

Target Market Analysis Checklist



Simply put, a target market is a group of prospects likely to be interested in (or buy) your product or service. When selling, it is important to define your target market so you can tailor your sales strategies and processes to reach targeted customers more effectively.

The more clearly you define your target market, the better you can understand how and where to reach your ideal customers. **HINT:** Your target market is not everyone. Use our checklist to help you identify your target market:

Demographics	<ul style="list-style-type: none"> • Age range • Gender • Income level • Education level • Occupation • Marital status • Location (<i>urban, suburban, rural</i>)
Psychographics	<ul style="list-style-type: none"> • Interests and hobbies • Values and beliefs • Lifestyle choices • Personality traits • Attitudes and opinions
Behavior	<ul style="list-style-type: none"> • Purchasing habits • Brand loyalty • Product usage frequency • Online activities (<i>social media, browsing habits</i>) • Media consumption (<i>TV, radio, print, digital</i>)
Needs and Pain Points	<ul style="list-style-type: none"> • Identify the specific problems or challenges your target market faces • Understand their needs, desires, and aspirations • Determine how your product or service can address their pain points
Competition	<ul style="list-style-type: none"> • Identify your direct and indirect competitors • Understand their target market and positioning • Determine what sets your product or service apart from the competition

Resources to help you identify and understand your target market:

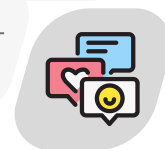


Customer Relationship Management (CRM)

A great first step in figuring out who is most likely to buy from you is to identify who is already using your products and services.

Social Media Analytics

These analytics can provide a great way of filling out the picture of your target market. We love [this resource from Hootsuite](#).

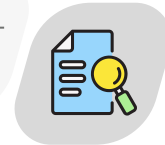


Google Analytics

Google can provide useful information about your customers, such as tracking behavior from the acquisition stage to retention.

Competitor Sales Analysis Checklist

Use our [checklist](#) to gain insights into your competition and help your team identify and capitalize on opportunities.



Remember, this checklist is meant to be used as a starting point, and you may need to tailor it to your specific business and industry.

You should always test and validate the information you put together, which can be done by conducting market research, surveys, or focus groups to gather feedback from your target market. Testing your product or service with a sample group to assess market fit and demand will help you determine if you need to refine your message or selling strategy.

Lastly, regularly revisit and update your target market strategy to ensure it remains relevant and aligned with your business goals.