Finding Your Target Consumer

What is a target consumer?

Your target consumer is the ideal profile of the individual(s) that will most likely purchase your products or services.

Why is it important?

Knowing your target helps you more effectively plan your marketing activities. By knowing your target consumer, you can create the right messages and place your media in the right places.

How do I find my target?

The key to finding your target audience is to explore the connection between your product's benefits and their needs. This sheet will help you build a target consumer profile, using free resources, lots of research and your imagination.

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(1) # Start with your product's attributes

Think about everything from the design of the packaging to the physical properties.
If it's a service, include the "how" along with what you provide.
Don't forget to include your pricing!

(2) # What benefits does your product own?
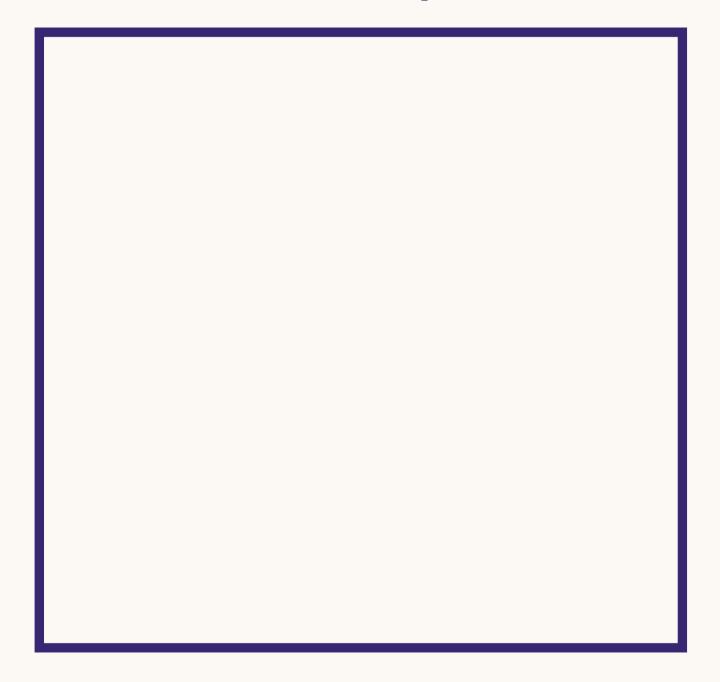
Functional
Example: Juice has nutritional value

Emotional
Example: OJ makes people feel at home

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3 **Who would benefit from these benefits? Who would be able to purchase?**

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Name / Age / Occupation

Income / Location / Other Demographics

Functional Needs

Emotional Needs

Interests

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Media Habits

Buying Habits Related to Product

Other Important Information

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Use these resources to research your industry and the types of customers you're likely to serve:

1 **Nielsen Insights**

2 **eMarketer**

3 **Google Trends**

4 **Facebook Insights**

Once you have an idea of your target consumer, test your marketing against this profile by using surveys and focus groups before, during and after a campaign.

Email us to learn more about our consumer insights work!

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