

Defining Your Target Market: Get Inside Your Customer's Head

Don't skip this!


If you've read any blog post or have taken any course on marketing, the first thing they will always tell you is to know your target market. It's tempting to skim past this because it's said so frequently, and you already know who your customer is (right?!).

But, knowing *exactly* who your target market is will make your life so. much. easier.


When you know your customer inside and out, you will be able to make more profitable decisions faster like knowing what products/services to launch, which brands to collaborate with, where to invest advertising dollars in, what to post on Instagram, and more.

So, before you skip this section, let's do a quick assessment. Let's pretend we're studying a skincare line. Below are examples of how they can define their target market.

Which customer description most closely resembles how you define your target market for your business?



- A -
The target market is everyone who has skin.



- B -
The target market is women ages 25-55 who wants to use natural skin care products.



- C -
The target market is a working woman in her mid-30s. She has very young children and is very busy with her career, kids, and still wanting to carve out time for herself.

If you didn't choose C, you must work on this ASAP.

Do you see how the description of the customer in C gives you so much more business direction?

Demographics vs. Psychographics

Let's dissect customer description C from above. Knowing your target demographics is important (age, location, income, gender, marital status, etc.). In description C, we know a little bit about her demographics. She's a woman in her 30s. We could dive a bit deeper like where does she live? Is she in a relationship? But her demographics aren't as critical as knowing to knowing her their psychographics.

Psychographics are knowing your customer's wants, needs, struggles, goals, etc. For example, let's get more into the mind of the target market described above in C. Maybe this customer is feeling overwhelmed like life is moving so fast and she's not in control of anything. Work is a lot, and her kids bring her joy but they're also exhausting. Her body and skin are changing, and she just wants to feel like herself. She wants to feel beautiful and she owns a bit of her life.

From getting this deep into knowing your customer, you can quickly think of the type of product line this customer wants and how to create interesting social media content that will really speak to this target market. It's in understanding your customer's psychographics you can really develop a brand that is authentic, engaging, and meaningful.

Create an Avatar

Bonus Tip: Create a customer avatar by giving your target market a persona name. For example, let's say we give the target market described in C the name Nicole. By giving your target market a name, you can now always ask yourself "What does Nicole want or need?" or "What would Nicole like?" to keep you grounded. Also, if you struggle with writing, think of your persona and write just to that one person. It's a great trick that makes it so much easier to write an email newsletter or social media post.

Your Turn!

Time to get inside your customer's head. If you're just starting out, you can begin with your assumptions. If you're an existing business, think of your best customers and learn more about them. This is an exercise you can routinely go over. Every time you go through the exercise, you'll learn more your target market.

Use the "My Marketing Plan Foundations" worksheets to help.