

SAFA Entrepreneurial Lesson

Target Market

What is a target market?

First watch this short video to explain identifying what your target market is.



What is a target market continued...

For our purposes, we will think of a target market as something very similar to your consumer base. Essentially you are “targeting” the potential consumers in your consumer base profile for advertising purposes.

Advertising is a powerful tool used by business owners in order to drive sales by attracting attention to their product or service.

Reflect back on the previous lesson where we talked about how to identify your consumer base. Essentially, the characteristics of the consumer base is what forms your target audience, who have similar characteristics as your consumers, but they are potential consumers.

Example of target market's purpose

Let's pretend that your product was a miraculous cure for facial acne. It is commonly held knowledge that teenagers typically face problems with facial acne, so that makes teenagers your consumer base.

Now when you get to advertising your product, you need to identify your target market (or the people you wish to direct advertising efforts towards). In this case, these are teenagers with facial acne.

Now you can start advertising in sources of communication which are common to teenagers. This can be in social medias like snapchat or tiktok, which teens frequently use.

What characteristics can makeup a target audience

1. **Demographics:** Statistics about potential customers

- a. Income
- b. Education Level
- c. Age
- d. Gender

2. **Geographics:** Statistics about location

- a. Address
- b. Community, Rural vs. Urban
- c. Environment
- d. Topography

3. **Psychographics:** Statistics about lifestyle

- a. Likes/Dislikes
- b. Hobbies
- c. Interests
- d. Values

Activity Time!

The characteristic that makes your target market/consumer base could be anything in theory. Here are some examples of target audiences: Dog Owners, elderly, zookeepers, etc. It can be anything that groups people in such a way, where that group is more likely to use your product compared to other groups.

Now, in your entrepreneur journal, identify a few characteristics of your target market. Then write in which form you will advertise your product, which will be more likely to reach your target market. Think back to the video, where he mentioned how cereal sellers put their advertisements in saturday morning cartoons in order to get the attention of young kids.

Why is it important to identify your target market

Watch this short video to understand why it is important to know who your target market is.

