Targeted marketing

A checklist for targeted marketing is important as a guide and reminder and for ensuring that no critical steps and measures are overlooked in the process. It also offers new businesses a clear and structured approach to marketing, thus helping you to prioritise your tasks sensibly and preventing you from missing any important steps along the way.

<table>
<thead>
<tr>
<th>CHECKLIST</th>
<th>TIPS, TRICKS AND TOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analyze target audiences</strong>&lt;br&gt;Identify your target audience(s) and determine their demographic characteristics and their needs and interests.</td>
<td>• Conduct surveys or customer interviews to better understand your target audience’s needs, preferences and obstacles.</td>
</tr>
<tr>
<td></td>
<td>• Create buyer personas to describe typical representatives of your target audience and better understand their motivations and buying behaviour.</td>
</tr>
<tr>
<td></td>
<td>• Use social media analytics tools like Facebook Audience Insights to learn more about your followers and their interests.</td>
</tr>
<tr>
<td><strong>Define a unique selling proposition (USP)</strong>&lt;br&gt;Identify the unique sales arguments that differentiate your new business from your competitors. Consider the advantages and added value of your product or service.</td>
<td>• Analyse the competition and identify their strengths and weaknesses.</td>
</tr>
<tr>
<td></td>
<td>• Identify the features of your product or service that make it stand out from other offers.</td>
</tr>
<tr>
<td></td>
<td>• Emphasise the advantages for your target audience when they purchase your product or use your service.</td>
</tr>
<tr>
<td></td>
<td>• Communicate clearly and concisely why your offer is better than that of your competitors and describe the added value.</td>
</tr>
</tbody>
</table>
Targeted marketing

**Develop the brand**
Develop a strong brand that reflects the identity and values of your new business.

- Define your brand identity by establishing your corporate values, mission and vision.
- Develop a distinctive logo that reflects the personality and character of your brand.
- Create a consistent visual aesthetic by choosing colours, fonts and design elements that match your brand.
- Use consistent language and tone across all communication channels to establish your brand voice.
- Create a unique brand experience that appeals to your target audience and leaves a positive impression.

**Content marketing**
Create high-quality, relevant and engaging content that appeals to your target audience.

- Use various formats such as blog posts, videos, infographics or e-pamphlets to inform and add value for your audience.
- Share your content across different channels, including your website, social media and email marketing.
- Use **keyword research tools** to identify your content and thus facilitate search engine optimisation (SEO).
- Encourage interaction and engagement from your target audience by incorporating comments, questions and surveys.
## Create an online presence

Create a professional online presence (website, social media) that is user-friendly and provides clear information about your new business.

### Checklist

<table>
<thead>
<tr>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a user-friendly website that provides information about your company, products and services.</td>
</tr>
<tr>
<td>Optimise your site for search engines so that you are more visible in their search results.</td>
</tr>
<tr>
<td>Invest in an engaging and responsive website that adapts to a range of devices.</td>
</tr>
<tr>
<td>Use search engine marketing and paid online advertising to increase your online visibility.</td>
</tr>
<tr>
<td>Ensure that your site has clear prompts and instructions so that visitors ultimately become customers.</td>
</tr>
<tr>
<td>Ensure that you are present wherever your customers spend their time online: With our all-in-one package digitalONE, your online presence is precisely where it will make a difference. You also get a free website, a free booking tool and much more.</td>
</tr>
</tbody>
</table>

### Tips, Tricks and Tools

- Analyse target audiences
- Define a unique selling proposition (USP)
- Develop the brand
- Content marketing
- Create an online presence
- Social media marketing
- Influencer marketing
- Public relations (PR)
- Customer reviews and recommendations
- Measure and analyse
### CHECKLIST

**Social media marketing**

Select the relevant social media platforms and create professional profiles.

### TIPS, TRICKS AND TOOLS

- Identify the social media platforms where your target audience members spend their time.
- Create a consistent and appealing profile on the selected platforms.
- Regularly publish relevant content that appeals to your target audience and offers added value.
- Use social media tools to plan and automate posts and to organise activities more efficiently.
- Interact actively with your community by responding to comments, messages and mentions.

### Influencer marketing

Consider working with relevant influencers and experts to promote your new business or products/services. Make sure the influencers fit with your brand and are genuinely connected to your business.

### TIPS, TRICKS AND TOOLS

- Identify influencers who are active in your industry or niche and who have strong reach and credibility.
- Keep a list of potential influencers and analyse your audience and their commitment.
- Build a relationship with the selected influencers by contacting them and offering them added value.
- Develop joint campaigns and partnerships to promote your product and service.
- Monitor and analyse the results of influencer marketing to measure its ROI and make further decisions.
### Public relations (PR)

**Make contacts to promote your new business.**

- Keep a list of media contacts, journalists and bloggers in your industry.
- Write media releases and story pitches to generate attention for your new business.
- Offer journalists exclusive access to news, product launches and background information.
- Participate in relevant events, conferences and industry associations to expand your network and position yourself as an expert.
- Use PR tools or agencies to make it easier to publish media releases and monitor the relevant channels.

### Customer reviews and recommendations

**Actively encourage satisfied customers to recommend your business to others.**

- Make it easy for your customers to give feedback and write reviews.
- Use online review platforms and social media to collect and share positive customer reviews and recommendations.
- Ensure that you respond to customer reviews to improve your customer service and relationships.
- Encourage satisfied customers to recommend your business to their friends, family and colleagues.
- Use testimonials and case studies of satisfied customers to build trust and credibility.
<table>
<thead>
<tr>
<th>Targeted marketing</th>
<th>CHECKLIST</th>
<th>TIPS, TRICKS AND TOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Measure and analyse</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Analysing your data to understand which marketing channels and strategies work best.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Use tools such as Google Analytics to measure the success of your marketing activities, including website traffic, conversions, and time spent on the site.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Analyse your data regularly to understand which marketing channels, campaigns and content work best.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Track key metrics such as sales, customer acquisition cost (CAC) and customer lifetime value (CLV).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Continuously adjust your marketing strategies and optimise your campaigns based the insights you gain.</td>
</tr>
</tbody>
</table>

- Analyse target audiences
- Define a unique selling proposition (USP)
- Develop the brand
- Content marketing
- Create an online presence
- Social media marketing
- Influencer marketing
- Public relations (PR)
- Customer reviews and recommendations

**CHECKLIST TIPS, TRICKS AND TOOLS**

• Use tools such as Google Analytics to measure the success of your marketing activities, including website traffic, conversions, and time spent on the site.

• Analyse your data regularly to understand which marketing channels, campaigns and content work best.

• Track key metrics such as sales, customer acquisition cost (CAC) and customer lifetime value (CLV).

• Continuously adjust your marketing strategies and optimise your campaigns based on the insights you gain.