

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.



	CHECKLIST 	TIPS, TRICKS AND TOOLS 
---	---	--

	<h3>Analyse target audiences</h3> <p>Identify your target audience(s) and determine their demographic characteristics and their needs and interests.</p>	<ul style="list-style-type: none"> ● Conduct surveys or customer interviews to better understand your target audience's needs, preferences and obstacles. ● Create buyer personas to describe typical representatives of your target audience and better understand their motivations and buying behaviour. ● Use social media analytics tools like Facebook Audience Insights to learn more about your followers and their interests.
--	--	--

	<h3>Define a unique selling proposition (USP)</h3> <p>Identify the unique sales arguments that differentiate your new business from your competitors. Consider the advantages and added value of your product or service.</p>	<ul style="list-style-type: none"> ● Analyse the competition and identify their strengths and weaknesses. ● Identify the features of your product or service that make it stand out from other offers. ● Emphasise the advantages for your target audience when they purchase your product or use your service. ● Communicate clearly and concisely why your offer is better than that of your competitors and describe the added value.
--	---	--

	CHECKLIST	TIPS, TRICKS AND TOOLS
--	------------------	-------------------------------



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.

	CHECKLIST 	TIPS, TRICKS AND TOOLS 
---	---	--



Create an online presence

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

- Create a user-friendly website that provides information about your company, products and services.
- Optimise your site for search engines so that you are more visible in their search results.
- Invest in an engaging and responsive website that adapts to a range of devices.
- Use search engine marketing and paid online advertising to increase your online visibility.
- Ensure that your site has clear prompts and instructions so that visitors ultimately become customers.
- 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.

	CHECKLIST	TIPS, TRICKS AND TOOLS
<p>Analyse target audiences</p> <p>Define a unique selling proposition (USP)</p> <p>Develop the brand</p> <p>Content marketing</p> <p>Create an on-line presence</p> <p>Social media marketing</p> <p>Influencer marketing</p> <p>Public relations (PR)</p> <p>Customer reviews and recommendations</p> <p>Measure and analyse</p>	<h3>Social media marketing</h3> <p>Select the relevant social media platforms and create professional profiles.</p>	<ul style="list-style-type: none"> ● 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.
	<h3>Influencer marketing</h3> <p>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.</p>	<ul style="list-style-type: none"> ● 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.

	<p>CHECKLIST </p>	<p>TIPS, TRICKS AND TOOLS </p>
--	-------------------	--------------------------------



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 back-ground 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.

	CHECKLIST	TIPS, TRICKS AND TOOLS
	<h3>Measure and analyse</h3> <p>Analyse your data regularly to understand which marketing channels and strategies work best.</p>	<ul style="list-style-type: none">● 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 the insights you gain.

