



Identifying your target market

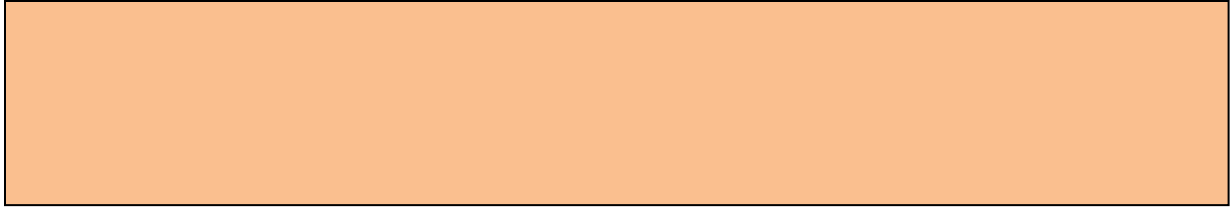
In marketing terms your potential customers are known as a “target audience” Let’s look at them in detail (you may have more than one type so use this form for as many times as you need)

1. **Demographic information:** information like predominant age, sex, nationality, marital status and income **FOR CONSUMERS**

or sector, no of employees and turnover **FOR CORPORATES**

2. **Psychographic information** - this includes lifestyle data like hobbies, interests, opinions, entertainment etc **FOR CONSUMERS**

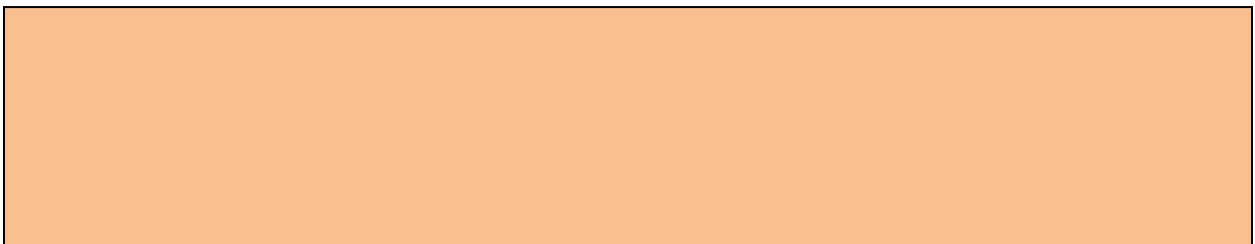
Or whether they are startups; market leaders; environmentally astute, early adopters, staunchly traditionalist etc. **FOR CORPORATES**



3. **Geographic information**—where are they based? This can be as broad as the country in which they live, or as narrow as the county, city, neighbourhood or business park.



4. **Behavioural information** — which social networks and other websites do they frequent most? Where do they physically go? Which TV and radio stations do they tune into? Which magazines do they read, which trade papers do they follow, do they attend trade forums, business exhibitions or membership organisations?



5. **Motivational Information** - how is your product or service going to add value to their lives? Complete the list below:

- Is your product something they **need** or something they **want**?
- Does having your product elevate their social status? Yes or No
- Do they have particular worries or concerns?.....
- Does it make them feel better about themselves? Yes or No
- Circle that which is relevant in terms of adding value? Does it raise their profile, entertain them improve their surroundings, life, earning capacity, social standing, carbon foot print, anything else.....
- Does it add value to their own business offering? Yes or No
- Circle: Will it make them work more effectively or competitively or in an innovative way?

6. Purchasing Information: circle that which is relevant:

- Do they tend to make impulse purchases, or are they more rational, logical consumers?
- If they are corporates can they apply for funding, or is there help you can offer with purchasing like subscription or leasing arrangements
- Is payment to you coming out of funding, a commercial budget, are out of their own pockets?
- Where do they shop? Online or in person?
- Are they loyal to particular brands or supplier or are they always susceptible to jump ship?
- Is there a seasonality to their buying pattern for this particular product or service?

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- Will they have prior knowledge of this sort of product/service? Yes or No

Choosing one sector, try to put together your virtual client and give them a name so that you can easily refer to them if more than one of you is in the business.



I hope this has been helpful. If you need assistance with any of the following please get in touch:

- Writing your websites, blog posts, newsletters or marketing material
- Help with differentiating yourself in a crowded market
- Advice on how to approach social media marketing
- Support and brainstorming with an experienced marketing mentor

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