On Target Markets & Positioning

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Primer ….. on Target Markets

- A specific group of consumers at which a company aims its products and services

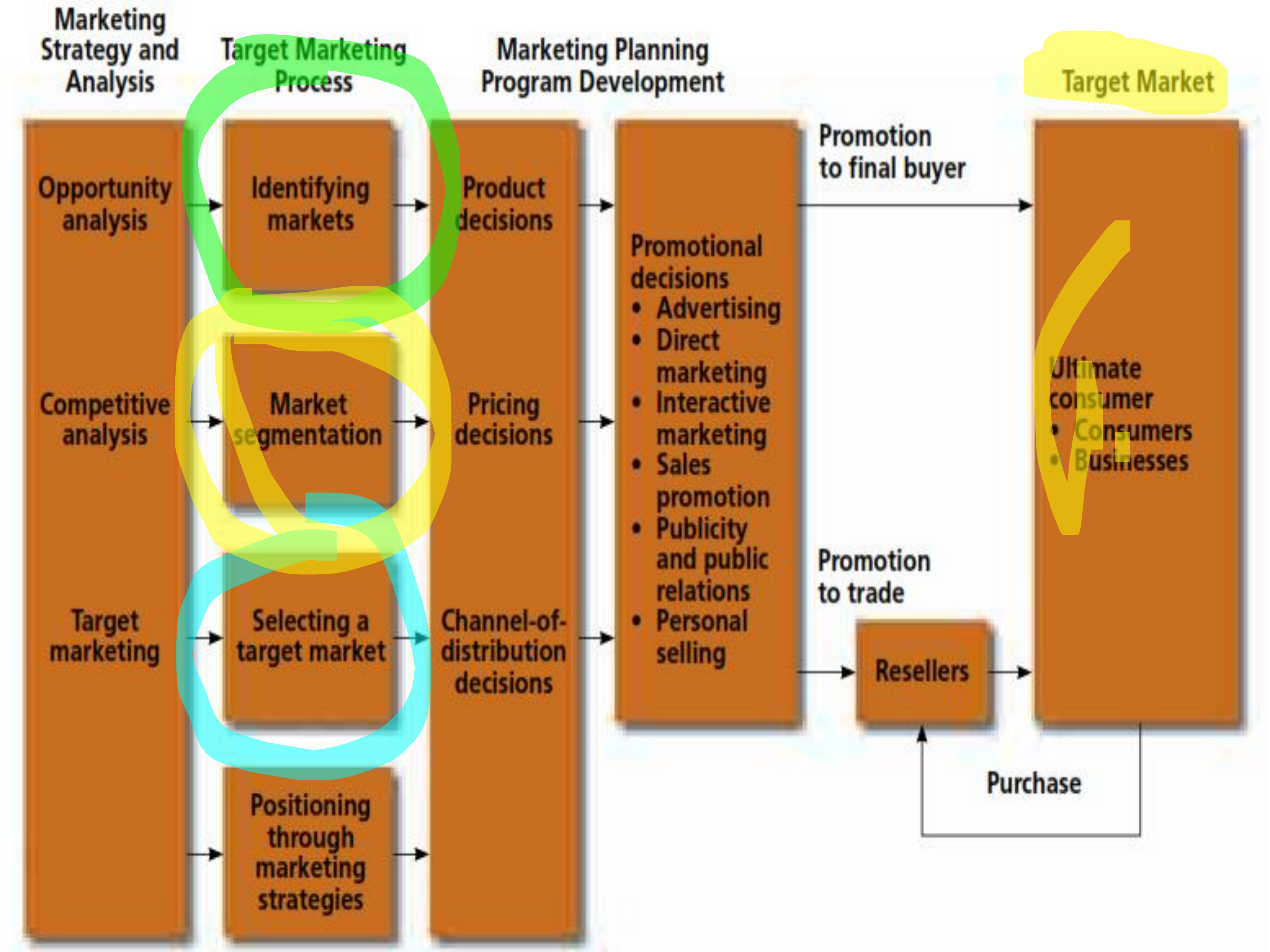
What is … Target Market

"A '<u>Target Market'</u> is the marketplace for a particular product or service comprising of existing customers, prospects and suspects who either use (or enjoy) or will use (or enjoy) a particular product (or service). This marketplace can be a certain area, region, state, country etc."

- "A **target market** is a group of customers that the business has decided to aim its marketing efforts and ultimately its goods towards."

- The companies while selecting segments for their services they select it on the basis of target customers.

Target Market is essential to ….



Marketing Strategy and Analysis
Target Marketing Process
Marketing Planning Program Development
Target Market
Opportunity analysis
Competitive analysis
Target marketing
Identifying markets
Market segmentation
Selecting a target market
Positioning through marketing strategies
Product decisions
Pricing decisions
Channel-of-distribution decisions
Promotional decisions
• Advertising
• Direct marketing
• Interactive marketing
• Sales promotion
• Publicity and public relations
• Personal selling
Promotion to final buyer
Promotion to trade
Resellers
Ultimate consumer
• Consumers
• Businesses
Purchase

MARKET SEGMENTATION AND SELECTING TARGET MARKETS

Niche marketing

- Narrowly defined group
- Needs are not well serviced
- Seeking a distinctive mix of benefits
- Fairly small market size
- Normally attract one or two players
- Customers willing to pay a premium price.

…. Identifying & Understanding Your Target Market(s) ….

WHO IS MY CUSTOMER?

Focus - Focus - Focus

Unless you are selling bread -

everyone is **not** your customer!

4 Factors in Determining Your Ideal Target Market

4 Ways to Niche Your Practice

- **Practice Niche:** IP, PI, Family, Estate Planning, Litigation, Business Law, etc
- **Industry Niche:** Construction, Real Estate, Hi-Tech, Manufacturing, Pharma, Health Care
- **Geographical Niche:** State, County, City, Regional (CA, Orange County, LA, SoCal)
- **Specialty-Market Niche:** Privately held companies, Fortune 500, Doctors, Dentists, Spanish-speaking, Community Banks, etc

Unique Competitive Advantage

- Focus on Benefits
- Focus on Value
- Focus on Results
- Focus on Solutions
- Focus on Numbers
- Focus on Creating a "Category of One"
- Focus on Individual Partners
- Focus on Service--Not Your Services
- Focus on Industry Specific Specialty
- Focus on Testimonials & Case Studies
- Focus on Credibility
- Focus on Visibility Events

My Ideal Target Market

Are you B2B or B2C?
For example, if B2B…

- Title or position
- Amount of Annual Revenues
- Number of Employees
- Industry or Profession
- Geographical location
- Biggest Challenges

