

Specificity

The narrower your target customer group, the easier it will be for you to understand their needs which will help improve your ad media selection and improve your customer service.

To target the right people...

- ◆ Learn who your product and services will benefit most.
- ◆ Understand the problems your customers face and go after customers whose problems you can best solve.
- ◆ Know who makes the purchase decision. Direct your advertising specifically at them.
- ◆ Know your competition and who their target customer is. Then either go after those customers if you can provide them with superior solutions or avoid this group and go after customers your competitors do not appeal to.
- ◆ Know your own limitations. Be careful not to promise what you cannot effectively deliver. Don't go after customers you cannot provide with exceptional service.

Target Your Advertising

Say something to somebody instead of saying nothing to everybody.

It isn't possible to be everything to everybody. Designing a store to meet every customer's needs and expectations will likely result in a store that does nothing very well for any of its customers. Attempting a similar strategy in your advertising is not only ineffective; it is also cost prohibitive.

The marketplace today demands that you make some effort to define who your target customers are so that you can focus your advertising efforts on attracting customers who have the greatest potential to buy from you.

There are essentially three kinds of target customers:

- ◆ *Customers who are about to buy the products or service you offer - they need to hear reasons to come in and buy now.*
- ◆ *Customers who already buy from you - they deserve to hear a reason to come back again.*
- ◆ *Customers who should be buying from you - they need to be given a reason to choose your store, your products and your services.*

How much you know about your target customers will determine how effective you are at attracting them into your store. To increase your effectiveness at attracting them you can begin by learning more about them.

Study your existing customers. They will give you an idea of what kind of customer already likes buying from you. Then, go about attracting more customers just like them.

Study your competitor's customers. They will give you an idea of what services, products or benefits you need to add or improve.

Study the problems your customers face. By knowing more about their problems you can ensure that the solutions you offer actually provide the best possible end results.

Once you have a handle on who your target customer is, you will need to find out where they get their information and which sources of information they respect and trust. What do they read? What do they watch? When and how often? What do they do with their time?

You can find these things out in many ways. Try looking at where your competitors advertise. Pay attention to how well their ads work by tracking how many customers coming in your store mention the competitors ads or by visiting the competitors store right after the ad hits. Talk to other dealers in similar markets. Find out what is working for them. Ask your customers, their like minded friends probably respond to the same kind of advertising.

When you are thinking about your target customer, keep your mind open to customer groups you haven't attracted in the past. Think about which age groups, ethnic groups and special interest groups have the potential to become your customers. What unique needs do they have? How can you respond to these needs more effectively?

By making a study of your own customers, your competitors customers and other customer groups you will be able to target specific groups and use your limited advertising dollars in the media that will attract them most effectively.

GET IT ALL!

A Complete Kitchen of Major Appliances

\$977



FREE
10 YEAR
Major
Component
Warranty
\$59 Value
with most
appliances

Includes:

(Brand Name) No Frost Refrigerator/Freezer

Tell them about a few of the best features this unit has.

XX

(Brand Name) 30-Inch Gas or Electric Range

Tell them about a few of the best features this unit has.

XX

(Brand Name) Range Hood with Light

Tell them about a few of the best features this unit has.

XX

(Brand Name) Space Saving Microwave

Tell them about a few of the best features this unit has.

XX

(Brand Name) Under-Counter Dishwasher

Tell them about a few of the best features this unit has.

XX

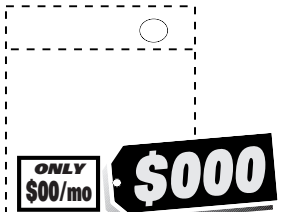
(Brand Name) Food Waste Disposer

Tell them about a few of the best features this unit has.

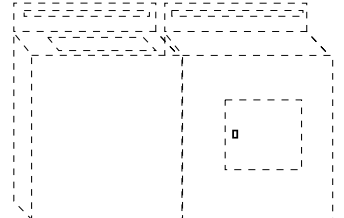
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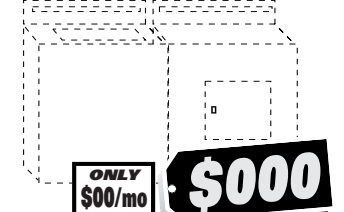
ONLY \$00/mo **\$000**



ONLY \$00/mo **\$000**



ONLY \$00/mo **\$000**



ONLY \$00/mo **\$000**

Buy Your Dream Kitchen Today & Pay No Interest 'til 2000!

Where You Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

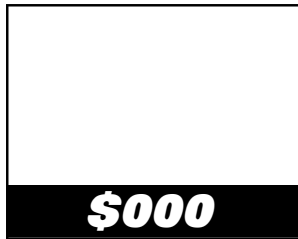
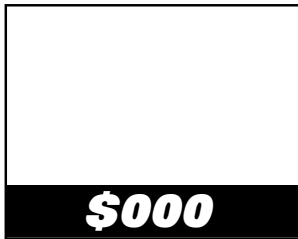
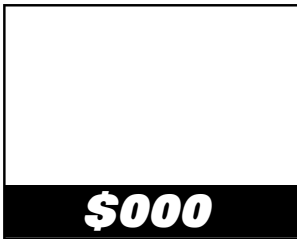
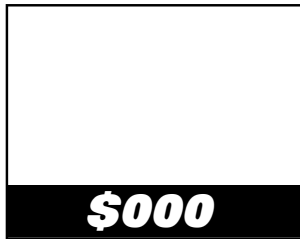
Address, City, Phone #, Hours

Authorized use restricted to registered Clients of Retail Management Associates

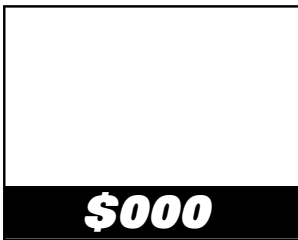
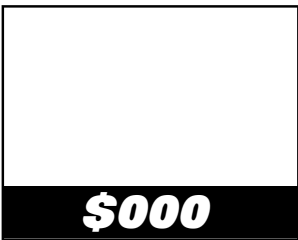
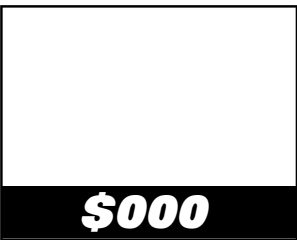
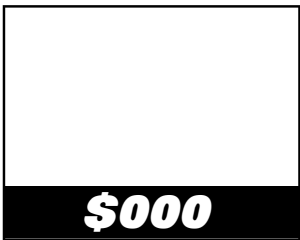
A Better Place to Buy!

The Best Brands, Guaranteed Low Prices and Service You Can Trust!

When you come to (Store Name), you can buy with complete confidence - a real plus when you're purchasing something as important as Electronics & Appliances. You'll find (City Name)'s best selection of top quality brands. Our people are the most knowledgeable and helpful you'll find. They're ready to help you make choices that are right for you. And we assure your satisfaction like no other store in (City Name). You'll get Guaranteed Low Prices and a 30 day Satisfaction Guarantee. Come to (Store Name)! Today!



Buy Today & Pay No Interest 'til 2000



Get More For Your Money & Guaranteed Satisfaction!

Store Logo

Appliances, Electronics & Furniture

Address, & Phone Number

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