



MARKETING

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Week Five **Objectives**

- Further identify target market segments
- Discuss marketing tactics for small business
- How to effectively tell your story
- Build effective marketing plan



TARGET MARKET

The purpose of identifying a target market is simple: to have a clear understanding of the possible customers that might purchase a product or service in order to direct marketing efforts.

DEMOGRAPHIC

Typical attributes to consider during demographic segmentation include:

- Age
- Gender identity
- Ethnicity
- Sexual orientation

PSYCHOGRAPHIC

Common psychological characteristics and traits to consider during demographic segmentation include:

- Personal Values
- Religious Beliefs
- Opinions

FIRMOGRAPHIC

Common attributes to consider for firmographic segmentation include:

- Industry
- Location
- Size
- Status or Structure

BEHAVIORAL

Common areas of consideration for behavioral segmentation include:

- Usage Frequency
- Occasion
- Brand Loyalty
- Benefit Needs



Marketing Tactics

01

Mass Marketing-
Advertising to the
broadest audience
possible.

02

Differentiated
Marketing - Targeted
campaigns.

03

Niche Marketing-
highly specific and
unique target market

04

Micro marketing-
targets a narrow
segment of a niche
market





MARKETING SEQUENCE

No matter which platforms you use to tell your story and market to your customers, there is a pattern that typically takes place.

- Capture - Create a space for your audience to come.
- Content - Grasp their attention.
- Consistency- Build trust and brand awareness.
- Capture- Create an opt in or buy in.
- Convert- CRM, Sales, Brand Ambassadors



Top Three

Your audience is looking for these top three things within your marketing campaign .

- Educate: How can you solve their problems?
- inspire: Show them that their goals are achievable.
- Entertain: Create things that keep them wanting more.



Marketing Channels



Owned

The channels your brand controls. Like your website, social media profiles, email newsletters, and apps.



Earned and Shared

Third-party channels that share your content or content about your brand. Think guest posts, reviews, and media mentions.



Paid

Channels that involve paying to promote your brand.



■ Week Five **Homework**

- Complete marketing plan.
- Update your business plan.

To access online materials and PowerPoints, use the QR code and password "imallin".

