Andrea Learned
President, Learned On Women

“For a good part of my business career I worked in male dominated industries. Eventually I realized that women and men approach problems and make decisions differently, and that got me thinking about HOW women buy as opposed to men. Since women make most household purchases, I decided to develop a career in educating companies on how to market products and services specifically to them.

“In the book I co-authored which published in 2004, “Don’t Think Pink: What Really Makes Women Buy – And How To Increase Your Share Of This Crucial Market,” I emphasize marketing transparently to women, which means taking inspiration from the women who are your customers, themselves, rather than making assumptions based on stereotypes of ‘what women want.’ Narrowing your focus, inviting and utilizing regular feedback, and maintaining brand authenticity along the way are all keys to the transparent approach.

“My web blog (www.learnedonwomen.com) and presentations now often center on a topic I call ‘humanizing,’ which includes the many ways to connect with customers in an effort to maintain that crucial authenticity. Women, especially, are looking to forge relationships with brands, and so are very interested in the human-scale stories with which they can relate around any given product or service. Elements like copy style, photographs or images used, and even the causes sponsored by a brand can all be developed to more authentically reflect the company’s roots and be more relevant to core passionate customers. There is real power in inspiring and empowering customer connection through these pretty grass-roots methods.

The bonus of transparent marketing, authenticity and humanization overall is that, though you conduct all the research and do the work to better connect with the women in your market, the reality is you will likely better serve the men in your market, as well. Identifying and helping my readers and clients put into place marketing efforts that don’t alienate men just because they work for women is incredibly gratifying.”