

LOCATIONS TASK

Hey peeps!

Where are your ideal customers and how do you reach them?

As we start to think about how we are going to go about marketing our products and services, we need to really think about WHERE our perfect customers are, and reach out to them there, rather than spending big bucks on advertising to the masses where the message might be completely ignored.

For your ideal customer, come up with 5 to 10 places (online or offline) that those people would frequent. Keep in mind their income, social activities, hobbies and daily responsibilities, and be as specific as possible.

An example:

Target market is mid to high-income new mothers – where do they go each day? Mums & Bubs sessions, Gymeroo, mothers groups, the hospital, MACH centres, Mums groups on facebook etc.

And another:

Target market is young, single, male/female foodies – where do they hangout? Food blogs, "hipster" eateries, boutique restaurants and they might read Delicious magazine.



My target market:

Where they hang out:

