

Target Marketing Key to Getting More Business Base 10

Canadian real estate marketing guru Mike Blaney submitted an interesting posting on his blog, which provides insight into how marketing impacts women differently than men.

Interestingly, there have been a growing number of discussions on the web of late discussing women as an important and ever-growing consumer segment—particularly in the context of real estate.

On the RISMedia.com website, Desiree French addresses this topic in an article entitled “Individualizing Consumers: Segmentation becomes Key to Getting More Business”.

In the article, she provides a comprehensive set of tips for real estate agents to increase their profitability by targeting specific consumer groups in their marketing efforts. With regard to women as a consumer segment, she notes:

The Internet, which has indisputably played a wide and crucial role in how real estate is bought and sold, has been identified as a tool that makes it easier for brokers, both large and small, to more effectively target consumers for products and services and to segment properties by price, cities, and school districts.

According to Kaira Sturdivant Rouda with Real Living, the Internet allows brokers to become experts in their areas in ways they could not using traditional media outlets for advertising and marketing. In fact, in 2006, a few years after Real Living was created from a merger, the company had an opportunity to focus on what it felt was missing from its marketing strategy. The answer: women.

Thus, women became the company’s primary consumer group, and that change, Rouda says, is reflected on Real Living’s Web site and in the knowledge that “women control or direct 90% of all home purchases.” She concedes that it’s a broad focus. “It’s not that we don’t like men, but you can’t be all things to all people,” Rouda says.

After identifying women as an important group, Real Living then segmented that broad population into eight subsets, including buying types, demographics, and lifestyle.

The move isn’t so unusual. In the spring, First Team Real Estate completely restyled its Web site to cater to women, who—whether single or married—are responsible for making a disproportionately large number of decisions about home purchases. The First Team site is not necessarily family-oriented, but it has softer images, themes and colors.

Just as a sidenote, UniqueHomeSites.com has a growing professionally-designed template library for its Single Property Website solution.

The variety of themes available allow real estate agents in Canada to present a look-and-feel that is consistent with their target consumer market.