

Educish

LIVE OUTSIDE THE LINES

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Hustle up! Series

Data Friendly Version

MY TARGET MARKET



Lesson One

Target Market?

Finding your people!

"If you want to go quickly, go alone. If you want to go far, go together." – African Proverb

If you don't tell your target market what you are selling, they won't know you are selling anything. Regardless of what you want to sell, you need to find the right people willing to take you seriously. This step in your Side Hustle is crucial as you are always working with limited time and resources. So of course, you want to spend all of that time selling to your specific target market.

Yes, the people that end up buying your product/service may all be different and varied. But you always need to have a specific type of consumer in mind that will determine how you sell yourself, where you sell it and the customer experience they will get.

This is done by identifying your product/service bio and creating a "User Persona".

Product Bio?

You have already decided on what product or service you will be selling as your Side Hustle, but you need to be able to explain what you're selling through words/text. This process is all about ensuring your customers know exactly what they will be getting from you in this transaction. It is important not to mislead your customers with false promises or unreal expectations, this will lead to a bad reputation and a loss in return customers. You also don't want to under value your product/service. So don't be afraid to get creative with your Bio.

Below are a few pointers to start describing your offerings:

- **Name of your product** (Think of what people would google to find what your selling).
 - **Single description** (A short but factual description of what you offer).
 - **Added benefits** (What other value comes with the product/service).



What is a User Persona?

This is the next step in identifying your target market, by creating a fake character profile! You will essentially be making up the details and personality of your perfect customer. This is not the type of person you want to buy your service/product, but it the person that would most value/need your offerings. By creating this character, you can then start to identify how they think, where they shop, what social media do they use and many other habits that you can leverage off from. These little details will direct your sales techniques, branding and value you offer, to meet that target market.

Lesson Two

My customers

What problem do you solve?

You're not selling water, so don't expect everyone to buy your product.

Ask yourself, who needs what you are selling? What problem or task are you taking off their hands by selling this to them? The type of person you are imaging is what your target market will look like. You can then identify how often they would likely need your product each month, how they want it delivered and how it fits into their lifestyle.

By putting yourself in their shoes, you can understand what it is they want most out of your product. This allows you to address some of their concerns before they even ask it.

Demographics and Values

So now we are getting really specific! It's time to create your character that will help you determine your sales strategy. Don't be afraid to get super detailed with this profile, this will help you make decisions later on in your journey. It doesn't mean you won't sell your product/service to others that don't fit this profile, but it is the market you will be aiming your sales at! These are a few pointers to start you off – But add in your own!

The Basics:

Age range – Stage of life

Probable income bracket (lower, middle, upper)

Living situation (Single, Married, Kids, Home with parents)

Gender – Variety of products for both or only one

Values – (Religious beliefs/limits, dietary choices – Vegan, allergies etc)

Product:

Graffiti design phone covers

Personalised phone and tablet covers, designed with colourful and creative patterns.

Target Market:

Youth and Young Adults – Aged 14 to 30

Lower to Middle income bracket

Living with parents or first-time renter

Not limited by Gender

Progressive values – Climate change, Gender equality, Animal rights etc.

Social influence – Followers of Instagram, TikTok, Snap Chat etc.

Electronic change – Always using the latest technology and devices.

Example !

User Persona



MEET CHRISTINA TARGET CUSTOMER

←

Age: 22
Income: Lower bracket - Waitress
Living situation: Single with friends
Gender: Female
Values: Vegan, Passionate recycler
Social: Instagram & TikTok
Electronics: Always the latest iPhone

Lesson Three

Direction

Targeting your market?

Now that you know exactly who your target market is, how do you sell to them specifically. It's time to leverage off from the User persona you just created!

In our example, Christina is 22, Loves Insta and TikTok, and is passionate about recycling and the Vegan movement. So, your advertising and Copy writing (The words and phrases in your posts/Ads) should highlight and sell these topics not just your product. Include designs that promote recycling and animal care, use meme designs that are famous to that age group.

By personalising your product to attract your target market, you will significantly increase your changes of sales and repeat business. They can get a phone cover at any phone store in their area, but a creative and appealing design is worth the extra expense. In your posts/ads you should sell these concepts of values and individuality – More than just the product itself!

Pick a channel?

This is a critical component of your operations – How you engage with your audience and customers. As this is a Side Hustle and not a huge company, you wont have many hours free to use every social media avenue. So, you need to identify which platforms best represent your Target market and has the biggest group of your market. If you know most of your customers use Instagram and TikTok, then don't waste your time posting your content on Facebook or Gumtree. Paying for Ads in Magazines and newspapers would be a waste of money as your target customer and many like her don't read paper-based content anymore!

It is best to start off with 2 or 3 social platforms and start building your community of customers. You have identified that your market most uses these platforms and now it is about attracting them to your channel and products/service. Find the Hashtags that best describe your brand, regularly post about your product – Content – and specials to keep them engaged. Post about your brand values, experiences and talk to people about it. Relationships sell more products than a simple discount would!



Feedback and changes?

As you get started, you will regularly get people giving you their opinions on what you are doing right and wrong. Some of this will be helpful, and always be willing to learn from those that have been down the same road before. However, it is easy to take comments personally and feel uncertain about what changes to add or remove.

This is where your User persona is important to use and bounce ideas off from. Ask yourself if a certain change would benefit your Target market or just the person that suggested the change. You need to ensure any changes you make are best for your User persona as they are the ones buying your product.

Always trust your Instincts – It's your baby!