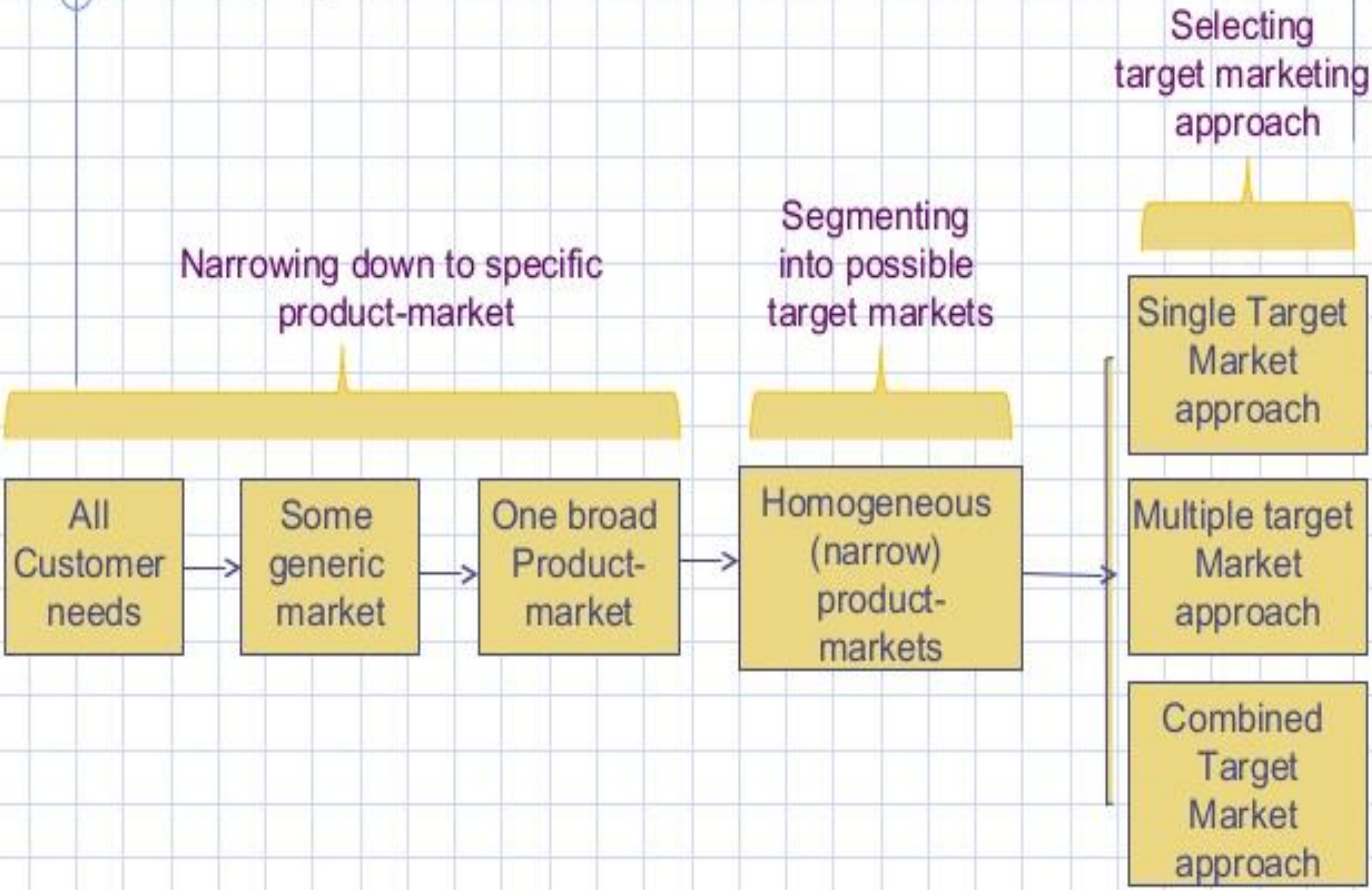
Position Yourself As A Specialist

- Not in ethical or legal sense
- You cannot use the words "expert" or "specialist" in your marketing unless you are Certified by your State Bar Assoc
- You must position yourself so your Prospects, Clients and Referral Sources see you as the "Go To Person" for your specific practice area
- **KEY:** You Must Market Like a Specialist…but you can Practice Like a Generalist

Identify Who Is NOT Your Perfect Client

- Highly demanding prospects
- Low paying clients
- Clients who cannot afford your retainer
- Clients who call you on weekends
- Clients outside of your target market
- Clients who constantly complain
- Clients who constantly pay late
- Clients who demand free legal advice
- Clients who don't show up for appointments

