

Will it Fly?® Educational Brief

Module: Brand Strategy

Section: Target Audience

Rely on the target audience portion of your situation analysis to form a clear picture of your target audience. Focus on the segment that is most likely to be your core customer (those who have potential to be most loyal to your brand). As early as during development, you should understand which emotional and visual triggers most positively affect your target customer. This is an effective marketing technique that will extend to other customers as well. t.

These core customers can become influencers and help to persuade others to purchase your product. For instance, if you target chefs with your kitchen product, and chefs become a big proponent of your product, then they will influence everyday cooks to purchase it because of the perceived quality and value by the chefs. Build a quality and trusted brand and these core users are not only likely to remain loyal customers, but be responsible for the greatest part of your revenue as well. Accordingly, this is a very effective way to target and market your brand.

Be sure to court this core target market while both developing your brand and reinforcing your brand message continuously.
