

## Gender-based Marketing

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I have been giving thought to different ways of providing an increase in personalized service. One approach to achieve this is by way of offering content that is targeted to reach a webmasters specific audience. My recent studies in marketing have led me to research the varying promotional strategies within web-content in relation to gender differences. The possibilities of increasing revenue for your business by targeting a specific gender within your marketing campaigns are about as wide-reaching as the web itself. Without going too in-depth (the differences between men and women are fairly obvious to the average reader) the key is being able to tactfully integrate these specific strategies into the content of a web-site. Once there is a legitimate understanding and comprehension of the needs of the audience, that particular demographic can be targeted via the content. It could be worth your while to keep this in mind when describing your project needs to me. I can incorporate these marketing strategies into articles or product reviews for maximum effect.