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GirlTalk Nominated as One of Los Angeles' Most Valuable Blogs

- Created by Girlpower Marketing, GirlTalk Blog Helps Brands

Connect with Coveted Women Consumers -

Newport Beach, CA January 11, 2012 -- Women are the biggest driving force of the global economy, responsible for 85 percent of all consumer spending – yet most females say marketers don't understand them. So how can brands better connect with women? Find out at GirlTalk (www.blog.girlpowermarketing.com), a blog published by Girlpower Marketing and recently recognized by CBS television as one of the most valuable blogs in Los Angeles.

"The rules for marketing to women have changed, and it's not about going pink or using a 'one size fits every female' campaign," says Linda Landers, founder and CEO of Girlpower Marketing. "GirlTalk focuses on the diverse segments of the vast women's market and how to communicate with that segment at the right time with the right message."

For example, many companies continue to singularly lump women into categories based upon age. However, women are thinking and responding differently because the world has changed dramatically in recent decades. This means today's woman is more accurately defined by her occupations, interests, experience and life stage than by her actual age.

Women also hold more buying power than ever before, controlling an astounding \$7 trillion in annual consumer and business purchases – ***a collective buying power that exceeds the economy of Japan.***

The competition to reach the female market is fierce, and on average women are exposed to 5,000 marketing messages a day. "Yet, only a few of those impressions will resonate," Landers says. "In our GirlTalk blog, we delve into how brands can set aside outmoded perceptions about women, find their voice, and make that all-critical, meaningful connection."

GirlTalk blog topics cover a wide variety of issues related to marketing to women, including how females have been changed by the digital age, why the mom market continues to be so powerful, baby boomer women and the marketers who ignore them, how men and women think differently, and why some campaigns work while others totally miss the mark.



Landers also blogs about her own personal life as a wife, mom, business owner and consumer.

“Readers respond to messages that ring true, and writing about my personal experiences and perceptions in GirlTalk always generates a strong response,” she says. “Blog readers find they can relate to me because I’m very much like them – juggling family and career and trying to keep my life balanced.”

Recognized as a leading public relations specialist and thought leader, Landers speaks and writes about marketing to women – from Boomers to Gen-Xers, Millennials, moms and teens. The Girlpower Marketing team members have won numerous awards over the years, including PRSA Silver Anvil Awards, PRisms Awards, SABRE Awards and Gold Quill Awards.

About Girlpower Marketing

Girlpower Marketing (www.girlpowermarketing.com), a full-service public relations and marketing firm, specializes in helping brands engage more effectively with women. Founded in 2007, the Southern California- based firm has managed projects and launches for such clients as Specialized Marketing Services (Heritage Foods, Seneca Snacks, 8th Continent Soymilk), Disney, Karen Neuburger, 8th Continent Soymilk, PowerHouse Assets, truRoots, Mending Kids International, All About Baby, Nature Made, and many more. Girlpower Marketing works with start-ups and established companies, helping them gain market share and leadership positions that positively affect their bottom line.