

10 Attributes of a Target Customer by Brenda Turino, BLT Marketing www.blmarketing.ca

Are you selling to a company or the purchasing manager within a company? It is a misconception that companies buy from companies – people buy from people. So let's start there and discuss the 10 attributes of an ideal target customer.

1. **Female/Male** – Why does it make a difference? Facts and figures vs. feelings. The language you choose should be reflective of the gender of your ideal customer.
2. **Age** – As you know we all have different ideals, interests and inspirations at different ages in life. Remember the 20's when your focus was on having the right look and a job to help you find your mate. The 30's come and you are a parent, and then the 40's come and it is all about finding ourselves again. What age would your perfect customer be?
3. **Culture** – You may have a product or service specifically geared to a particular culture, such as an oriental garden business or the production of Muslim greeting cards.
4. **Marital Status** – You may want to focus your business on the pre-marriage stage, married families with children, second marriages, divorcees - all have different mindsets, priorities, and needs.
5. **Location** – Where are they located - local, province wide, Canada wide or global? Each one requires a different marketing strategy to reach them.
6. **Financial Abilities** – How much do they make, can they afford your services, are your prices in line with their disposable income or budget?
7. **Buying habits** – Does your market plan their purchase or do they buy on a whim? Do they buy out of need or desire? Is there a social status factor to why they buy?
8. **Personality Type** – Are you looking to help them organize or get structure or does your target market have a particular personality type that will influence them to buy?
9. **Thinking Styles** – Not everyone collects points or clips coupons. Knowing how your customer thinks will help you develop and design marketing materials that match their way of thinking.
10. **Lifestyle** – Do they have hobbies, such as sailing, skiing or golf? Target your advertising strategies so that your perfect customer sees your ads. Angle your ad to their lifestyle.

No one sells to everyone. Decide who you want to sell to - design your perfect customer and then name them in your mind. The next time you do any marketing, simply think about your perfect customer and ask yourself, would they be attracted to this? Once you figure out your target market, marketing to them is easy because you know what they want, need and expect. The only thing left is giving your market what they want and exceeding their expectations.

Making your marketing efforts work is the key. Understanding your target market will make the difference. Don't stop marketing even when you have customers. In business, you will experience ups and downs. Keep your name in front of your present and potential customers on a consistent basis - that's good marketing.