

Effective Marketing Communication



How to identify your target market ?

A target market is basically the type of person that will want or need your product or services. By targeting a specific market, you will be able to save money by spending less on marketing and increase marketing. The process of identifying a target market is called *market* segmentation. Using market segmentation, a business can use a top-down approach to identifying a target group or *niche*.

After you have identified a niche using target segmentation, you will be able to concentrate your efforts on targeted marketing to attract a specific consumer group.

In fact, once you've identified your target market, you may want to check out the excellent <u>Attraction Marketing</u> <u>Blueprint</u> - you'll learn how to drive customers to your product, regardless of your industry.

Identifying Target Market

- There were four broadest market profiles are :
- 1) Non-Customers
- 2) First Time Buyers
- 3) Customers
- 4) Loyal Customers

Non Customers

The Non-customer profile is someone who has never been a customer of your company's. These are the companies who are in a demographic range of variables you think make them likely prospects for your products or services. Because the noncustomer market is so broad, you may have several different sub-markets within the category of non-customer markets.

First Time Buyer Market

The First Time Buyer is a person or business has purchased your products for the first time. A First Time Buyer is a very unique relationship. It is actually the most perilous relationship in your company. The First Time Buyer has taken action but is generally not committed to your company or your product. The value of your product has yet to be fully adopted. The relationship is still tenuous and risky. You pay to acquire new buyers through your advertising, promotion and selling. A primary goal for First Time Buyers is to re-enter them into a sales cycle to convert them to customers.

The Customer Market Profile consists of companies or people who have purchased from you more than once. Customers presumably have a deeper relationship with your company than First Time Buyers. There are several good methods for segmenting your customer base. Here are a few of the categories used to separate your customers and identify the most profitable relationships.

• Frequency

How frequently the customer purchases from you.

• Recency

How recently the customer purchased from you.

Duration

How long the customer has been purchasing from you.

Intensity

How much the customer purchases from you.

Loyal Customer Market

A Loyal Customer is a customer with a successful track record with the company and has been purchasing from you for three years or longer.

Loyal Customers are your best customers. They have the best track records in terms of frequency, recency, duration and intensity.

They provide positive value return in the form of referrals and testimonials. A primary goal of every business is to build loyal customers.

THANK YOU



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