



Key Takeaways

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Knowing the psychological profile of your target market will give you better insight into which technology mediums will capture her attention



Psychological make-up will also help you identify the messages that will resonate most with *her*



Depending on the type of woman you are targeting, your marketing /communications plan should having varying degrees of digital elements

Key Takeaways for Marketers



Tech-Dependent Theresa

- Communicate messages that will save her time and keep her on track to achieve success
- Design and execute a 360 digital market strategy, including mobile and social media



Simplify My Life Sally

- Appeal to her practical nature; show her your brand's values align with her own
- Communicate with her via mobile technology, but don't assume she has the latest and greatest technology platform (simplify messages, images in e-mails, etc.)



Cautious Camille

- Go back to the basics, make sure your product and your communication vehicles are uncomplicated (don't assume she is caught up with the latest technology)
- Communicate messages that assure her your brand's product/service is proven



Hesitant Hannah

- Be respectful of her personal space
- Do not assume she is fully engaged in technology, social media and smartphones
- Keep communication and marketing plans uncomplicated and less intimidating



Early Adopter Amanda

- Make sure your product delivers because she will share her experience with others
- Develop a robust online presence that enables her to share info about you to others
- Ensure that technology plays a dominant role in your communication plans