



**INTEGRATED MANAGEMENT
& SALES CONSULTING**

Identifying & Reaching Your Target Market

- 1. Analyze your offerings:** Start with defining what you offer and what it is that makes your product or service valuable and be able to genuinely answer why it is better than the competition. This information will help you determine which types of people will desire your products.
- 2. Collect and track data:** Gather data and track the following analytics: website analytics, to learn who is visiting your site, how long they spend on the site, and what their buyer behavior is like. Point of sale analytics, this data will tell you who has purchased your products or services. Together, website analytics and point of sale analytics will tell you the difference between the person interested in the products and the person who actually purchased the products. Social media, tracking all social media platforms will give insights into profile views, responses to posts and reviews. It will overall provide you with a view of the public's opinion on your business and offerings.
- 3. Define your ideal audience:** Who do you think would enjoy the products? What are your audiences' current needs and interests? When will a person use the product? Where would ideal customers live? Why should someone purchase from you? Why is your product better than your competitors? These questions will help you clarify your target audience.
- 4. Profile your ideal client:** Narrow down your audience making it more specific by segmenting into different groups. This would include demographic segmentation: gender, age, income. Psychographic segmentation: personality, interest, lifestyle. Behavioral segmentation: spending habits and brand interactions. Geographic segmentation: country, region, or city.
- 5. Create targeted content:** Develop content that directly resonates with your target market and is tailored to their interests and needs.
- 6. Gather feedback:** Collect feedback from past customers to better understand their needs and understand how they feel about your offerings. This can be used to adjust your strategies accordingly and overall improve your products or services.
- 7. Monitor marketing trends:** Pay attention to trends in the industry and the shifts in customer behavior that could influence your target market and the way you approach them. Stay up to date with marketing trends to avoid losing customers.

References -

<https://www.indeed.com/career-advice/career-development/identifying-a-target-market>

www.SalesClubUSA.com