



GENDER ISN'T THE ISSUE

iMedia Communications, Inc. is a trade publisher and event producer serving interactive media and marketing industries. They recently held a meeting that focused women and moms who use digital platforms.

The consensus at the meeting is that marketers are not reaching women well because they focus on gender – female – rather than on the target's interests and priorities.

At Shane Media, we stress the need to target radio stations to a representative listener subject in order to deliver to that person's interests and needs. When a station does this well, it picks up all the people who have similar interests and priorities and bonds them to that station's brand.

Country, AC and Top 40 radio stations tend to seek a female audience because these formats deliver the ears advertisers are seeking. Rock and news-talk stations target males, but there are light years in the life stages of young single men and middle aged family men.

However, a 34-year-old woman can be single with or without children, married with or without children, divorced, etc. She may live in the city or the suburbs, work at home, part-time outside the home, or full time outside the home.

Both a city single and a suburban mom may like the same music even though their lives are very different. Music is a big part of any radio station's brand and it's what drives most listeners to try a station to begin with. They may have other interests in common, like organic foods or exercise. But the single wants a good take-out meal for one, whereas the mom wants healthy food her kids will eat.

With all the digital platforms available, it's important to consider how to construct eblasts, choose Facebook and Pinterest posts, and keep your website interesting to the women who consumer and use them.

You've got to offer enough variety to keep listeners who like your music and your personalities but whose lifestyle interests diverge.

Here are TACTICS to help you engage fans based on life stage:

ASK With a good station database, send out a survey that asks questions about lifestyles and interests. Keep it short, but give them the opportunity to tell you what they care about.

When you've got the results, find the similarities and differences. Then you can create content and messages that reach them better.

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TAILOR CONTENT If you find your listeners are largely single, focus on health, exercise events in town, concerts and clubs, etc. Moms will be more interested in events for kids, healthy and appealing meals, family outing tips.

GIVE WHAT *THEY* WANT Whether its promotions, advertisers, contest prizes, or air talent attitude, match what you're offering with what they're interested in. It's the way to keep them involved.

ADJUST YOUR SOCIAL MEDIA to who your listeners are. Balance Twitter and Facebook content so you talk to both singles and moms; part-time workers and full-timers; the entire range you serve.

Just as programming and air content strive to serve the P1s – your station's evangelists – so social media must serve the targets within your target to keep radio stations healthy.

tactics: social media

