

# A framework to reach female customers with mobile

## INCLUDE A FOCUS ON FEMALE CUSTOMERS AT THE ORGANISATIONAL LEVEL

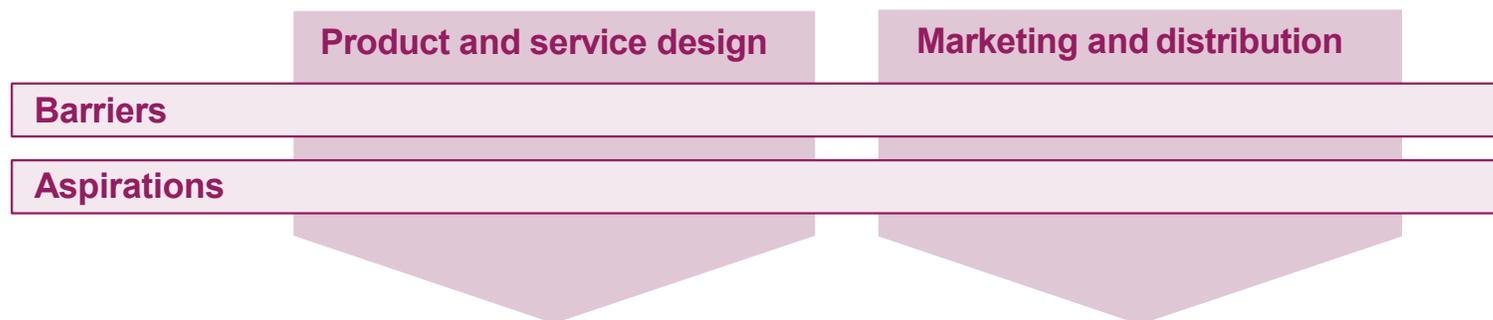
- 1 Set gender **targets** that are **endorsed and communicated by leadership**
- 2 Nominate an appropriate **department to champion reaching female customers** and involve the wider organisation

## UNDERSTAND THE OPPORTUNITY AND CHALLENGE OF REACHING WOMEN

- 3 Get on top of your **data**, but don't let a lack of quality gender data prevent you from taking action
- 4 Understand both women's **aspirations and challenges** in your market
- 5 Establish the **commercial opportunity** from the outset, at both an organisational and project level

## TAKE ACTION TO REACH WOMEN THROUGH NEW OR EXISTING INITIATIVES

- 6 Ensure offerings holistically address **women's barriers and aspirations** in your market



- 7 Consider whether **adapting your mainstream products** could reach female customers effectively rather than developing female-specific ones
- 8 Proactively ensure your **marketing and distribution are tailored to reach women as well as men**
- 9 **Incorporate women in distribution activities** to influence and onboard female customers
- 10 Consider using **partners** to extend your reach or bring complementary strengths