

DAW2A/B

Name & Surname of Group members
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How Can You Define Your Target Audience?

Are you going to target every single consumer on the planet? I do not think it is wise to do so. Targeting a niche market is a smart way to identify exactly the type of people who will want to buy your product.

If you're looking to define your target audience, take a look at this list of target market questions to help you nail it down.

<p>1. When you came up with your idea for your products or service, who did you think it would help?</p> <p>Local businesses, small businesses, family businesses.</p>
<p>2. What problems are you attempting to solve with your product or service?</p> <p>Getting back to a stable form of income for them by promoting their business, products, offering discounts.</p>
<p>3. What are your target audience's demographics? (Age, gender, income level, education level, marital status, occupation, etc.) These core elements are fairly basic, but determine the most important aspects of your strategy.</p> <p>We have people from all sorts of ages. Also then things can vary, our target's audience has all sorts of income level, education level, etc.</p>
<p>4. Where does your target audience live?</p> <p>The most target audience live near the stores area</p>

5. What specific things do your buyers have in common? Every person is different, but their motivations for buying your product or using your service are usually quite similar

They like buying and supporting the local business right next to where they live and the fact that it is runned by people like them.

6. What are your marketing psychographics? (Personality, attitudes, values, interests/hobbies, lifestyles, behaviors, etc.)

Our marketing psychographics are people that enjoy walking around their neighbourhood finding new local businesses, that can offer them what they are looking for or might be interested in. They like socializing and meeting new people that live near them, who can share some similarities.

7. Are your potential customers shoproomers or webroomers?

They are shoproomers in most of the cases, they will occasionally try something in a shop and then buy it online, but it's not very usual as that product might not always be available online.

8. Where is your target audience "hanging out" online? A younger audience will be more likely to hang out on Instagram, while an older audience will be more likely to hang out on Facebook. You can also identify if there are fan sites or forums centered around products or services similar to yours.

It is true that younger people are more often on Instagram, older people on Facebook. Twitter has a mix of both.

9. What drives your target audience to make buying decisions?

Normally we use promotions, offers and confidence

10. How can you best reach your target audience?

The first launch normally start from a reference of the same stores and other consumers

Based on **15 QUESTIONS THAT WILL DEFINE YOUR TARGET AUDIENCE** by Hannah Davis on <https://avalaunchmedia.com/how-to-define-target-audience/>

You've Defined Your Target Audience—Now What?

Well, it is time to draw a profile of your target customer.

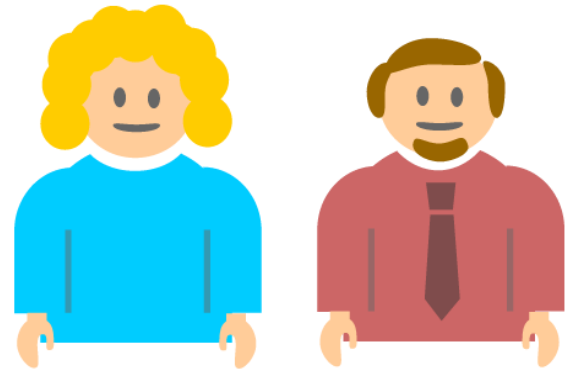
You are going to draw a picture of this persona (target customer) so that it is present with you all the time when deciding what you are going to do, what you are going to put on your landing page and what games you are going to develop. Use the information you have just been thinking, include a picture and you can even give him/her a name

You will find some examples below so that you can get ideas, but you are totally free to use [canva](#), [piktochart](#), [postermymwall](#) or any other web or app that can help you design it.

Once done, upload it in this task and I will print it and laminate it for you.


Persona profile

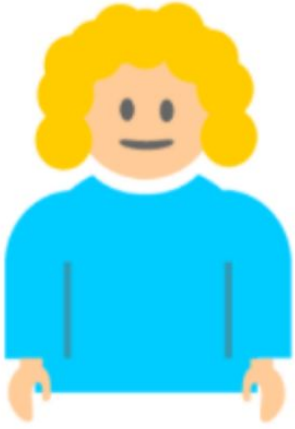
- Man / Woman
- Young / Mid
- Have electronic devices with web technology and internet access (PC / mobile / tablet)
- Live in borough or near commercial area
- With purchasing power and purchase decision



Maria Elena Requejo Romero

PROJECT: untitled PERSONA: Maria Elena Requejo Romero

NAME	MARKET SIZE	TYPE
Maria Elena Requejo Romero	 80 %	Rational



Background

Maria Elena, is a Spanish history teacher that has been working on the same school for 20 years, she's married and is mostly the person responsible for all the work at home and all the home decisions. An she lives close to a commercial area.

