

How to Define Your Target Market and Why it is so Important!

The main purpose of identifying your target market is to help your company develop an efficient marketing strategy.

CALGARY, ALBERTA, CANADA, August 20, 2019 /EINPresswire.com/ -- Your target market is also known as your ideal client. They are the end-users most likely to buy your product or service. Defining the person or business that wants what you offer will put you miles ahead of your competition.

The more clearly you can define your target market the better you can understand how and where to reach them. You can start with a broad category but then you need to get very specific as to who they are and where you can find them. The reality is that



Entrepreneur By Design - Education is Important,

About the Founder and the Story Behind Entrepreneur By Design



WENDY FEDORUK

Wendy Fedoruk

Action is Essential

although your product seems like it can reach a variety of people, trying to reach them all will not work because it's not focused enough.

"

Wendy...You have been a huge instrument for me and my business growing to where we are today (2016). Your assistance was extremely valuable."

Joseph Heckel

With a bit of time, you can often discover exactly how you can meet your target market's needs and this is a great starting point to be able to create messages for them that will drive sales for your small business.

One of the best ways to get started is by looking at who actually makes (or influences) the buying decision. From here you can look at their needs and pain points. Figure out what they're trying to accomplish and how they can reach their goals. The key is to go way deeper than you originally thought necessary. You need to find the answers

to some very specific questions so you can speak directly to your ideal client.

Your target market should also be based on research not just on your intuition. This is where a lot of small business owners go wrong. They fail to do the necessary research, or when they do make time for the research, they fail to follow-up and make the necessary changes to their key message.

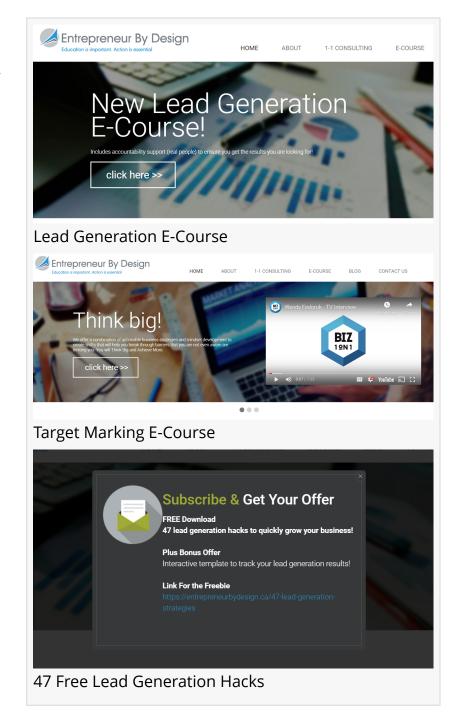
Testimonial:

"Wendy, I wanted to reach out to you to give you some feedback with regards to our coaching relationship since 2009. You have been a huge instrument for me and my business growing to where we are today (2016). Your assistance was extremely valuable. You made me aware of

multiply tools that I could implement and helped my team see things from the client's point of view. You are a great business consultant and I highly recommend Entrepreneur By Design for anyone that owns a business."

Joseph Heckel, Phoenix, Arizona Broker/Owner of Property Management Real Estate Services

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