

Zero In On the Right Target Audience - Your Most Profitable Prospects

A crucial part of marketing is making sure that your message is being seen and heard by the people most likely to purchase your product -- your target audience. By targeting your message, you're more likely to maximize the return on your marketing dollar.

Target Audience and Segmentation

Think about those visitors you want to attract to your site. As much as we'd like to think so, not everyone is going to be equally interested in your product or service. So, who is most likely to be interested in what you have to offer?

Hey...don't say "everybody is" your target audience. There are probably certain groups of people, or market segments, that are more likely than others to want your product. It's important to identify such segments, whether you're doing consumer, retail or business-to-business marketing, so that you can focus your marketing efforts and dollars on those likely to generate a profitable return.

Demographics describe the profile of a particular market segment. These traits have an impact on the decision making process and also have an impact on how you should package, price and communicate your product to your key segments.

Examples of demographic and psychographic attributes include:

Consumer Demographics examples

Age

Gender

Occupation

Income

Education

Technology Literate

Job Title

What tasks they expect to do while using your web site

And when the target audience is identified, you'll then have an idea of what your key messages should be and how to convey them.