

How To Understand Your Target Market

Understand

- Understanding how your prospects make buying decisions is halfway to converting them to customers

Changes

- Online shopping has changed. The more info you have about your audience, the better your marketing

Ideal Customer

- Create a profile of your “ideal customer ” - the person who perfectly fits your business model

Ds, Gs & Ps

- 3 segments marketers use to define their target market: Demographic, Geographic & Psychographic

Demographics

- Demographics = Statistical data representing your audience. Narrow down who you're marketing to.

Geographics

- Geographics = Information that tells you where your audience is buying.

Psychographics

- Psychographics = Why your audience is buying your products or services. Comprised of many variables.

Lives

- Where is your audience in terms of their life? Are they struggling or are they highly successful?

Values

- What does your audience value? Are they motivated by family? Does earning money drive them?

Class

- What is your audience's economic status and social class?

Social Data

- Social profile data is comprised of the fields social media users grant permission for brands to use

Behavior Data

- Behavior data allows you to measure and track how your audience behaves over time.

Lifestyle Data

- Lifestyle data is the gathering of info about people's values, beliefs, interests, and opinions.

Surveys

- Surveys and questionnaires are a useful and fairly easy way to begin gathering information.

Interviews

- A few one-on-one interviews with your best clients can help you create a profile.

Focus Groups

- Focus groups can provide information about a product, service or be asked about their psychographics

Web Tools

- Explore web-based services and tools that you can use to gain information about psychoanalytics.

Existing Data

- Use your existing business analytics to dig a bit deeper into your customers' behavior.

Marketing Firms

- You can always hire a marketing firm to do the research and information gathering for you.

Social Media

- Social media sites are some of the best sources for learning how your customers think and feel.

Language

- When creating your marketing content, your messages may need different language

Planning

- Use your psychographic profiles when you're planning marketing channels and tactics

Sales Copy

- Use different copy and different landing pages depending on who you're talking to.

Identify Metrics

- Identify what you're going to measure and how you're going to measure it.

Tracking Systems

- Make sure you have systems in place to measure and track your success.