

Identifying TARGET

MARKET



Current customer: Who are they? Why do they buy from you? Common characteristics and interests (other people like them could enjoy your product and services)

Competitors: Who are your competitors targeting? Don't go after the same market...try to find the niche that they overlook.

Product & service: Write down each feature of your product & service...next to each, list benefits it provides (and benefits of those benefits)

List out people who have a need that your benefit fulfill. Then, who is most likely to buy it. (Think demographic, psychographic, and other ways of segmenting the target)

Choosing TARGET

MARKET



Before deciding on target market...ask the following questions.

- Are there enough people who fit my criteria?
- Will my target really benefit from my product/service? Will they see a need for it?

- Do I understand what drives my target to make decisions?
 - Can they afford my product/service?
- Can I reach them with my message? Are they easily accessible?

Where can I find

information?



- Search online for research others have done on your target
- Search for magazine articles and blogs that talk about or to your target market.

- Search for blogs and forums where people in your target market communicate their opinions.
 - Look for survey results, or consider conducting a survey of your own.
 - Ask your current customers for feedback.