



Homework Assignment #2

Target Market

1. Target Market Overview

How would you describe your ideal customer or client?

Answer... Please be as verbose and descriptive as possible.

2. Target Market Groups

Is it possible to group your target audience into segments?

Answer... Please be as verbose and descriptive as possible.

For example, these segments could be grouped by:

- Age
- Gender
- Income level
- Geography
- Professional position, occupation, or department – i.e. C-level, accounting, IT, manufacturing, etc.
- Industry – i.e. government, non-profit, financial, academic, high tech, retail, etc.
- Business size – i.e. solopreneur, small business, mid-market, enterprise
- Process – i.e. manufacturing, distribution, services, etc.
- Sales type – Business to business (B2B) or business to consumer (B2C)
- Stage in the buying cycle
- Product type – i.e. WordPress, Magento, Drupal, etc.
- Service type – i.e. website design, SEO, social media, etc.
- Customer type – i.e. suspect, prospect, new customer, existing/established customer, repeat customer, etc.

The above groupings are simply samples to get you thinking. Your groups do not need to fall into these segments, as they could be totally unique to your particular business and target market.