Narrowing down to target markets



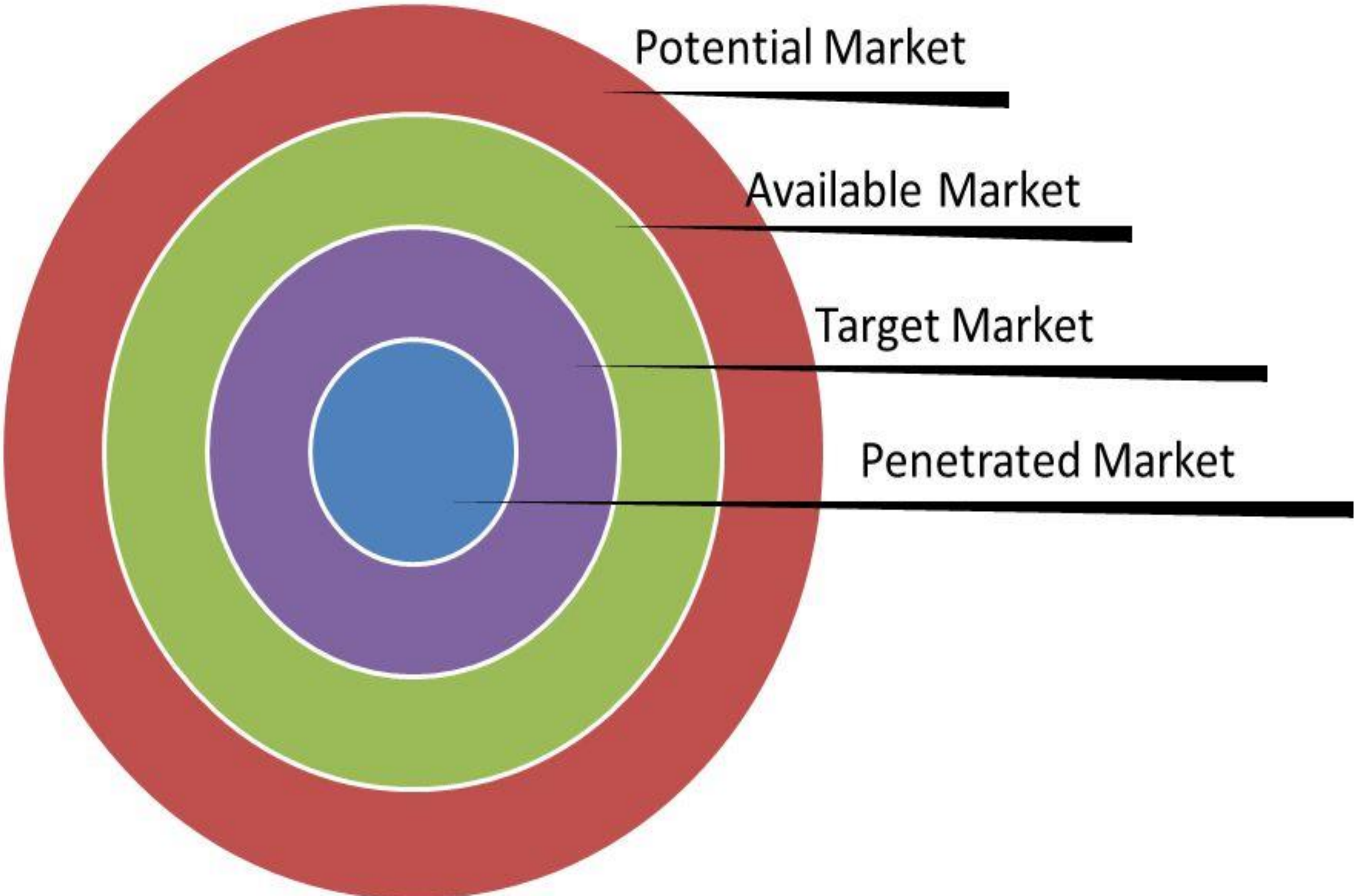

5 Keys to Understanding Your Target Market
1. Demographics 101
Age
Gender
Occupation
Education
Income
Etc...
Do You Know Who Your Customer Is?
Social media
Focus Groups
Forums
Blogs
Surveys
5. Watch & Listen
4. Be Sociable
Be a real person
Engage in conversation
Ask questions and give answers
• Draw a physica
• Include all the
of your ideal cu
• Post it where yo

