Strategies for Effectively Marketing to Women
TREMENDOUS BUYING POWER & INFLUENCE

2.7 trillion in annual spending

85% of household spending and purchase decisions in almost every consumer category

Sources:
- Recreational Boating and Fishing Foundation
- PRWEB, November 28, 2012
FEMALE ANGLING & BOATING OPPORTUNITY

34%  
All Fishing Participants

45%  
All Boating Participants

41%  
First-Time Fishing Participants

Sources:  
- 2013 Special Report on Fishing and Boating, A partnership project of Recreational Boating and Fishing Foundation and Outdoor Foundation  
- 2012 USCG National Recreational Boating Survey
EFFECTIVELY COMMUNICATING WITH WOMEN

+ Portray an Inclusive Experience
+ Understand, Relate and Be Authentic
+ Think About Life Stage, Not Age
PORTRAY AN INCLUSIVE EXPERIENCE
UNDERSTAND, RELATE AND BE AUTHENTIC

KIDS DON'T REMEMBER THEIR BEST DAY OF WATCHING TELEVISION.

On the water memories aren't made, they're caught. To discover all the ways boating and fishing can enrich your life, visit takemefishing.org.

The best place to go when "Here Fishy Fishy" isn't working.

LEARN ABOUT THE FISH IN YOUR AREA, WHERE TO FIND THEM AND TIPS TO HELP YOU CATCH 'EM. IT'S ALL HERE. | TAKEMEFISHING.org

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THINK ABOUT LIFE STAGE, NOT AGE
ON SITE AGGREGATION OF #ONLYINMN

HERE IS WHAT’S HAPPENING RIGHT NOW.

ONLY IN MINNESOTA celebrates the unique experiences, incredible places and rich culture that can only be found here.

Share and tag your Minnesota experiences with onlyinmn.
+ **Portray an Inclusive Experience**

+ **Understand, Relate and Be Authentic**

+ **Think About Life Stage, Not Age**
Thank You