

Target Markets

ANALYTICS



**Making your brand relatable,
are you targeting the right people?**



**Before looking into your target market it is
important to think about who is looking for your
products and services, – this will assist you in
identifying your ideal target audience.**

Target Marketing

1 **Are they commenting/liking?**

Relay messages and visual that appeal to your demographic, take a step back and look at your brand through their eyes are you creating the right messages and campaigns?

2 **Are they sharing?**

Create messages and campaigns that initiate some sort of action from your audience, this enables sharing and reposting or even mentions.

3 **Are they buying?**

Most important factor! You are not in this just for the fun of it, this brand, this passion is your business so treat it as such

4 **Make sure you know your customer!**

Where they hang out, what they like to eat and where, why they buy and for whom and when. Your customer must like, know and trust you !