

CONSUMER PROFILE

Defining your target audience is at the heart of any marketing strategy. This list, although not exhaustive, will help you define your ideal customer(s). If you have more than one type with different needs or communication requirements, then “segment” them into separate groups. For example, a toy company may want to target kids, parents and grandparents separately.

Demographic

Age
Gender
Family size
Family life cycle
Household Income
Occupation
Education
Religion
Ethnicity
Nationality

Psychographic

Interests
Lifestyle
Personality (values, opinions, attitudes)
Occupation (not a duplication; occupation may be a reflection of a person’s mindset as well)

Technographic

Devices (mobile, laptop, tablet, desktop)
Technology “Stack” (software used)
Internet access and connectivity
Web savviness (understanding and ability to navigate the Internet and tools)
Mobile usage
Social media usage and comfort level
Tech skill (i.e., user vs. programmer)
Adoption (i.e., early vs. laggard)

Behavior

Use occasion (i.e. take-out breakfast, work lunch, dinner date)
Benefits sought (quality, service, economy)
Price sensitivity (degree behavior is influenced by price)
Timing/Seasonality
User status (i.e., first time vs. returning)
Usage rate (frequency)
Loyalty
Readiness (impulse vs. buy later)
Attitude toward product

Geography

Walking Distance
Local
Urban
Rural
State
Regional
National
International