Goals

With all the COVID happening, her salary has been reduced a bit, so, She is interested in the offers and information about the products of the market that is close to her. Due to restrictions she can leave her municipal area so she has to buy mostly on there.


Motivations


- Good promotions to save money.
- Updates about the products.

Frustrations



- Games that she's unable to play easy
- Unintuitive page



Demographic

 Female years

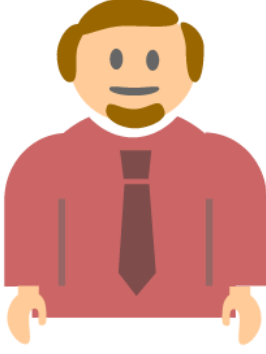
 Barcelona

Technology





Jose Francisco Solis i Planas

	<ul style="list-style-type: none">• 36 years• Single (with girlfriend)• Work as a C # programmer in a cleaning product sales SME (PYMES)• He likes gadgets, technology, video games, online movies, travel and cruises, fast food and sushi• He lives alone in a small apartment 2 streets parallel to the commercial axis• He likes to go out with his girlfriend and friends to shopping centers because they have all the shops and restaurants together
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Target Audience Profile



Age Range

- | | |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 30-49 |
| <input type="checkbox"/> 18 - 24 | <input type="checkbox"/> 50+ |
| <input type="checkbox"/> 25 - 29 | |

Gender

- ☐ Male ☐ Female ☐ Not Applicable

Regionality

Is your audience tied to a specific geographical area? (Eg. Your only store is in Vancouver, or you can only deliver within Canada.)

- ☐ Yes ☐ No If yes, what region _____

Hashtags for this region (eg. #YYC, #Alberta) _____

Interests

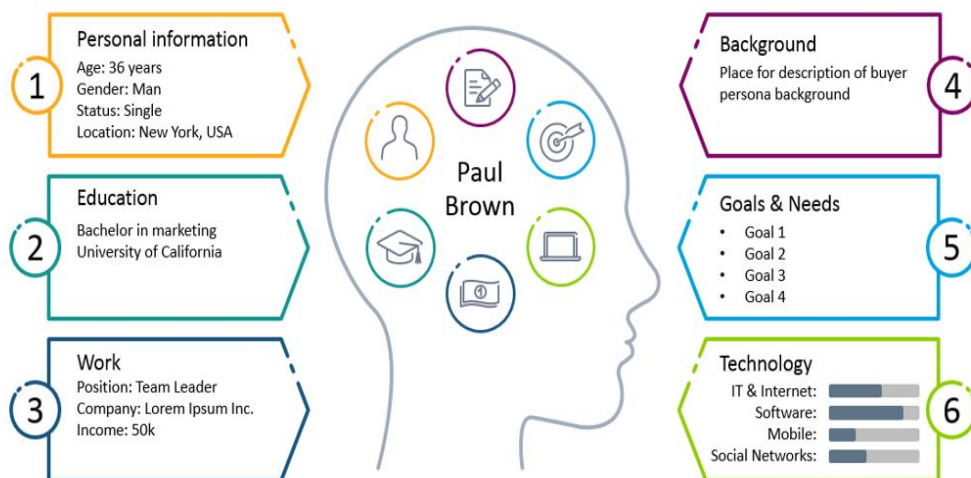
- | | | |
|---|---|--|
| <input type="checkbox"/> Sports | <input type="checkbox"/> Business | <input type="checkbox"/> Politics |
| <input type="checkbox"/> Fitness / Wellness | <input type="checkbox"/> Family & Relationships | <input type="checkbox"/> Design |
| <input type="checkbox"/> Film / Television | <input type="checkbox"/> Food & Drink | <input type="checkbox"/> Music/Insturments |
| <input type="checkbox"/> Fashion / Design | <input type="checkbox"/> Computer/ Console gaming | <input type="checkbox"/> Other _____ |

Hashtags based on Interests: _____



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Target Customers - Buyer Persona Profile Template



Customer Persona

www.minimalistbusiness.com/customer-profile-template

Psychographics

Beliefs: Newfound belief in the law of attraction

Values: Leadership, ambition, playfulness

Desires: Drop 30 pounds in 3 months for reunion

Fears: Looking her age

Expertise: Has hardly exercised since college



Mary

Demographics

Age: 48

Marital Status: Single

Children: 2 teenagers

Geography: Portland, OR

Education: Business, UC Berkeley

Occupation: Director of Marketing

Income: \$130,000

Behavior


Lifestyle: Works 9am-6pm, only time for exercise is 6-8am

Hobbies: Crossword puzzles, Stephen King before bed

Socializing: Saturday with friends, Sunday farmer's market

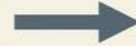
Buying: Buys local, but also shops at Amazon and Etsy