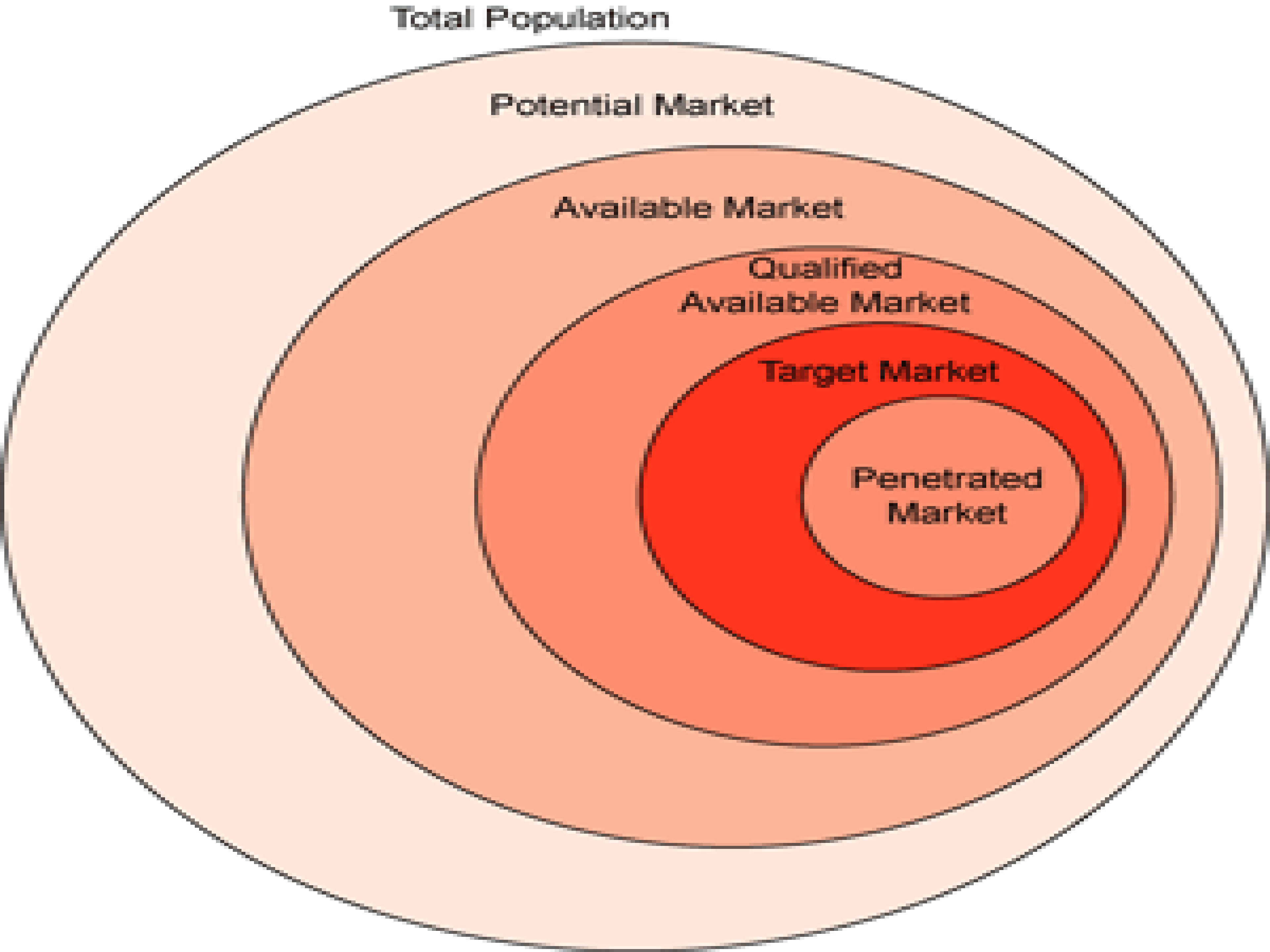
…….also by Categorizing

the Target Markets

Types

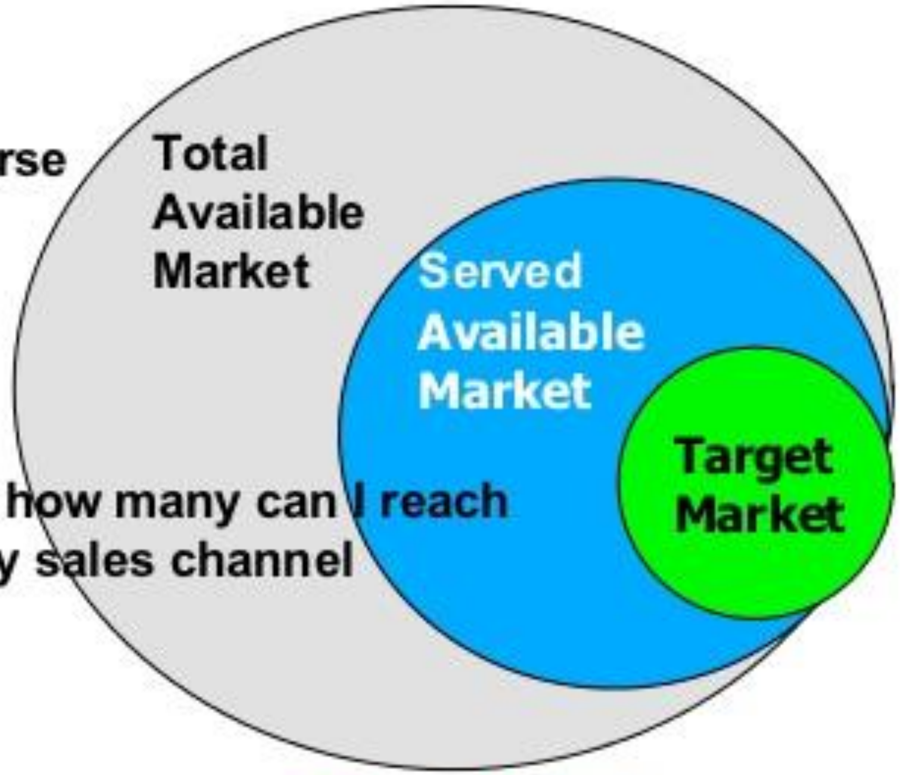
Market Types




Total Population
Potential Market
Available Market
Qualified
Available Market
Target Market
Penetrated
Market

Total Available Market, Served Available Market, Target Market

TAM = how big is the universe



SAM = how many can I reach with my sales channel

Target Market (for a startup) = who will be the most likely buyers

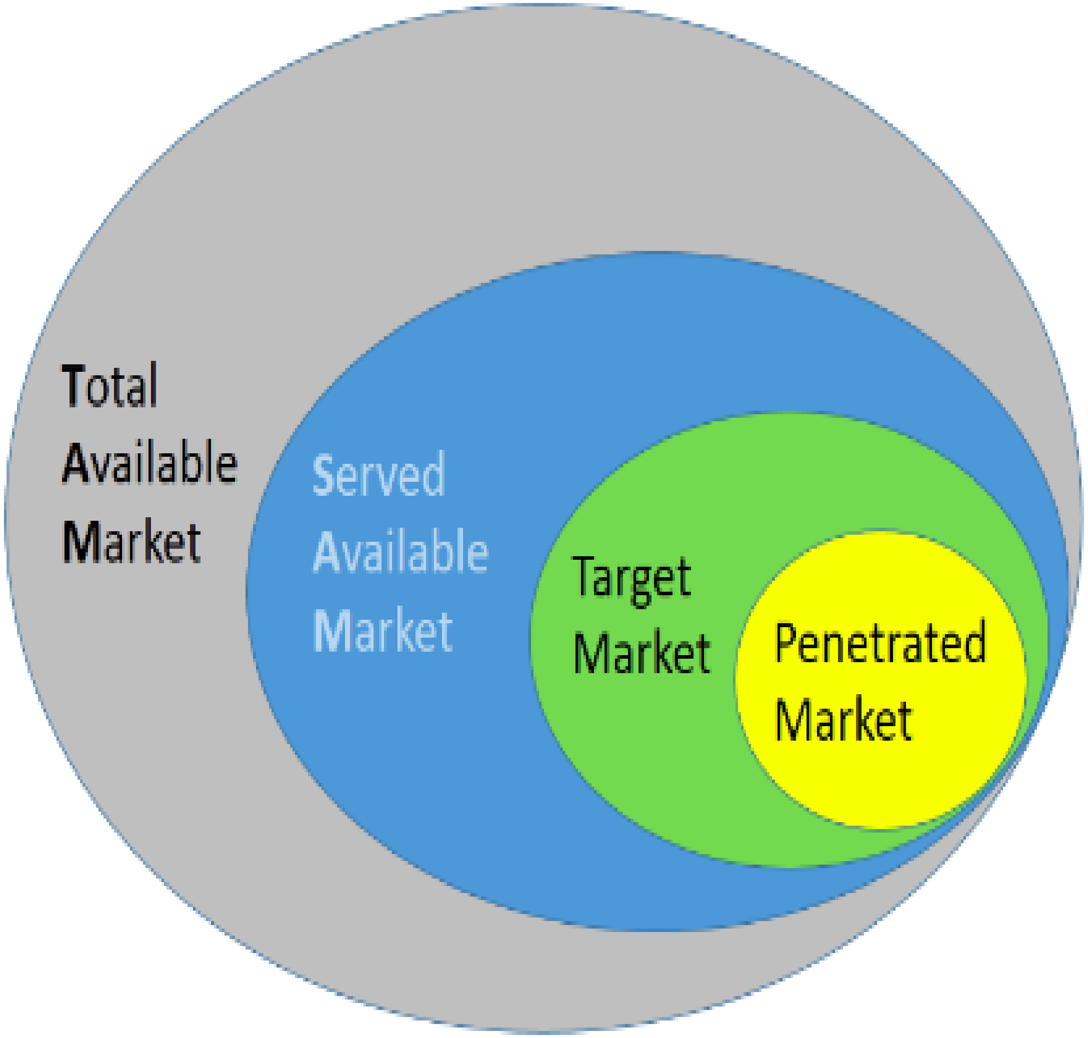
Total Available Market, Served Available Market, Target Market, Penetrated Market

