



# **Who Are You Talking To?**

## **How to Find and Reach Your Target Market**

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# Who Are You Talking To?

## How to Find and Reach Your Target Market

When you're marketing, you have a couple of options:

1. Choose to spread your marketing efforts as widely as possible (every magazine, online ad site, flyers, brochures, etc) in the hopes of finding someone interested in what you have to offer, or
2. find out where the need is, and create laser focus to reach this niche.

The first might well bring in some customers, but it's going to take a lot of money, time, and effort. The second will take time and effort, but a lot less money, and it will also be a lot more effective.

But how do you set that up?

This report is going to walk you through discovering your target market in a solid, step-by-step fashion.

Let's begin by asking yourself a few questions. If you're struggling to find the answer to some of these questions, try Googling or asking your local librarian for assistance (you'd be amazed at what they can do!)

Take your time to answer these questions as thoroughly as possible, and you'll be well on your way to creating an effective marketing plan!

## Your Business:

1. What, exactly, do you do?
2. Why are *you* doing this business? Why did you choose this particular business?
3. Are *you* your ideal target market with regards to age, background, financial status, or are you looking for someone else?
4. What other kinds of people would benefit from your business?
5. What kinds of people already come to you? What are the common characteristics?
6. Describe this person's personality – are they laid back, precise, driven, confused?
7. What sort of attitude do they approach your business with in general? Scepticism? Trust? Need? Personal Gratification? Panic?
8. What motivates people to come to you for your services? In what situations do they need your services?

## Your Competitors

9. Who are your competitors?
10. Who are your competitors generally targeting? Who are they gearing their advertising to? Is it a different market from yours?
11. Can you discover another group of people that are being missed? Who are you and your competitors NOT reaching?
12. Based on what you've done so far, can you see a specific group of people you now want to target?

## Your Market

13. What, specifically, are the kinds of things these people need – not just in your particular industry, but what “pinches” them in general?
14. What motivates these people? What do they base their most important decisions on?

15. What kinds of things do these people listen to? Read? Watch?

16. What might a typical day look like for these people?

17. What kind of values does this person have?

18. What sort of lifestyle does this person lead?

19. What kinds of hobbies/pastimes might these people have?

20. How do these people find you?

21. Can you define the social demographics of your target market specifically?

- Age:
- Location:
- Gender:
- Income level:
- Education level:
- Marital or family status:
- Occupation:
- Ethnic background

22. By changing one or more things in the above list, can you better define a market that is less reached and to whom you can better relate?

23. What kind of values does this person have?

24. What sort of lifestyle does this person lead?

25. What kinds of hobbies/pastimes might these people have?

26. What things do you have in common?

27. What is in your background that might also help these people – can you combine them to connect with your target market more effectively?

## **Finding Your Market**

28. Who else regularly touches these people – who do they do business with?

29. Where do they hang out?

30. How do they spend their free time?

31. Where do they invest their disposable income?

32. How can you intersect your marketing with their habits?

33. Where in your life do you “touch” these people?

## **Your Marketing Plan:**

34. Based on all the information you've gathered, what are the specific ways you're going to reach these people?

- which specific magazines can you advertise in?
- which specific places will you need to post flyers or hand out brochures?
- where online can you best intersect with these people?
- where will your advertising dollar get the most bang for your buck?

## My Target Market:

Can you now describe in a brief sentence/paragraph exactly who you're looking for, and where you plan to intersect with this person?

Example: My target market is women between the ages of 35-60 with a yearly income of between \$75,000-\$100,000 who are concerned about their health and who don't have time to go to the gym.

And there you go! This might change and shift over time, but it's important to have something concrete to start with!

Darlene

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## How Might We Help You?

[HotSpot Promotion](#) is a social media management and strategy company that provides painless, profitable social media.

Whatever your goals, we'd love to come alongside and help you achieve them!

[HotSpot Promotion](#) can help you in in the following ways:

### **Social Media Set-up and Maintenance**

We'll see what it is you do, and help you choose the best social media platforms to use to get your message out

We'll help you design a business strategy to get the best bang for your social media efforts

We'll get you set up in such a way that looking after your social media is simple, and easy to maintain

We'll take on as much or as little as you need to keep everything ticking along nicely

We will create a unified, branded graphic presentation across all your social media sites so your clients instantly recognize you and know what it is you do.

## **Local and Mobile Marketing**

We'll claim your Google/Yahoo/Bing local business listing and optimize it for the best possible ranking

We'll help you create coupons to offer your clients

We'll gather and post reviews

We'll gather and post citations

We create a mobile landing page for your business with "click to call" or a coupon

We'll help you set up and track mobile advertising

We'll help you set up and use Facebook Places and Foursquare to bring clients into your business "on demand"

We'll set up and track SMS service/campaigns

We'll provide ongoing reviews so you can see how you're doing

## **Graphic Design**

No online presence yet (or just need to "freshen up" what you have)? Need graphics to get that done?

We can create your Facebook cover, Facebook app tabs, Twitter header, Twitter background, and promotional graphics for use on social media.

We can design a professional logo and integrate it into your WordPress website and your social media backgrounds

We'll design business cards to match

## **Phenomenal Follow Up**

If you have a drawer full of business cards, or contact information that you know you should do SOMETHING with, but you're just not sure WHAT, this service is for you.

Here are some amazing statistics from The National Sales Executive Association:

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people make more than three contacts
- 2% of sales are made on the 1st contact
- 3% of sales are made on the 2nd contact
- 5% of sales are made on the 3rd contact
- 10% of sales are made on the 4th contact
- 80% of sales are made on the 5th-12th contact (emphasis mine)*

This is why you need follow up! We will work with you to set up a system that's 80% automated, very affordable, multi-touch, multi-tool, and fully personalized. It will turn your clients and prospects into raving fans and enthusiastic evangelists for your business. It will make you look pretty good, too!

## **Coaching**

Need help figuring it all out?

We'll come alongside and coach you in the best way to get started with your marketing efforts.

We create different discount packages for "one-off's", short-term, and long term, coaching, depending on the amount of coaching you need.

We also create simple DIY resources that can help you get the job done in your own time, with a very small price-tag

For these services, or for any questions you might have please don't hesitate to contact us:

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