TARGET CUSTOMER

WHAT IS A TARGET CUSTOMER?

Customers segments are the groups of people that you have identified as most likely to purchase your product.

Your TARGET AUDIENCE or customer are those who you are going to spend you **TIME & MONEY** trying to attract to your brand.

Why bother?

You want to avoid an "everybody" campaign as you have:

Limited Resources: you only have a limited amount of time or money to spend so it is more effective if you choose who you are going to spend your resources on

Clarity of Message: when you target everybody you end up with a bland catch all message instead of really resonating with your customer

Clarity of Focus: when you are trying to do too much you do very little. Spreading yourself too thin by going after too many segments is what sucks the energy out of business owners.

Not shooting everywhere but aiming somewhere

STEP 1
SEGMENTATION

List all the potential customers who might need or want your services. Businesses generally list using the below as inspiration:

Demographic: Age, social grade, life stage or family profile, income level, education, ethnicity, religion, occupation

Geographic: Where people live or work
Country, Region, Population Density, City or Town Size, Climate Zone, Language Zone

Behavioural: What activities they engage in
It can also be about their buying behaviour such as usage rate, purchase occasion (e.g. gifting), benefit sought (e.g. economy/convenience), user status (e.g. 1st time purchase, regular user), loyalty status, adopter status)

Attitudinal: Persons interests, values or attitudes

SEGMENTATION

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SEGMENT DESCRIPTION
3

SEGMENT DESCRIPTION
4

SEGMENT DESCRIPTION
2

SEGMENT DESCRIPTION
5

TOTAL POTENTIAL CUSTOMERS IN THE MARKET

SEGMENT DESCRIPTION
1

SEGMENT DESCRIPTION
6

SEGMENTATION

LIST OF POTENTIAL CUSTOMERS

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Key data inserted here

SEGMENT A

Key data inserted here

SEGMENT D

Key data inserted here

SEGMENT B

Key data inserted here

SEGMENT E

Key data inserted here

SEGMENT C

Key data inserted here

SEGMENT F

STEP 2 TARGET AUDIENCE

Choose your target audience based on

Demand: Who wants or needs it the most?

Margin: Who will pay you the most

Ease: Who is easiest for your to access? (e.g. network/experience)

Passion: Who do you passionately want to work with?

TARGET CUSTOMERS

Choose your top 3 target customers for the next 12 -18 months

1

SEGMENT A

Description of the target audience
Key insights or facts about them

2

SEGMENT B

Description of the target audience
Key insights or facts about them

3

SEGMENT C

Description of the target audience
Key insights or facts about them

#CLARITY

#CREATIVITY

#CONFIDENCE

THANK YOU

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