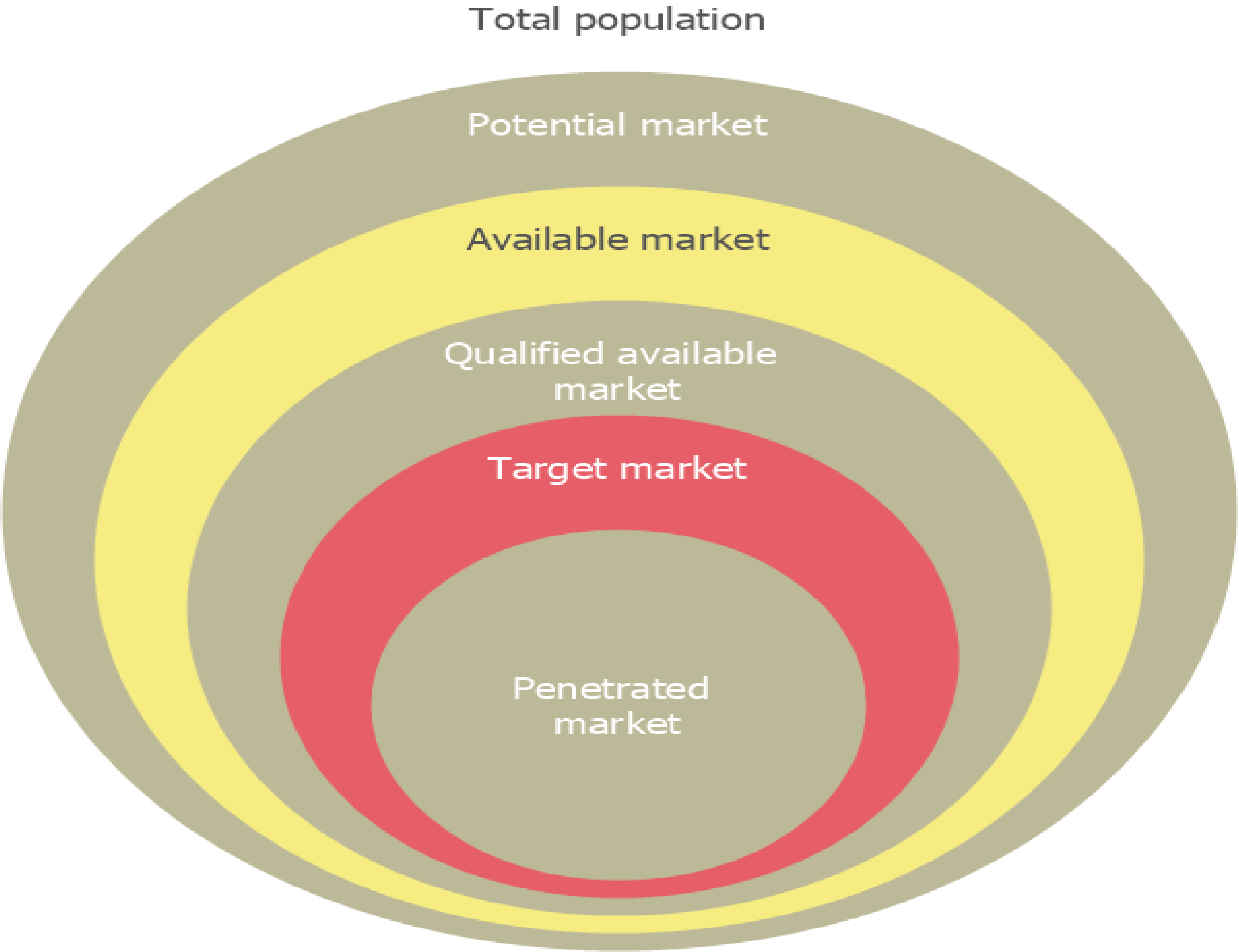
TAM = how big is the universe

SAM = how many can I reach with my sales channel

Target Market = who will be the most likely buyers

Penetrated Market = your existing user base



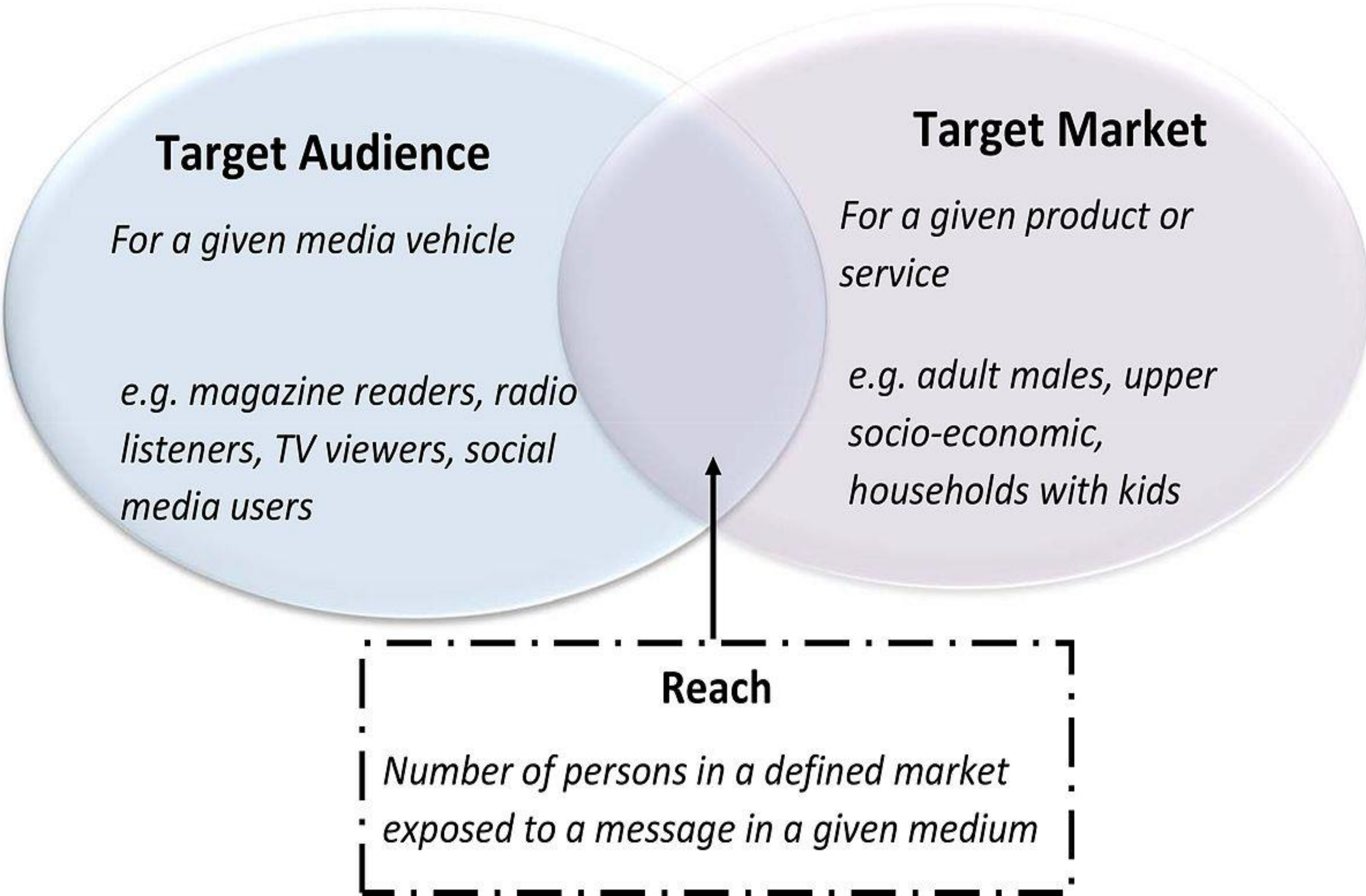

Total population
Potential market
Available market
Qualified available market
Target market
Penetrated market

