



Connecting with Female Drivers

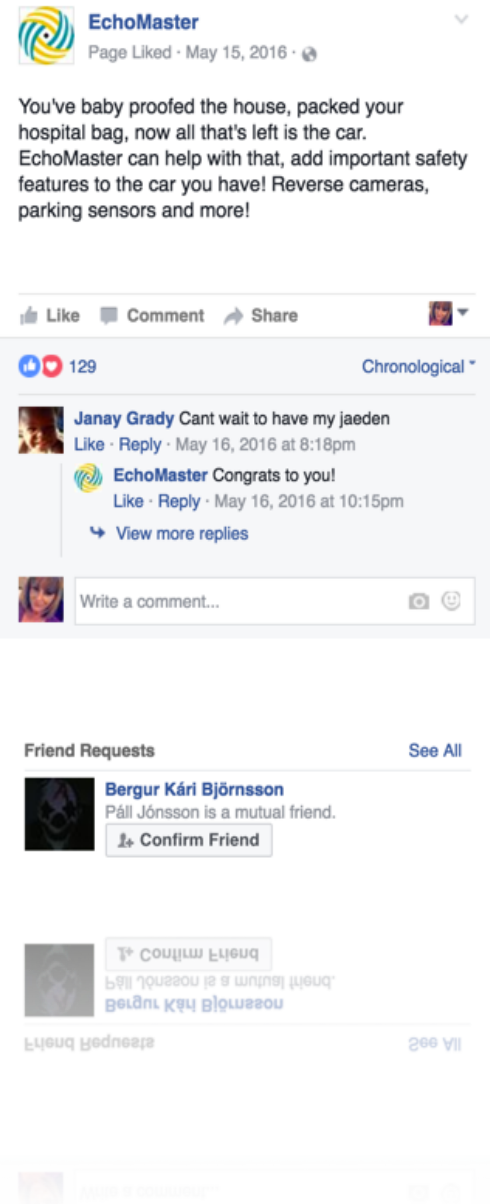
While many of us think of cars as a relatively masculine interest and hobby, women influence 80% of auto purchases. Their concerns are a bit more pragmatic. Rather than being concerned with speed, power, and style, they care about the essentials: comfort, fuel economy, and especially, safety.

Women want cars that last, and that keep them and their families safe and protected. If you're not targeting your marketing of aftermarket safety equipment towards women, you're missing out on a massive opportunity. They're the biggest market for safety cameras and related equipment, and in many households, they're also the ones who make those kinds of purchasing decisions.

As you expand your shop's focus to include safety, or look to grow your safety business, here are some tips on how to attract and retain this key demographic.

Marketing to the Female Driver – Social Media

Digital and social media marketing afford you the opportunity to laser focus your message to the exact audience you want to reach, leaving no impression wasted.



Contextual targeting with layered ad targeting – Social media gives your brand a platform to reach millions, and with affordable ad opportunities you can maximize your marketing spends to drive the highest ROI for your shop. Contextually targeted ads include a graphic and message that is targeted to a specific group of people. Most social media platforms, such as Facebook, allow you to layer on additional geographic, demographic and interest targeting. So you can reach the right person, with the right ad at the right time.

We've provided a growing list of graphics that you can utilize on your own social media platforms available for download at <http://echomaster.com/catalog/social-media-content/>, check back often and pull what you need, add in your call to action (driving people to your store) and post!



Connecting with Female Drivers, Your Online Presence

Expand Your Network: Does your brand have a presence on Pinterest? If not, you're missing a prime opportunity. Pinterest is a primarily female platform -- around [44% of their users](#) are female, and only 16% are male. They fall into several age ranges fairly equally, but here's the interesting part: Pinterest attracts women with money. 41% of their users make between \$50,000 and \$74,999 per year, and 30% make more than \$75,000. These are affluent women with money to spend, meaning it's a prime place to find an audience for aftermarket auto products.

Middle to upper-middle class women also frequent Facebook. Facebook tends to attract almost everyone, and even people who don't use the platform regularly still often maintain an account there. From urban teens limited to pocket money, to affluent middle-aged empty nesters, Facebook is a good bet for reaching just about any audience.

Marketing to the Female Driver – At Retail

Provide a Comfortable Retail Experience

When women enter your shop, you want to make them feel comfortable and included, and not like they just walked into the man cave.

Bathrooms – Keep bathrooms clean, smelling fresh and consider adding changing tables. Heck changing tables can be convenient for both moms AND dads wrestling the infant and waiting on the car.

Décor – Does your shop décor speak to both women and men? You don't have to turn your shop into Nordstroms, but keep the look clean, modern and use merchandising and imagery around the shop that speaks to both female and male drivers. You can also add a few women's magazines in the waiting area.

Nice Matters – Make any woman that walks into your shop feel welcomed. Speak to them like you would any male customer, that's a given, but don't discount a woman's technical comprehension.

