






Target Market

Target Market is one of the biggest things that businesses don't seem to understand on Facebook. You have to know who your ideal customer is in order to create content, products, and services that will attract them to interact with you.

How Do I Figure Out My Target Market?

-  View Ashley's sample story on video.
-  Look at the questions below.
-  Answer those questions on paper or out loud.
-  Think about the problem that your product solves.
-  You may have many types of people, but FOCUS on your ideal customer.

QUESTIONS TO CONSIDER



- Are they male, female or both? What is their age range?
- What do they do for a living? What do they do for fun?
- Where do they hang out online? Other brands they love?
- What hobbies and interests do they have?
- What is their income level? What working class are they?
- Are your people parents or grandparents?
- What makes them laugh? Cry? Share?
- Where is your local target market? Rural? Suburban Urban?