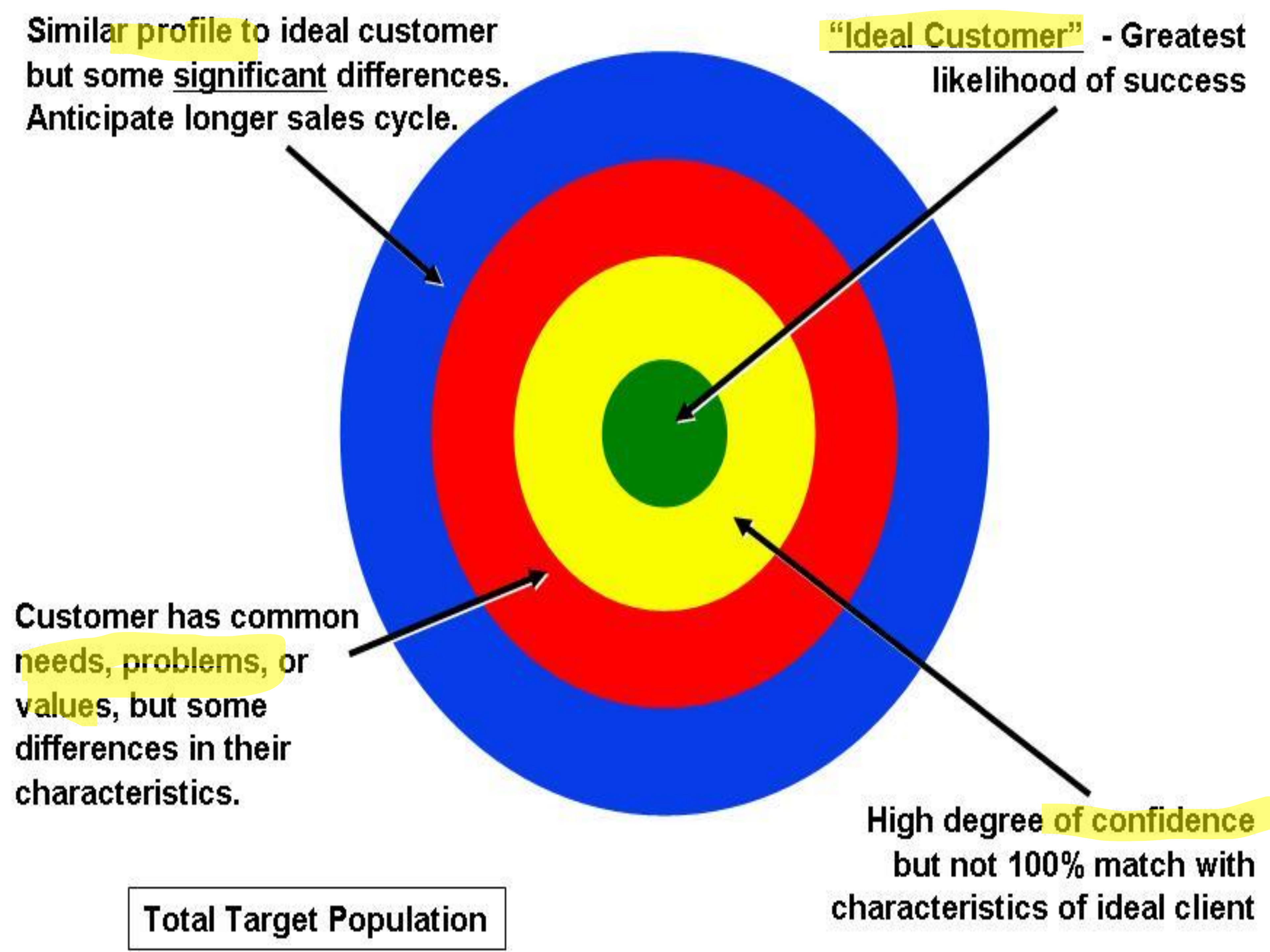
Geographic markets	USA	Canada	Europe	Asia	Australia
Product lines	Units	Units	Units	Units	Units
Hardware					
Desktops	5,000	2,000	500	1,000	200
Laptops	1,000	500	100	200	50
Networks	200	500		450	
Servers	100	200		300	20
Subtotal	6,300	3,200	600	1,950	270
Software					
Business	700	100	300	800	200
Utilities	1,500	20	500	600	
Games	2,000	800	1,000	900	
Subtotal	4,200	920	1,800	2,300	200
Accessories					
Peripherals	2,500	3,000	1,500	800	100
General	7,000	8,000	2,000	500	
Subtotal	9,500	11,000	3,500	1,300	100
TOTALS	20,000	15,120	5,900	5,550	570

What factors shape/affect Target Markets

Factors Affecting the Choice of Target Markets

Target Audience & Target Market




Similar profile to ideal customer but some significant differences. Anticipate longer sales cycle.
"Ideal Customer" - Greatest likelihood of success
Customer has common needs, problems, or values, but some differences in their characteristics.
High degree of confidence but not 100% match with characteristics of ideal client
Total Target Population


Competitor Attributes
Customer Pain Points
Your Business Cycle
Target Market

Target Market
product
price
promotion
place


PLACE
Retail
Wholesale
Mail order
Internet
Direct Sales
Peer to Peer
Multi-Channel
PRODUCT
Design
Technology
Usefulness
Convenience
Value
Quality
Packaging
Branding
Accessories
Warranties
PRICE
Strategies:
Skimming
Penetration
Psychological
Cost-Plus
Loss leader, etc.
TARGET MARKET
Physical Environment
Smart
Run-down
Interface
Comfort
Facilities
PROMOTION
Special Offers
Advertising
Endorsements
User trials
Direct mailing
Leaflets/posters
Free gifts
Competitions
Joint ventures
Process
Especially relevant to service industries
How are services consumed?
People
Employees
Management
Culture
Customer Service


WHAT YOU NEED TO KNOW ABOUT
YOUR TARGET MARKET
WHO THEY ARE
AGE
GENDER
STYLE
HOME?
SCHOOL
JOB
HOBBIES
INTERESTS
IN THEIR FREE TIME
WHAT THEY DO
FOR FUN
ACTIVITIES
PASSIONS
WHERE THEY ARE
*especially compared to you
IS YOUR TARGET MARKET
GLOBAL?
NATIONAL?
LOCAL?
WHAT APPEALS TO THEM
FREE SHIPPING
COUPONS/ DISCOUNTS
FREE EXPERT INFORMATION
PRIZES/CONTESTS/ GIVEAWAYS
HOW CONNECTED
Social Media
Desktop/Laptop
Smartphones
Tablets
Email
THEY ARE
WHAT THEY DO ONLINE
SHOP
SEARCH
SHARE
LEARN
READ
CONNECT

Target Markets

Variables

Market Variables

The target market's needs and wants
should drive the manner in
which the channel manager shapes the design
of the firm's marketing channels.

