



# 6 TIPS TO ENGAGE WOMEN

Source: [www.socialtoaster.com](http://www.socialtoaster.com)

## USING INSTA STORIES FOR SUCCESS

Check out Instagram marketer Alex Tooby's expert guide to seizing social success using Insta stories.

Source: [www.alextooby.com](http://www.alextooby.com)



### 01



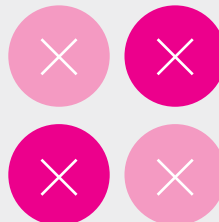
#### Don't stereotype

Today's women are breaking norms, boundaries, and barriers in record numbers. Develop content and messages that speak to this more refined audience.

#### Ditch the pink

Recolouring a package pink does not automatically make the product for women. Create marketing messages and campaigns that resonate with a targeted female audience through content, not colours.

### 02



### 03



#### Market where your audience lives online

81% of female millennials said social media was the best way for brands to reach them. Almost half said they use Facebook, while Instagram and Pinterest are also a strong platform for reaching a female demographic.



### 04

#### Champion a cause

Women reinvest 90% of their income into their family and community, compared to men who reinvest only 30% to 40%. Create messaging that fosters an emotional connection in the local or global community.

#### Smart with a heart

60% of women will only share content that is thought-provoking and intelligent, and 70% of women will share content that makes them laugh. Crafting content that speaks to a woman's brain and sense of humour will help increase views.

### 05



### 06



#### Connect with influencers to share your content

In most cases, female influencers tend to attract an audience of other women, which fosters more trust and credibility than traditional advertising.