What Women Want
How to Reach Your Female Market

by Xaña Winans

Understanding how to market to women is crucial – especially in dentistry. Today, more and more women are making the majority of purchase decisions – not only in regard to cars and food, but also for services including health care. In fact, women are responsible for making around 80% of health care choices. More importantly, when selecting a health care provider, women are not only choosing for themselves, but for their husbands, and sometimes even their parents as well. With one individual making the decision for so many other people, this is one demographic you can’t afford to ignore.

What Speaks to Her? Where does she go to get her information? What makes her choose one product or service over another? What type of message works best? How in the world do you understand this complex creature?!

Let me help you.

Emotions. The female genetic make-up of the double XX chromosome makes women more likely to respond positively to promotions or materials that trigger their emotions. This can either be through a story, testimonial or powerful pictures. If you can provide your female demographic with something they can relate to and that pulls on their heartstrings, they are much more likely to remember you and seek more information.

Trust. It’s a five letter word that packs a lot of meaning. Once you attract females to you and your practice, it’s essential that you build trust. Trust is important with all of your patients but even more with women. Once you earn her trust, the possibilities are endless.

Relationships. Women talk – a lot. And more importantly for you, women trust what other women tell them. If you can successfully get your female patients to refer your implant practice to her friends, extended family, co-workers, mechanic or anyone else she knows, the word of how great you are will spread like wildfire.

Time. Now more than ever, the lives of women are multifaceted, demanding and complex. Time is precious. Use this knowledge to your advantage. Do you offer
services that revolve around the idea of convenience and saving time? Let her know! Always value her time and strive to stay on schedule.

When developing your marketing plan, and while building patient relationships, don’t forget to reach out and focus on women. This important segment of your market is critical to increasing new patient numbers, creating a solid reputation and, ultimately, growing your practice. And so you don’t forget to follow any of these tips for reaching your female market, keep them stored safely at your side in your marketing handbag…er, toolbox.

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