Identifying Your Target Market

OSU Extension
Food and Agricultural Marketing Team
2018
Identifying Your Target Market

Why Identify Your Target Market?

• More effective communication
• Reduced cost of customer acquisition
• Helps determine marketing channels
• Selling your products
Identifying Your Target Market

Where do you begin?
Demographic information
- Age
- Gender
- Income level
- Education level
- Geographic location
- Marital status
- Employment status
- Number in household
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Psychographic Information
- Values
- Interests
- Lifestyle
- Attitudes
- Opinions
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Now What?
Based on your product – begin to develop your customer profile.
What does your ideal customer “look” like?
• Sufficient income to purchase your product
• Ability to access your product
• Recognizes the benefits of your product
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Your ideal customer

- Age, income, education, kids?
- Values (supporting local)
- Interests – healthy foods for self/family
- Lifestyle – single, family, retired, etc.
Example

Demographics
Moms with kids preK-middle school

Values
• Kid friendly
• Educational
• Healthy
• Easy to prepare meals

Lifestyle
Busy, interested in health, little time for “self”
Example

Demographics
Grandparents
Values
• Experiences
• Recreating their own memories with their grandkids
• Educational
Lifestyle
• Desire to educate their grandchildren in a fun way
• Create positive impact
“It does not matter how slowly you go as long as you do not stop.”
—Confucious

AmericanHort – Shift Project

http://americanhort.org/AH/Events___Programs/SHIFT/shift_bringing_the_industry_forward.aspx
“It does not matter how slowly you go as long as you do not stop.” — Confucious

Retired Ronna

Purchasing Motivation
- Nostalgic memories
- Beauty
- Passion for Plants

How Ronna will find you:
- Community Newsletter
- Newspaper
- Mail
- Word-of-Mouth
- Local Garden Club
- Community events

How to get Ronna in the door
- Day-time hours
- Kid friendly
- Quality

How to keep Ronna
- Good customer service
- Quality
- Kid-oriented environment

AmericanHort – Shift Project
http://americanhort.org/AH/Events___Programs/SHIFT/shift_bringing_the_industry_forward.aspx
<table>
<thead>
<tr>
<th>Demographics</th>
<th>Psychographics</th>
<th>Buying Motivations</th>
<th>Communications</th>
<th>Keep Them Coming Back</th>
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How do they get information?
Based on customer profile –
  • Newspaper
  • Social media – which platform(s)
  • Community events/newsletters
  • Clubs, groups, etc.
  • Signage
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Based on how your customers get information you can now develop your marketing plan.

• Where will you market?
• What “story” will you tell?
• How much will you budget?
• How will you measure success?
<table>
<thead>
<tr>
<th>Target Market</th>
<th>Product/Service</th>
<th>Competitive Advantage</th>
<th>Promotion Strategies</th>
<th>Sales Forecast (goals)</th>
<th>Measures of Success</th>
<th>Date</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Women 25-35 with children</td>
<td>U-pick</td>
<td>Experience for the kids</td>
<td>Facebook Moms group</td>
<td>Increase sales on weekdays by 10%</td>
<td>Sales on weekdays, likes on FB,</td>
<td>Weekly</td>
<td>$25</td>
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