

Defining the Targeting Audience What Is Targeting Audience Analysis and Why Do We Need It

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Abstract- *A targeted audience profile is a simply a specific group of customer most likely to respond positively to your promotions, products, and services. It often your target audience analysis will be based on specific factor like age income and so on.*

I. INTRODUCTION

Given the current state of the economy, having a well-defined target market is more important than ever. No one can afford to target everyone. Small businesses can effectively compete with large companies by targeting a niche market.

Targeting a specific market does not mean that you are excluding people who do not fit your criteria. Rather, target market allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets. This is more affordable, efficient, and effective way to reach potential clients and generate business.

With a clearly defined target audience, it is much easier to determine where and how to market your company.

II. METHOD'S FOR CATEGORIZE A TARGET AUDIENCE?

1. Look at your current customer base.

Who are your current customers, and why do they buy from you? Look for common characteristics and interests. Which ones bring in the most business? It is very likely that other people like them could also benefit from your product/service.

2. Check out your compensation.

Targeting audience and manage compensation are main factor in compensation. Who are your competitors targeting? Who are their current

customers? Don't go after the same market. You may find a niche market that they are overlooking.

3. Analyze your product/service.

Write out a list of each feature of your product or service. Next to each feature, list the benefits it provide (and the benefits of those benefits). For example, a car design provides high-quality design services. The benefit is professional company image. A professional image will attract more customers because they see the company as professional and trustworthy. So ultimately, the benefit of high-quality design is gaining more customers and making more money.

Once you have your benefits listed, make a list of people who have a need that your benefit fulfills.

4. Choose specific demographics to target.

Figure out not only who has a need for your product or service, but also who is most likely to buy it. Think about following factors:

- Age
- Location
- Gender Level
- Education Level
- Occupation
- Ethnic background

5. Evaluate your decision

Once you've decided on a target market, be sure to consider these questions:

- Are there enough people who fit in my criteria?
- Will my target really benefit from my product/service? Will they see a need for it?
- Can they afford my product/service?

Defining your target market is the hard part. Once you know who you are targeting, it is much easier to figure out which media you can use to reach them and what

marketing messages will resonate with them. Instead of sending direct mail to everyone in your ZIP code, you can send it only to those who fit your criteria. Save money and get a better return on investment by defining your target audience.

6. Consider the psychographics of your target.

Psychographics are the more personal characteristics of a person, including:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

Determine how your product or service will fit into your target’s lifestyle. How and when will your target use the product? What media does your target turn to information? Does your target read the newspaper, search online, or attend particular events?



7. Influencers

An influencer is the mutual friend connecting your brand with your target consumers. When you align with an influencer, not only do they bring their audience but they also bring their audience’s network as well.

Influencers have the power to drive more people towards your product/service. This is because consumers trust the recommendations made by their favorite influencers in fact, the ROI of influencer marketing is high than normal.

8. Surveys

1) Define the goals of your survey

2) Define who you want to survey

- Regular customers
- Anyone who has ever bought anything from you
- Social media
- Visitors from your website

9. Tools

- Google form
- Survey monkey
- Type form
- Survey place

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