

Marketing

Marketing is big! It is so much broader than promotions and advertising, which tends to be how it is handled. The American Marketing Association uses the following definition of marketing:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

You might want to re-read that to let it sink in! In short, the moment you start making changes to your idea to suit your customers, you have already started on the marketing journey. This is really important as you make decisions on opening hours, the way your customers access your products or services, the colour scheme. All these decisions need to be based on what you think will best suit your customers. Marketing also includes promoting your business and how you deliver the service or product you offer – because if the marketing is amazing but the delivery isn't, no one will come back.

Knowing Your Target Customer

No matter what type of marketing you are looking to do, everything must keep your customer in mind. Not just any customer: your target customer. It is really important to understand that while you might have a great business idea, not every single person will be a customer of your business (and you won't have the money to market to every single person anyway!). Identify a small group of people likely to be a customer of your business. These people are your target customer – or you might have a number of target customer groups.

By breaking down these groups, you will start to identify key factors of your target audience groups that will help with your marketing decisions. The three main ways to break down your target customers are by demographic, geography and behaviour.

Demographic Factors

Demographic factors are the most common way to break down target audience groups as they are how we normally separate groups of people. The factors include **age, gender, family situation, employment and income**, amongst others.

When deciding on demographic factors, it is best to choose a range that closely matches who you believe your target customers will be. For example, choosing an age range of 18 – 24 years for young adults.

Geographic Factors

Geographic factors are based on where the target customers live, which could be in a certain number of suburbs or areas near your business location, or cover other parts of the country if your business operates online.

If you are online, consider what types of places your customers live (capital cities, regional areas, etc.) as not everyone will be your target customers. You need to focus your attention on the regions your customers are most likely to live.

Behavioural Factors

Understanding the behaviours of your target customers will further narrow who you are sharing your marketing message with, and also help you start to think about the type of message that will grab your customers' interest. Behavioural factors include, hobbies and interests, motivations, which could be the reason why they are going to be a customer and circumstances, as some customers could require what you offer because of a situation beyond their control.

Now that you understand the key elements of your target audiences you can start identifying potential customer groups.

Target Customer Group Name			
Demographic Factors			
Geographic Factors			
Behavioural Factors			
Products and/or Services That Appeal What do you think they will be most excited by?			
Other Points of Contact How else will this group find out about you?			
Challenges What is hard about targeting this particular			
Signature Experience What experience will they walk away with and share with others?			