



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION

OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER

OSU Direct Agricultural Marketing Team

Developing Your Customer Profiles

OSUE Direct Food & Agriculture Marketing Team

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Develop Your Customer Profile

Demographics	Psychographics	Buying Motivations	Communications	Keep Them Coming Back
Age	Support Local	Healthy foods	Social Media	Customer Service
Income	Contributing to the "greater good"	Support local farmers	Newspaper	Special Events
Race/ Ethnicity	Product that remind them of home	Connecting with community	Community Organizations	Availability of products
Education Level	Creating experiences	Recreating memories with grandchild	Special Events	Knowledgeable staff
Where they live	Keep up with the Jones'	Product Benefits	Radio	Educational information that makes them feel empowered