

Tangible Marketing: defining your target audience

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.

Often we hear business owners suggest that they target “anyone interested in my services” or small-business owners, homeowners, or stay-at-home mums. All of these targets are too general.

Targeting a specific market does not mean that you are excluding people who do not fit your criteria. Rather, target marketing 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 a much more affordable, efficient, and effective way to reach potential clients and generate business.

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

For instance, an interior design company wanted to market to homeowners between the ages of 35 and 65 with higher than average incomes in a specific region. This gave them a market of over a million people so they defined their market further, to those interested in kitchen and bath remodelling and traditional styles. Further definition and investigation suggested that splitting their market into two niches: parents on the go and retiring baby boomers would help them to target their communication.

How to define your target market

Try and identify who your typical customer might be and tailor your marketing accordingly

1. Look at your current customer base. ...
2. Check out your competition. ...
3. Analyse your product/service. ...
4. Choose specific demographics to target. ...
5. Consider the psychographics of your target. ...
6. Evaluate your decision. ...and consider your budget



Tangible Marketing Specify your demographic

Demographics is the collection of data regarding a specific population. It is frequently used as a business marketing tool to determine the best way to reach customers and assess their behaviour. Segmenting a population by using demographics also allows companies to determine the size of a potential market.

Once the key demographic indicators of your potential or current market are defined the psychographics of your target can be considered

Psychographic segmentation involves dividing your market into segments based upon different personality traits, values, attitudes, interests, and lifestyles of consumers. This segmentation is advantageous because it allows you to engage in product design and marketing in a focused manner.

General Demographics:

- Age
- Gender
- Race and culture
- Marital status & family
- Location

Economic characteristics:

- disposable income,
- car ownership,
- home ownership

Social /Psychographic characteristics:

- lifestyle
- attitudes & values
- social class
- leisure activities & hobbies
- buying patterns and influencers









- political understanding
- level of education
- use of technology
- use of particular advertising mediums

Generational characteristics:

- Baby Boomers
- Generation X
- Generation Y (or Millennials)
- Generation Z (or iGeneration)

Generations do share some psychographic similarities but the generalisations across large sections of the population should not be end of the investigation into your target audience; they are only a place to start.

Talking about the Generations:

Characteristics	Baby Boomers	Generation X	Generation Y	Generation Z
Formative experiences	[1945-1960] Cold War Swinging Sixties Moon landings Youth Culture Woodstock Family-orientated	[1961-1980] Fall of Berlin Wall Reagan/ Gorbachew/ Thatcherism Live Aid Early mobile technology Divorce rate rises	[1981-1995] 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth	[Born after 1995] Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks
Aspirations	Job security	Work-life balance	Freedom and flexibility	Security and stability
Signature product	Television 	Personal Computer 	Tablet/ smartphone 	Google glass, 3D printing 
Attitude toward technology	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics"- entirely dependent on IT; limited grasp of alternatives
Communication media	Telephone 	Email and text message 	Text or social media 	Hand-held [or intergrated into clothing] communication devices 
Marketing media	Mass/Traditional media Above-the-line	Direct/Targeted media Below-the-line	Viral/Electronic Media Through Friends	Interactive campaigns Positive brand association
Purchasing influences	Brand-loyal Authorities	Brand switches Experts	No Brand Loyalty Friends	Brand evangelism Trends
Tangible Marketing	Reward for loyalty: Tip ons GWP	Cost effective Retained DM	GWP Items to inspire WOM or viral/social media	Quick turnaround contemporary Items