



Meet-up 2: Your Target Customer

Time to think deeply about your customer and how will you will reach them by drawing on some of the things you learned during your customer validation (and maybe going out to do some more). Remember, when you talk about your target customer, you want to be specific!

Target Market – A specific group of consumers that your business aims its products and services.

Target Customer – Those who are most likely to buy from you. Be specific!

1. Go back and look at your target customer (or customers) from your module 2 worksheet.

2. You should start to build out a better picture of your target customer, answering the following questions.

- Where is your customer (suburb / town / province / country)? How old are they?
- Is your customer spending their own money or money on behalf of a company / government department?
- What job do they do?
- What do they earn? (B2C), or What size of business is it? (B2B or NPO)
- Why would they buy your product or service? Why would they buy more or less?
- Do they use competitor products/ services? Why do these work/ not work for them?
- How do they find information when deciding to use a new product or service for this problem? (Pathways) What media/ social media channels do they use?
- How do they prefer to pay?

3. Answer these questions and start to build out a clearer picture of who your customer is. (You may have more than one type of customer). You may need to go out and ask your customers more questions.

4. Now – think about your pathways, and which ones you need to use to reach your target customer.

Record your results and bring them to the meet-up for discussion!