

## **How To Identify Your Target Market**

Whether you are selling recycled garbage or the most sought for app, you need to identify who your customer is in order to maximize your sales. Who do you think wants your product or service? Why would they want to buy it? What will they gain if they buy it? These are the questions you need to ask yourself when searching for a target market.

## **Prioritize Your Focus**

To effectively market your product or service, you need to narrow your focus efficiently. What I mean here is that you need to prioritize. How do you do that?

**Know the problems you want to solve:** When defining a target market, you need to know the problems that you want solved. Is the solution you are proposing going to help a specific segment of the population? Who are those to use your product? To answer these questions, you need consider elements like age, geographical location, sex, purchasing power and marital status. For example, a young lady who is still studying will have different needs from a married woman who has children. Both of them need basic necessities like food, water and shelter but will choose to spend part of their income in different ways. Women of this generation shop for clothes more than those of older generations.

## Get Data

When choosing the right market, you need to gather objective data. You can get the data from different sources. Various methods you can obtain data from include:

- **Gathering survey data in order to identify potential markets:** You might need to conduct surveys in order to gather data. There are many marketing firms that can help you to do it. Surveys are very common online. There is a young Cameroonian entrepreneur, Kevin Dina, who is specialized in this. You can visit [Dina Online Surveys](#) if you need to do a marketing survey.

You may want to read this: [5 Cameroonian Social Entrepreneurs to Watch](#)

- **Get information from existing data:** There may be others offering the same product or service as you. Find out what demographic groups are purchasing the products or service. Which of the products are most popular? When do they buy them? You can get a lot of such data online. You can also use this to build your own specific target customers.

- **Get data from your network:** When you are with friends, family or colleagues, check on what they are using. Are they your potential customers? Ask them questions and be straight forward. Would you use this? Do you need this product or service? Do you know someone who may need it? Such questions will provide valuable data for you.

Read Also: [Multi Level Marketing: Creating A Network To Make Wealth](#)

- Check in archives from databanks (government, chamber of commerce, etc): Many governments have institutions that keep stats. You can go to such institutions to get them. The chamber of commerce in many countries have such data available. Other business clubs may also have private databanks where you can get information.

### **Who will gain from what you offer?**

With your prioritized market ready, you need to ask yourself:

- *Who is this problem affecting most?*

- *Who will lose the most by not using my solution?*

If you can prove by not using your solution will cost the buyers more than for them to use your solution, then you are one step ahead. Don't forget to take into account other side-effects that your solution can cause your target buyers. Make sure to educate them on these so they don't get surprised when it happens.

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