are using the applications and how popular social networks such as Facebook are.

Key highlights from the report:

- 1 2.9% of the Belgian population 15+ owns an iPhone. This equals 257.000 users.
- 2 1.7% of women owns an iPhone, which equals 78.000 women in the North and 55.000 in the South.
- 2 The prototype iPhone owner is male, between 15 and 44 years and is part of the higher social classes.
- 2 Women get an iPhone relatively more often as a gift. They are relatively recent owners.
- 2 6 on 10 female iPhone owners accesses at least once a week the internet thru the iPhone. 4 on 10 almost never does this.
- 2 The most popular sites that are visited on the iPhone are Facebook, Google and newspaper sites.
- 2 77% of the female iPhone owners has a Facebook account.
- 2 36% of women have ever installed an app on their iPhone. Only 19% of them has actually paid for it (= 7% of the female iPhone users) Women prefer free apps with ads above paying apps.

Penetration Facebook for iPhone owners

Female and young iPhone owners have relatively more often a Facebook account



SanomaMagazines
BELGIUM

Blogging mothers wooed by big brands

07/07/2010 | by clo willaerts | [Oreactions](#) | [Send](#)

Category :

Women with children have long been an attractive target group. The main reasons:

- 1 the enormous influence members of this demographic have over household purchase decisions
- 2 the wide variety of goods they generally require

Here are three cases of brand owners who try to stimulate positive word of mouth on the web by engaging with female bloggers with children.

UK: P&G Fairy Liquid bottle relaunch

P&G partnered with "mummy bloggers" to spread the news that its traditional white Fairy Liquid bottle was being reintroduced to celebrate the brand's 50th birthday. The thinking behind this was that good feedback from these bloggers can make a real impact, because they carry significant weight among their peer group.

US: Specialist ad networks for female bloggers

In the US, female bloggers are already being actively courted by specialist ad networks such as Glam Media.

Uncovering. Connecting. Inspiring.

[Lip-Sticking](#)

Smart Marketing to Women Online

[Marketing to Women Online](#)

How to Shatter Stereotypes and Understand what She Really Wants

[Muse Communication - smart marketing to women](#)

Belgian blog! Muse Communication puts brand in touch with women, and women in touch with brands

[WonderBranding](#)

Marketing to Women

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South Korea: "Coke Friends" to create word of mouth for Coca-Cola

In Seoul, bloggers are introduced to Coca-Cola and probed about ways Coke can better communicate with local bloggers, especially young mothers, as a way to get Korean families talking about more Coke.

Further reading:

- ▶ [Marketers woo "mummy bloggers" in UK](#) @ warc.com
- ▶ [Coke Taps Mommy Bloggers in Korea](#) @ adage.com

Mothers on Twitter are looking for information, deals

07/07/2010 | by clo willaerts | [Reactions](#) | [Send](#)

Category :

According to the study by Lucid and Lisa Finn the top two reasons why women with children use Twitter are:

1. networking/meeting new people (77%)
2. keeping up with news (60%)

If they follow a business on Twitter, their expectations are:

- ▶ that the business provides useful information in its Twitter feed (68%)
- ▶ a desire to find out about the company's products or services (67%)
- ▶ to get good deals (60%).
- ▶ because they're already customers. (67%)
- ▶ to follow up on a retweet (41%)

Further reading:

- ▶ [Moms Is A Subset of Women](#) @ mediapost.com
- ▶ [2010 Marketing to Moms on Twitter Survey Results & Report \\$149](#) @ momreports.com

Are young women addicted to Facebook?

07/07/2010 | by clo willaerts | [Reactions](#) | [Send](#)

Category :

According to a new study released earlier today by Oxygen Media and Lightspeed Research, young women are becoming more and more dependent on social media and checking on their social networks.

Key highlights from the report:

- ▶ 21% of women age 18-34 check Facebook in the middle of the night
- ▶ 63% use Facebook as a networking tool
- ▶ 42% think it's okay to post photos of themselves intoxicated
- ▶ 79% are fine with kissing in photos
- ▶ 58% use Facebook to keep tabs on "frenemies"
- ▶ 50% are fine with being Facebook friends with complete strangers

Further reading:

- ▶ [The First Thing Young Women Do in the Morning: Check Facebook \[STUDY\]](#) @ mashable.com
- ▶ [Study: More Than One-Third Of Women 'Addicted' To Facebook](#) @ mediapost.com

Field Experts, Lifecasters and other Social Media Moms

24/06/2010 | by clo willaerts | [Reactions](#) | [Send](#)

Category :

BabyCenter's 2010 Mom Social Influencer segmentation study recognises 5 unique segments of social moms, broken down in 2 categories: Influencers, and the Influenced.

The Influencers are:

1. Field Experts: stay-at-home moms with a topical focus on parenting.
2. Lifecasters: Millennial moms who live their life in public.
3. Pros: mom bloggers who have turned their passion for social into a profession.

The Influenced are:

1. Butterflies: young professionals who put the social in social networking.
2. The Audience: the largest group of social moms who listen and take it all in.

Also interesting:

- ▶ Pregnancy and birth triggered 94% of moms to seek out information and share opinions with others online.
- ▶ 18% of social moms wield 78% of the overall influence.
- ▶ Field Experts and Lifecasters make up 16% of audience and wield 67% of the influence.
- ▶ 91% of social moms use Facebook for socializing.

Further reading:

- ▶ [Social Media Moms Diced and Sliced](#) @ mediapost.com

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