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WEB DEVELOPMENT | BRANDING+IDENTITY | MARKETING

TARGET MARKET DISCOVERY TOOL

Who is Your Target Market?

It should probably go without saying, but your business is about people. Not just any people, but the specific group of people you hope to serve. Whether you are selling a product or services, you are selling to people. You have to be able to talk to people, walk in their shoes and understand them if you have any chance of selling to them.

If you are not hyper-specific about who needs your product or service, you have no idea how to go about finding who they are, what they like, where they hangout, who they do business with, ALL critical information if you are going to help them solve their problem. Being vague or too general about your target audience doesn't help you or them.

We want you to think about the person who will buy what you're selling. This person (and everyone like them) will be your target market. Discovering and understanding your target market is probably the most critical thing you will do as it relates to your marketing effort, but especially as it relates to Social Marketing.

So why do we say "the person" you'll be selling to and not "the people?" Because to really decide who will buy your product and how you will go about marketing to him/her, you've got to get in their head, think like they think, go where they go, and do what they do. You have to mentally become her (or him).

Why is this so important? Here are a few reasons:

1. When developing a product or service we all have a tendency to think our customers will be just like us. That is rarely the case. We might have some similarities, but we aren't the customers, so we have to begin to think like them and not like us.
2. The more you drill down into the mind of your customer, the more you will understand about their wants and needs and the better you will be able to meet them.
3. If you don't market to someone specifically, you will be marketing to everyone. And when you market to everyone, you market to no one. Your marketing is plain vanilla and totally ineffective.

Activity: How Well Do you Know Your Perfect Customer?

Okay, so let's get going. Taking the product or service you are most likely going to market, ask yourself these questions:

1. Who is the person who has this problem I am going to solve? (Who will I be selling to?)
 - a. What is his/her name
 - b. How old is he/she
 - c. What does he/she look like
 - d. Is he/she single or married
 - e. Kids or no kids
 - f. Pets
 - g. You get the idea

2. What are his/her habits?

- a. Where does he/she shop
- b. Where does he/she eat
- c. What does he/she eat
- d. What does he/she do for fun
- e. Where does he/she work
- f. Where does he/she live
- i. Country, city, urban, suburban, townhouse, apartment, house

3. What are his/her secrets?

- a. What does he/she fear
- b. What is he/she passionate about
- c. What is one thing he/she would change in the world

d. What has he/she failed at or succeed at

Now, in story format, tell your Perfect Customer's story and introduce how your product will help him or her. For the sake of this exercise, please choose a gender for your client because we want you to think about your customer as A PERSON, not a GROUP OF PEOPLE. Have fun with this. It will help you (and us) so much in reaching your target market.

Example: Business – Food Delivery Business (At home membership-based business)

Joe is a busy single dad. His kids are Taylor, age 10, Susan, age 8 and Jake age 5. He works 8-10 hours a day as a busy executive, but doesn't want to be "that dad" who grabs terrible food through some drive-thru restaurant on his way home. He knows his kids deserve better than that. But he also doesn't have the money for a personal chef (because he's already paying out a fortune for day care, tutors, sports, dance classes and the like)! The next big problem for Joe is coming up with great, quick-to-fix meals that both he and his kids will love AND getting to the grocery store to buy all the ingredients for those meals. He does well for periods of time, but he's not consistent and that really bugs him too! He's a type-A overachiever. He wants the best out of himself and for those he interacts with at all times (or at least as much as humanly possible). If someone could just come up with the meals (even if it was three or four meals a week out of the seven dinners he has to cook) it would be so valuable to his life. As much as he spends eating out, he knows there has to be a more economic way to feed his family healthy meals around their own kitchen table.

Enter The Feed Me Box. Joe can go online, select his meal boxes from 4 categories (he loves the meals in 30 minutes category), select the days of the week he wants his meals delivered, and BAM. Right to his front door. Good, wholesome healthy family meals for a fraction of the cost of eating out.