**Ans 1.Targeting external customer:**

**External customers are customers out side your business example:**

* diner in a restaurant.
* People buying groceries in a supermarket.
* Guests in a hotel.
* Travellers buying tickets from any airlines.
* Fashionistas buying clothes in a boutique.

**2. Targeting Discount customer**

When small businesses are looking to move their sales figures, one of the most common approaches they take is to offer a discount.

### Example of discount customer. Bundled Discount

For this discount, rather than lowering the selling price of one product or service, you lower the price of a group of items bought together.

In one example, Beardbrand, which creates beard care products, sells [discounted bundles of their products](https://www.beardbrand.com/collections/full-collections). These bundles are different varieties of the same product type—such as beard oil or mustache wax—but are cheaper bought together than when bought individually. Customers can then try different scents of the same product to find the one they like best, or they could change up the scents they use daily.

**3.Targeting discretionary customers:** Consumer discretionary is the term given to goods and services that are considered non-essential by consumers, but desirable if their available income is sufficient to purchase them. Consumer discretionary goods include durable goods, apparel, entertainment and leisure, and automobiles. The purchase of consumer discretionary goods is also influenced by the state of the economy, which can affect consumer confidence

For an instance, luxury items, gadgets , can be sold at reduce price to target discretionary customers

**4. Target need based customer:** in this type we hit the customer ,who actual need services or goods for their lifestyle of survive.

For example,

1. functionality. **Customers need** your product or service to function the way they **need** in order to solve their problem or desire.
2. Price. **Customers** have unique budgets with which they can purchase a product or service.
3. Convenience. ...
4. Experience. ...
5. Design. ...
6. Reliability. ...
7. Performance. ...
8. Efficiency.

**5. Targeting seasonal customer:** Seasonal marketing consists of adjusting your online marketing campaigns to the ongoing events. In other words, targeting important events and national or global holidays for your industry. Seasonal marketing is about looking at the calendar, identifying appropriate opportunities and capitalizing on them. This means driving more attention to your product or service in the interest of boosting your business revenue.

For example:

[1. Build a Seasonal Email List](https://sleeknote.com/blog/seasonal-marketing-strategies#1)

[2. Promote Seasonal Product Categories](https://sleeknote.com/blog/seasonal-marketing-strategies#2)

[3. Build Anticipation with a Countdown Timer](https://sleeknote.com/blog/seasonal-marketing-strategies#3)

[4. Use Season-Specific Testimonials](https://sleeknote.com/blog/seasonal-marketing-strategies#4)

[5. Customize Product Guides](https://sleeknote.com/blog/seasonal-marketing-strategies#5)

[6. Create a Seasonal Game](https://sleeknote.com/blog/seasonal-marketing-strategies#6)

[7. Use Daily Offers](https://sleeknote.com/blog/seasonal-marketing-strategies#7)

[8. Stay on Top of Problems](https://sleeknote.com/blog/seasonal-marketing-strategies#8)

1. [Add Gift Wrapping at Checkout](https://sleeknote.com/blog/seasonal-marketing-strategies#9)

**6.Using safety as level of need:**

These needs include shelter, job security, health, and safe environments. If a person does not feel safe in an environment, they will seek to find safety before they attempt to meet any higher level needs. ...

Examples of safety and security needs:

safety, shelter, security, law & order, employment, health, stability, etc.

**7.using belongingness as level of need:** Belongingness is the human [emotional](https://en.wikipedia.org/wiki/Emotional) [need](https://en.wikipedia.org/wiki/Need) to be an accepted member of a [group](https://en.wikipedia.org/wiki/Group_(sociology)). Whether it is family, friends, co-workers, a religion, or something else, people tend to have an 'inherent' desire to belong and be an important part of something greater than themselves. This implies a relationship that is greater than simple acquaintance or familiarity. The need to belong is the need to give and receive attention to and from others.

**8.using ego as level of need**: Ego -Self Esteem Needs  (self respect, personal worth, autonomy) On this level, people act from their ego needs.  They value the options of others, in order to believe in themselves.  It is a matter of self-respect through respect from others

**9.using the cool factor:** Individuals in today’s digital world of constant Snapchat moments and Instagram stories are just looking for something unique to captivate them. It’s not enough to be a marketing expert and create ads based on demographics; many people have moved beyond what their demographic suggests. Marketing teams need to promote their products as something no one has ever seen before – simply put, they need to show off their product’s cool factor.

## For example , Be authentic. Show your funny side.

**10.making refrence to a refrence group:** A reference group includes individuals or groups that influence our opinions, beliefs, attitudes and behaviors. They often serve as our role models and inspiration. Marketers view reference groups as important because they influence how consumers interpret information and make purchasing decisions. Reference groups influence what types of products you will purchase and which brand of product you choose.

Marketers use reference groups to lend credibility to products and services and help convince potential customers to purchase the product. Celebrity product endorsements are a common strategy used to sell products.