Target Market Categories

Geographic

- City, State, Community, Address
- Climate, Region

Demographic

- Gender, Age, Income
- Occupation, Education, Household size

Psychographic

- Similar or Different Attitudes, Values & Lifestyles

Behavioral

- Product Loyalty & Brand Loyalty


Geographic
Sociographic
Target
Market
Psycho-
graphic
Demo-
graphic
Behavioral

Target Market

LIFESTYLE/STAGE/ DEMOGRAPHIC

WHO	WHY
Busy Professionals, students and active mothers.	Often skip meals or resort to unhealthy fast food because of busy schedules
Active sports people	Body requires additional macro and micro nutrients for fuel and recovery
People on weight loss programs	When dieting the body is often deprived of essential nutrients & energy
Over 50s	As the body ages there are increased demands of various vitamins & minerals
Health conscious people	High awareness of health & well being. Conscious of following a highly nutritious meal plan.

PSYCHOGRAPHIC

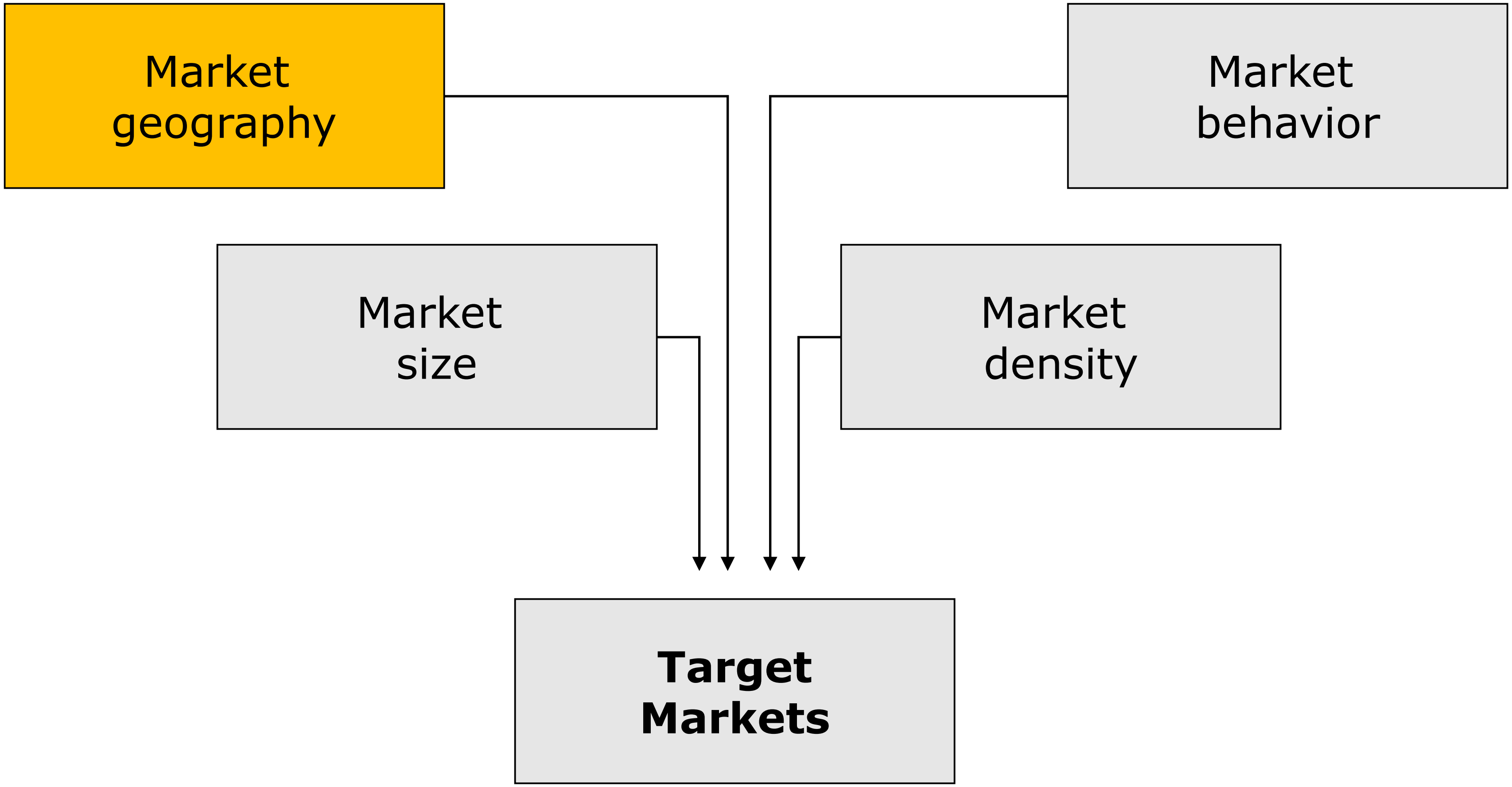
- Appreciates healthy and nutritious products
- Makes health and well-being a priority
- Believes-in *"the body is the temple"* philosophy

GEOGRAPHIC

Europe, Middle East & Africa

- Wave 1 - AU, BE, CZ, DA, UK/EI, LG, LT, ES, FI, FR, GE, GR, HU, IC, IT, NO, NL, PL, PO, SF, SK, SP, SW, SZ;
- Wave 2- CY, HR, IS, RS, RU, TU, UP

Framework for Market Analysis



1) Market Geography

Market geography refers to the geographical extent of markets and where they are located.

Channel manager's task:

To evaluate market geography relative to channel structure to ensure that the structure is able to serve the markets effectively and efficiently.

Locating Markets

Channel manager delineates geographical locations of target markets by using a combination of the following:

1. The Bureau of Census
   data for geographical entities such as states, regions/divisions, counties, metropolitan statistical areas, towns & townships

2. Postal ZIP codes

Tracking Changes in Market Geography

In the U.S.

- A high degree of mobility within the U.S. means that market geography changes frequently.

Globally

- Southeast Asian countries & former Eastern bloc countries of central & eastern Europe have become key locations.

2) Market Size

Market size refers to the number of buyers or potential buyers (consumer or industrial) in a given market.

Channel manager's task:

When using Bucklin's model for market size data, it is important also to consider the peculiarities of particular situations and other relevant variables.

3) Market Density

Market density refers to the number of buyers or potential buyers per unit of geographical area.

This market dimension's relationship to channel structure is illustrated in the concept of *efficient congestion.*

Market Density & Channel Strategy

Efficient congestion

Congested (high-density) markets can promote efficiency in the performance of several basic distribution tasks, particularly those of *transportation, storage, communication,* and *negotiation*.

Market Density & Channel Strategy

Strategic Implication

The opportunity to achieve a high level of customer access at low cost is higher in dense markets than in more dispersed ones.

=

Manufacturers of a wide array of products seek out distributors and retailers that operate in dense markets.

