



Collin SBDC

Target Market Analysis

Defining a target market is an important way to maximize marketing efforts.

Demographics

Describe your customer in as much detail as possible. Remember that it's difficult to sell to everybody, so focus on the types of people/companies you can really reach.

Individual or business?

Gender?

Ethnicity?

Age?

Education level?

Income level?

Marital status?

Industries?

Sales/revenue levels?

Geographics

Define where your customers are located and be specific. It's very difficult to sell to the whole world or even the entire US.

City and country:

Climate:

Regional stereotypes:

Now that you have the "who" and the "where", you now need to get the "how many". This information is available at www.Census.gov, through your local city government or Chamber of Commerce, or through a data base called Reference USA.

How Many Are There

How many of these types of customers are located in your market?

What Do They Need

How does my product/service meet their needs?

After completing this, it will be helpful to have a business mentor review it.
They can assist you in completing your marketing plan.

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