

Who are your customers?

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In the next 20 minutes, we will...

- ▶ Define a customer and discuss target markets.
- ▶ Discuss ways to segment markets.
- ▶ List approaches to finding customers through networking.
- ▶ Discuss marketing channels and the importance of tracking results.

Here's our agenda

1

Customers:
Target
markets

2

Marketing
Channels

3

Q & A

Who are Your Customers?

A True/False Quiz

1. Everyone will be my customer.
2. Every customer will behave the same way with my product/service.
3. Once I get customers, I will keep them.

Customers must have 3 characteristics to be part of a target market.

1. Willingness

 Yes
 No

2. Ability

 Yes
 No

...to buy your product/service

3. Interest/need

 Yes
 No

Identifying characteristics that define your target markets can help create different segments.

- ▶ Age
- ▶ Gender
- ▶ Lifestyle
- ▶ Income
- ▶ Behavior
- ▶ Location
- ▶ Benefits



To find customers for their target market, successful entrepreneurs tap into existing resources.

- ▶ Friends & family
- ▶ Co-workers
- ▶ Acquaintances from groups/organizations
- ▶ People you meet at local events
- ▶ Prospects that contact your website



What is Marketing?

A True/False Quiz

1. Marketing is the same as advertising.
2. If you send a prospect some mail, s/he will become a customer.
3. To get new customers, just advertise on Facebook.
4. A really clean, effective website is a critical marketing tool for your business.

To market to your customers, use different channels and track your results.

- ▶ Website
 - ▶ Try wordpress.com: free and user-friendly
- ▶ Social Media, e.g., Facebook, Twitter, Instagram
 - ▶ Build a following with innovative campaigns
- ▶ US Mail
 - ▶ Consider Every Door Direct Mail (EDDM) via usps.com
- ▶ Television
 - ▶ Create press releases, invite press to events
- ▶ Radio
 - ▶ Participate in promotional exchanges



To increase the likelihood of success, an entrepreneur needs to...

Identify	Identify their target markets.
Find	Find customers in their community through networking.
Market	Market using different channels and track results.

For future consideration...

- ▶ To learn more about Marketing, Kirkwood offers a comprehensive 16-week “Principles of Marketing” course this Fall:
 - ▶ Meets Tuesday/Thursday from 3:35 - 5:35 p.m.
 - ▶ Starts in August



Questions?