

Defining Your Target Customers

Identifying your target customers allows you to focus your marketing dollars and messaging, on those most likely to buy from you.

For your product or service to be successful, it's going to have to solve a problem your potential customers are facing. So, before you define your target customers start by asking yourself – What is your customer's main pain point and how can you solve it?

Create a Description of Your Target Customer

Once you've identified the main pain point your product or service solves, create a description of your target customer. This is also known as a buyer persona. If your business is up and running, the best snapshot of your ideal customer is in your current customer base. This is where you'll find the common characteristics, pain points, and interests that make up your target customers.

Start with a list of demographic details:

- Gender
- Age
- Interests and hobbies
- Occupation
- Location
- Behavior (e.g., How and where they shop, how much they are willing to pay, etc.)
- Income
- Education

Next, capture as many details as possible about where to reach your customers and how you can help them. These are psychographic factors and are based on customers' values, beliefs, attitudes, and lifestyles.

Where can you reach them?

- Where do they go to find information or do research?
- What social media channels do they use?
- What forums or groups do they belong to?

What can you do to help them?

- What are their goals?
- What are their challenges/pain points?
- What stops them from reaching their goals?

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Target Customer 1	Target Customer 2	Target Customer 3
College student A local food truck wants to increase online orders among 18-to-22-year-olds, targeting college students.		
DEMOGRAPHICS <ul style="list-style-type: none"> • 19 • College student • Single • Income <\$14,000 • Part-time employment 	DEMOGRAPHICS	DEMOGRAPHICS
INTERESTS/ATTITUDES <ul style="list-style-type: none"> • Active • Music lover • Spontaneous • Eats on the run • Pressed for time • Enjoys local craft beer scene 	INTERESTS/ATTITUDES	INTERESTS/ATTITUDES
BEHAVIORS <ul style="list-style-type: none"> • Heavy cell phone user • Limited brand loyalty • Heavy social media user • Impulse buyer 	BEHAVIORS	BEHAVIORS
PAIN POINTS <ul style="list-style-type: none"> • Doesn't like to cook • Limited budget 	PAIN POINTS	PAIN POINTS
GOALS <ul style="list-style-type: none"> • No fuss, no wait, affordable, good food • Fun, relaxed atmosphere 	GOALS	GOALS

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