



Entrepreneur, Author & Host
Joanna L. Krotz

Women founders are harnessing their expanding power on mobile social media platforms.

THE WOMAN'S PLAYBOOK

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A whopping 60% of social media time is spent on smartphones and tablets, mostly by women. Nearly half (46%) of women use smartphones to check social accounts vs. 43% of men. Some 32% of women use tablets vs. 20% of men.

[- Pew Research](#)

[- Burst Media](#)

[Veronika Sonsev](#) runs [inSparq](#), a social commerce platform that tracks trending products in real time can boost product discovery, customer acquisition and engagement, and, of course, sales. "...It's really easy to search for specific products...and find the best price online. But the next challenge is discovery. Knowing I want an outfit for Friday or a gift... but not knowing what to get, that's the thing that's missing."



[Kate Kendall](#) is CEO of [CloudPeeps](#), a talent marketplace that connects businesses with professional social media and community managers. Clients may choose single or package services, such as forum moderators, blog posts, e-news, social creation and more. CloudPeeps also treats staff like clients, with [The Daily Gratitude](#), "a verbal or written note of thanks we share at the end of the day."

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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