



IDENTIFYING YOUR TARGET MARKET



When a company decides to target who they market to, they:

- Are more successful
- Save time
- Save money

How do you determine who your target market is?

- Start by thinking about your ideal client. Your ideal clients are the people you hope will buy your products and services.
 - Z&B Consulting, Inc.'s ideal clients, for instance, are small businesses, non profits and entrepreneurs who believe in relationship building and believe in investing in the success of their business.
- If you have a mission statement, chances are your ideal clients are identified within the mission statement.

Once you have your target market, you want to segment it. That's bringing it down to tiny pieces.

- For Z&B Consulting, Inc., we segment by the number of employees that work for the company. That's because a company with one employee has different needs than a company with 5 or a company with 10 or more.
- Since each segment has different needs and resources, you'll probably need to create different products for each.
- You will also need to market to each one differently. In doing so, the ideal person will surface more quickly and say "Yes! That's me!"

It's really important when your marketing, to avoid making a flyer that you think will appeal to everybody. You want to adapt the flyer for each of your segments so that it really speaks to each one. Items to change on each version include:

- Words
- Photos
- Messages
- Calls to Action

In addition to the items above, you'll also want to adapt the type of marketing and where the marketing is distributed based on each segment.

- Someone targeting moms would be good to send their materials to a school whereas someone targeting seniors would not.
- Someone targeting seniors would be effective placing items in the print newspaper whereas someone targeting busy moms may want to have their marketing materials be online and mobile friendly so they can be viewed from their cell phones while on the go.

Take time to think about your target market and segments by completing the **worksheet**. To view a brief video on the information in this handout, visit the **RESOURCE SECTION** at zandbconsulting.com.

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