



Reaching your audience with targeted marketing

The ability to reach your target audience makes all the difference when it comes to growing your business. Creating a strategic and targeted marketing plan is the best possible way to reach your audience and convert them into loyal customers. Here are our top tips for determining your target market and taking the first steps towards creating your marketing strategy.

1. Determine your target audience

Determining your target audience will benefit your business and help you to engage with potential customers. These customers can even become faithful purchasers and encourage others to buy from you. When defining your target market, it's important to consider who within which industries will benefit from your products or services. Would it be the marketing or procurement manager for example, or, if it's a small business, will you be targeting Managing Director directly? It's also important to decide which geographic locations you'll focus on.

2. Strike the right balance

Getting the marketing mix right is all important. Ultimately, marketing is all about promoting the right product in the right place, at the right price, at the right time – this is often described as the 'Four Ps' of marketing. First of all, you need to know what customers want, and identify where they currently buy the product or service you provide. The price you offer needs to represent good value, and of course, all this needs to come together at the right

time. What could influence their buying decisions? What are their challenges and how can you help solve them? Why will your strengths appeal to them?

3. Define your key messages

Once you have determined your target audiences, what you're offering them and why they'll be interested, you need an overarching strategy for each audience that highlights the overall direction you'll take in pursuit of their attention. From there, have a good, long think about the key messages you want to convey to your audience throughout every piece of marketing activity. We recommend choosing three to five messages that run through everything you do. This could be, for example, messages that highlight your expertise, your ethical stance or the impressive technical credentials of your product. What can you tell your potential customer about your business that will really spark their interest?

4. Leverage the power of multiple platforms

Many different tactics can be employed to implement your strategy. One of the most effective routes to good marketing is creating multi-platform campaigns. Leveraging the power of different avenues, such as PR, direct marketing, events and social media, can work wonders in engaging your audience from all directions. Make sure you choose the channels that are most suited to your audience, communicate your key messages through a wide variety of interesting content and always include a call to action. Engage with your audience well in advance of any marketing campaign and make sure you track and evaluate the results of every activity in order to refine the planning process for future campaigns.

5. Become a thought leader

Finally, becoming known as an expert in your industry will make it even clearer why customers should choose your business over the competition. There are a whole range of tactics you can employ to become known as a thought leader, including sharing helpful tips, blogs and ideas via social media, participating in online forums, presenting at industry conferences or networking groups or even writing a regular column for a popular industry publication. Getting your name out there can pay dividends in the long-run, so recognise what you can do to enhance your reputation.