Define Your Target Market Workbook

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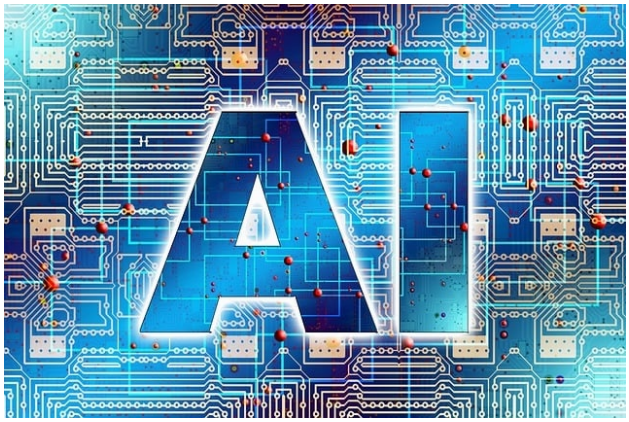
Introduction

To be successful in marketing your business in today's digital world, you have to clearly define your target market - ***a niche.***



With the evolution of Artificial Intelligence (AI), you need to see your target differently and understand their *search intent.*

Hence, you need to take a step back and **re-strategize** how you do your marketing, including what, when, and how you post to Social Media!

Today's searcher is asking questions and getting answers in the AI search tools. Keep in mind that AI cannot give opinions. I.t has no common sense or wisdom; Thus, it depends on gathering information from various sources, including blogs, forums, and social media posts.

Here is some food for thought…

- What questions are they asking regarding your product or service?
- What types of blogs and social media posts are you going to write that the AI Search Tools and Google will discover and present in those summaries?
- How can you showcase your business or personal brand and be known as an expert in your field or industry? (That's your E-E-A-T: Experience, Expertise, Authority, and Trustworthiness.)
- How will you entice a potential customer to click on a link and go to your site?
- What call-to-action will be effective in drawing a potential customer to your website?
- How will you convert a visitor into a lead or sale on your website?

You have to answer these and many other questions before you can even start marketing online and offline.

This workbook will guide you through the process of identifying your perfect customer. ***You can have more than one target market.*** Print out or duplicate as many copies of this as you need. If a certain question is not applicable or doesn't matter, then write "N/A".

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B2B or B2C

Business-to-Business (B2B) - your main customer is a business - see the B2B section on page 6...

Business-to-Consumer (B2C) - your main customer is an individual consumer.

In your business, B2B & B2C may overlap, but concentrate on the one that will bring the most results first. Establish that side, then work on the other. If you want to pursue both, define your percentage, and that will define your strategy. (60/40 B2B/B2C)

Instructions:

Fill in these descriptions as they would apply to your perfect customer. Think of the one client that you would replicate if you could.

Age:

Gender:

Ethnic background:

Occupation:

Position: (executive, manager, worker)

Income:

Education:

Marital Status:

Children: (age and number, if grown and out of the house, write that)

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Location:

Interests/hobbies:

Values:

Attitudes:

Lifestyles:

Politics / Religion:

Behavior:

What motivates them?

What motivates them to share information with others?

What does a day in their life look like?

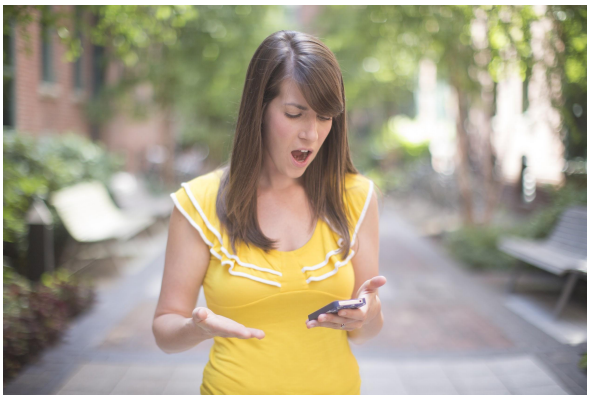
What are their dreams and ambitions?

Diet - what foods do they like?

What type of car do they drive?

Likes:

Dislikes:



Pain Points:

Typical problems - How can you solve them?

How does that problem make them feel?

What intimidates them?

What don’t they understand?

What benefit of your product or service solves their problem?

Why would they buy your product or services?

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(Note: if you have a luxury item or service that doesn't really "solve a problem", you have to identify ***why*** they would buy it.)

What would motivate them to buy your product or services?

How tech-savvy are they?

What devices do they use?

Next, how will you impress and entice them?

Set SMART Goals: https://azsocialmediawiz.com/set-smart-goals-new-year/

Now, it's time for a Strategy Session!

Click Here to Book a 1-hour Zoom Call: https://my.timetrade.com/book/CJJGC

We'll brainstorm ways to leverage AI to reach your potential target market. It includes:

- A Google Keyword/Phrase Search and a list of blog/video topics
- A Search Intent chart
- A marketing message for your first social media campaign

$75/hour

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B2B:

Describe your target's business.

Industry:

Number of employees:

Amount of annual sales:

What's their main service or product?

Geographic location:

Goals & Objectives:

Who is the decision-maker(s) in the company? This person becomes your "consumer".

Pain Points/Problems:

Next, how will you impress and entice them?

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"If they think you're like them, they think you can understand them and their situation better." ~Andrew Spence

Overall:

Are there enough people who fit my criteria?

Will my target benefit from my product/service? Will they see a need for it?

Do I understand what drives my target to make decisions?

Can they afford my product/service?

Can I reach them with my message? Are they easily accessible?

Is there enough money to be made with your product or service in your target market?

Buying characteristics and habits:

How does my customer normally purchase similar products?

Who's the decision maker or primary buyer?

Where do they get their info?

When are they ready to buy?

How much education do they need before they make a decision?

Where, how, and when are they going to do their research?

What do they look for?

- Credibility
- Knowledge of the business

What sets off their BS detector?

Who do they trust?

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Your E-E-A-T

How are you going to gain their trust?

What is your company's mission?

What are the benefits and features of your products or services?

What do your customers and prospects already think of your company?

What qualities do you want them to associate with your company?

What makes you unique that will interest them above your competition?

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What AZ Social Media Wiz Offers:

AZSocialMediaWiz.com

- **A Comprehensive Strategic and Tactical Marketing Plan:** We help you set goals and objectives, then strategize with you on how to accomplish them.
- **Research on your target market:**
  - Which social networks, devices do they use the most?
  - What are their decision-making habits
  - How to best reach them and build relationships with them
- **Website AI-SEO Copywriting:** What to say on your site to capture your visitor's interest and turn them into a customer, as well as for Search Engine Optimization (SEO)
- **Blogging Editorial Calendar:** We'll help you plan what you're going to blog about to attract potential customers to your website.
- **Effective Lead Capturing:** We'll help you determine how you are going to capture leads on your website that you can then convert into sales. What type of "gift" or "freebie" are you going to give a visitor to your site to get them to give you their email address?
- **DIY - Do it Yourself route: Learn how to do it yourself in customized 1:1 Zoom sessions.** $75/hour

If you feel you can't manage it yourself, click here to book a FREE 15-minute Zoom call to discuss your options:
https://my.timetrade.com/book/9LM42

I look forward to speaking with you soon!

Giselle Aguiar
Celebrating 30 Years of Digital Marketing!

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