

S coaching

Marketing

How to Determine your

Marketing Objectives and

Target Market



Market Objectives

Getting Back to Basics

Getting to know your business in detail

Why did you start your business

What are your products and services

Who are your ideal customers

What are your business values

How does your brand reflect your business values

What reputation, thoughts and feelings do you want people to associate to your business and brand





What benefits do they provide?

What is your Unique Selling Proposition (USP)?

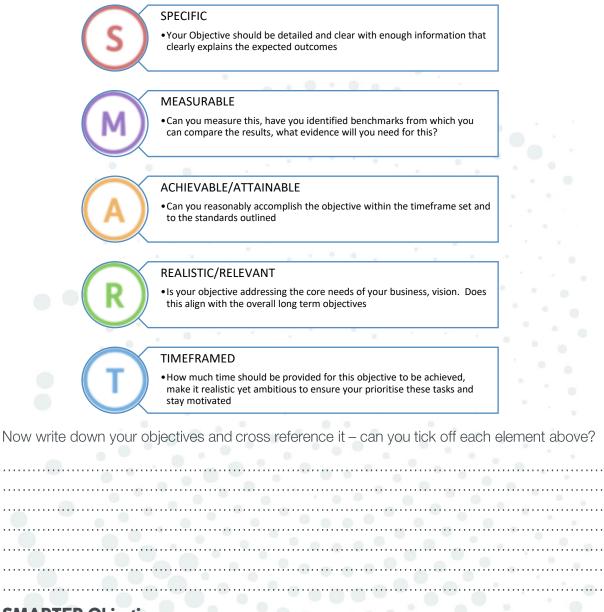
What makes you stand out from the crowd/ or different?

Defining what you want to achieve Do you want to	
Increase your current leads	□ Increase customer access points? (F2F
□Increase brand recognition/awareness	Vs Online)
□Increase customer traffic	Create sales funnels
□Increase sales	 Introduce new products/services Improve stakeholder relationships
□Increase profits	
□Increase/expand your current market share	 Enhance customer relationships Other
Expand into a new market/ new customer base	



SMART Objectives

The simple methodology that supports the development of more effective objectives and successful outcomes



SMARTER Objectives

Moving your SMART Objectives into the continual improvement and growth arena

EVALUATE

• Establish regular and ongoing checkpoints so that you can evauate your performance, learn from your hiccups and optimise your objective development for the next phase

RE-ADJUST

• Are you experiencing ongoing issues with your objective and activities? Are the outcomes not what you anticipated?. It is time to review what is happening and make adjustments to your process or expectations.



Identifying your Target Market

There are many ways to identify and segment your target market, it is about finding out the common features your customers have, this can include (but is not limited to the following elements).

TOTIOWING	
Age	Behaviours
Location	
Gender	
Marital	
Status	Lifestyles
Educational	Litestyles
Level	
Average	
Income	
Occupation	
	Values
Ethnicity	
Culture	
Culture	• • • • • • • • • • • • • • • • • • • •
Religion	
Interests	Attitudes/Opinions
Interests	
Interests	
Interests	
Interests	Family makeup

Consider your customer base (or potential customers) and answer "what is/are their?" for the following



Deeper Dive

Want to know more about your customers? Here are some suggested questions you can explore What do they buy from you?

Why?

Make a list of people who have a need that your features and fulfills

Where do they hang out?

What do they worry about?

What are their dreams?

Who do they follow? (role models, mentors, personalities, influencers etc.....)



What platforms do they use social media, print media, radio etc

What resources do they use to research products (google, referrals, networks, radio etc)

What are their shopping habits or patterns

Who are your competitors?

Who are they targeting? (who are their customers?)

Is there room for all of you?

Have you identified any gaps? (these you can take target and make into opportunities)