Products: Coffee from A N D Cafe, Nuvrei macaroons

Goals:		Pain Points:	
Age: Gender: Marital Status: Location:		Motivations:	
Education: Occupation: Annual Income:		Channel:	
		Devices:	
Name:		Key Strategies:	
Behavior:			



CREATE CUSTOMER PROFILES



To determine this, analyze how they interact with your website and content:



SOURCES

<http://www.hubspot.com/state-of-inbound-marketing/>
Gartner Predicts 2012: Marketers Must Adapt, Differentiate and Innovate in Social CRM, SaaS and IMM
<http://www.gartner.com/it/page.jsp?id=1541415>
<http://marketingsherpa.com/heap/WisdomReport2011.pdf>
Salesforce.com Customer Relationship Survey Results (May 2012)

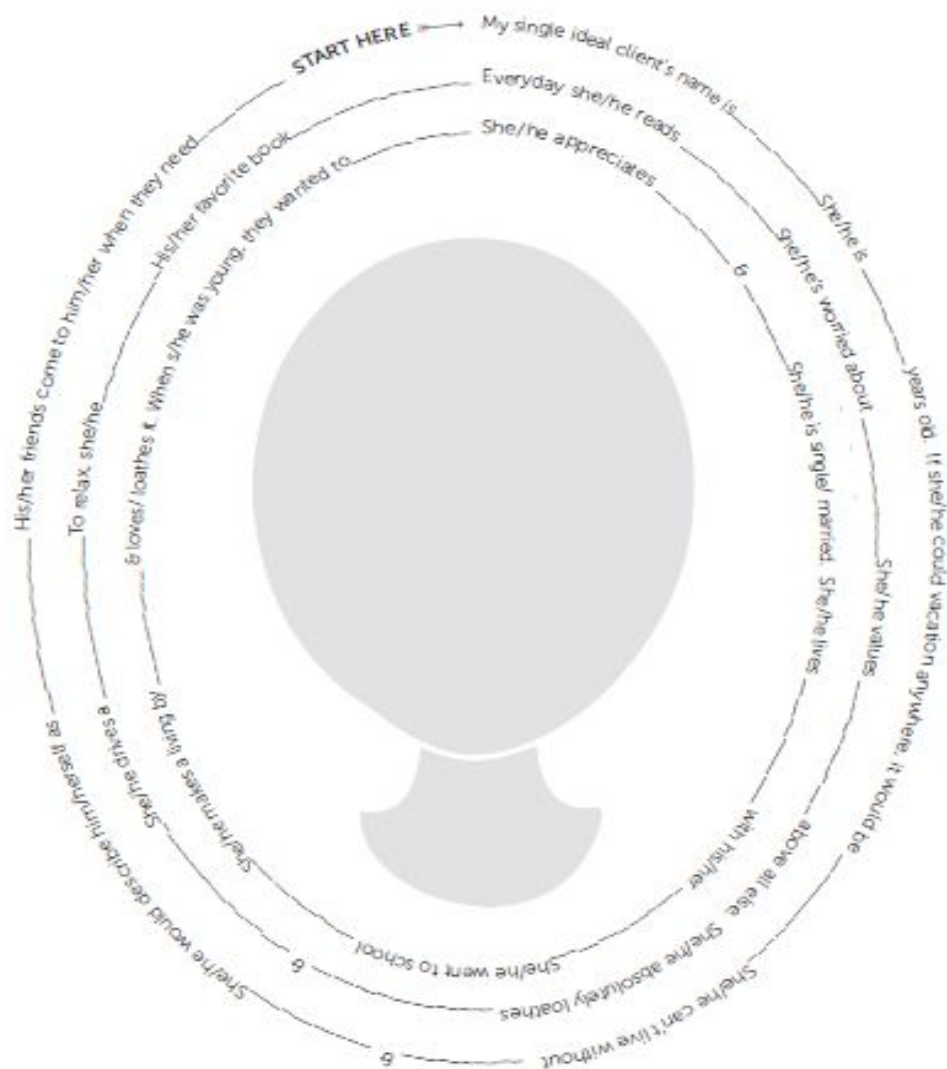
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HubSpot





LUCKY BREAK UNIVERSITY MEET MY SINGLE IDEAL CUSTOMER



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