4) Market Behavior

Market behavior consists of four subdimensions:

1. *When* the market buys
2. *Where* the market buys
3. *How* the market buys
4. *Who* buys

When the Market Buys

Variations occur:

Seasonally	Weekly	Daily

Implications for the channel manager:

1. Variations create peaks & valleys in the manufacturer's production schedule.
2. He or she should attempt to select channel members who are in tune with these changing patterns.

Where the Market Buys

Determined by:

1. The types of outlets from which final buyers choose to make their purchases

2. The location of those outlets

Implications for the channel manager:

1. He or she should know where customers generally buy particular types of products
2. He or she should know whether these patterns may be changing.

How the Market Buys

1. Large quantities
2. Self-service
3. One-stop shopping
4. Impulse buying
5. Cash
6. Shopping at home
7. Expending substantial effort through comparison shopping
8. Demanding extensive service

Versus

1. Small quantities
2. Assistance by salespeople
3. Buying from several stores
4. Extensive decision making prior to purchase
5. Credit
6. Shopping at stores
7. Expending little effort
8. Demanding little service

Who Buys

Who makes the physical purchase?

Affects the type of retailers chosen in the consumer market

May influence the kinds of channel members used to serve industrial markets

Who decides to make the purchase?

In context of family unit at consumer level

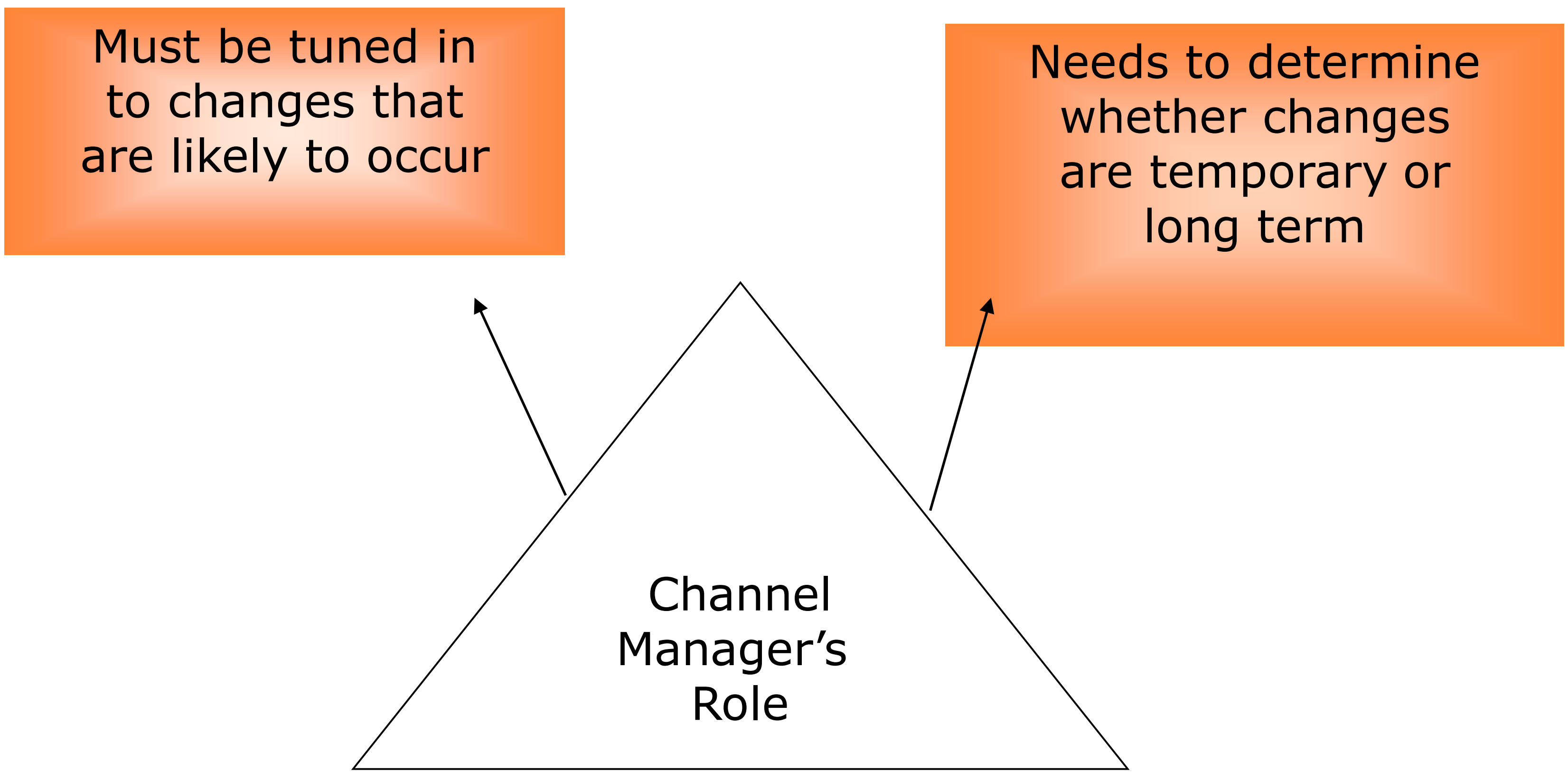
Buying centers at industrial level

Buying Centers

Sets of people who participate in industrial buying decisions and who are responsible for the consequences resulting from the decision

Users
Influencers
Deciders
Approvers
Buyers
Gatekeepers

Changes in Market Behavior



Implications of Changes

Good personal selling at the retail level

Making a comeback in department and specialty store sectors due to increasing consumer demand for knowledgeable and helpful salespeople

Implications of Change

Retail stores with
spartan surroundings &
minimum service but
very low prices

Consumers demanding membership in warehouse
clubs (Sam’s Club)

Implications of Change

Mail-order buying

Shoppers are trying to save time and avoid
the inconvenience of shopping at crowded stores and fighting
traffic congestion

Implications of Change

Online shopping

Personal computers are a means for consumers
to supplement their in-store shopping

Implications of Change

Auto retailing &
foreign auto
manufacturers

Car buyers demanding fewer hassles &
confrontations typically common when buying a car

Implications of Change

Internet Shopping

Growing in all sectors, especially in industrial or B2B

Implications of Change

Innovations undertaken by channel member

Kohl's *racetrack layout* exposes customers to the maximum amount of merchandise in the shortest time.

Specific MKTS:

I) Retail Markets

1) Making Strategy in Retailing

Major Issues

- Selecting **Target Market**
- Identifying Consumer
- Evaluating Resources
- Choosing Format
- Synthesizing **“Mix”**
- Identifying differentiator
- Build & empower strengths
- Sustainable Competitive Advantage

Retail Target Market

- **A retail market** consists of
  - a group of consumers with similar needs (MKT segment) &
  - a **group of retailers using a similar retail format**
    - to satisfy those customer needs.

Retail Mix Elements

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical

Exhibit 4–2

Retail market for women's apparel

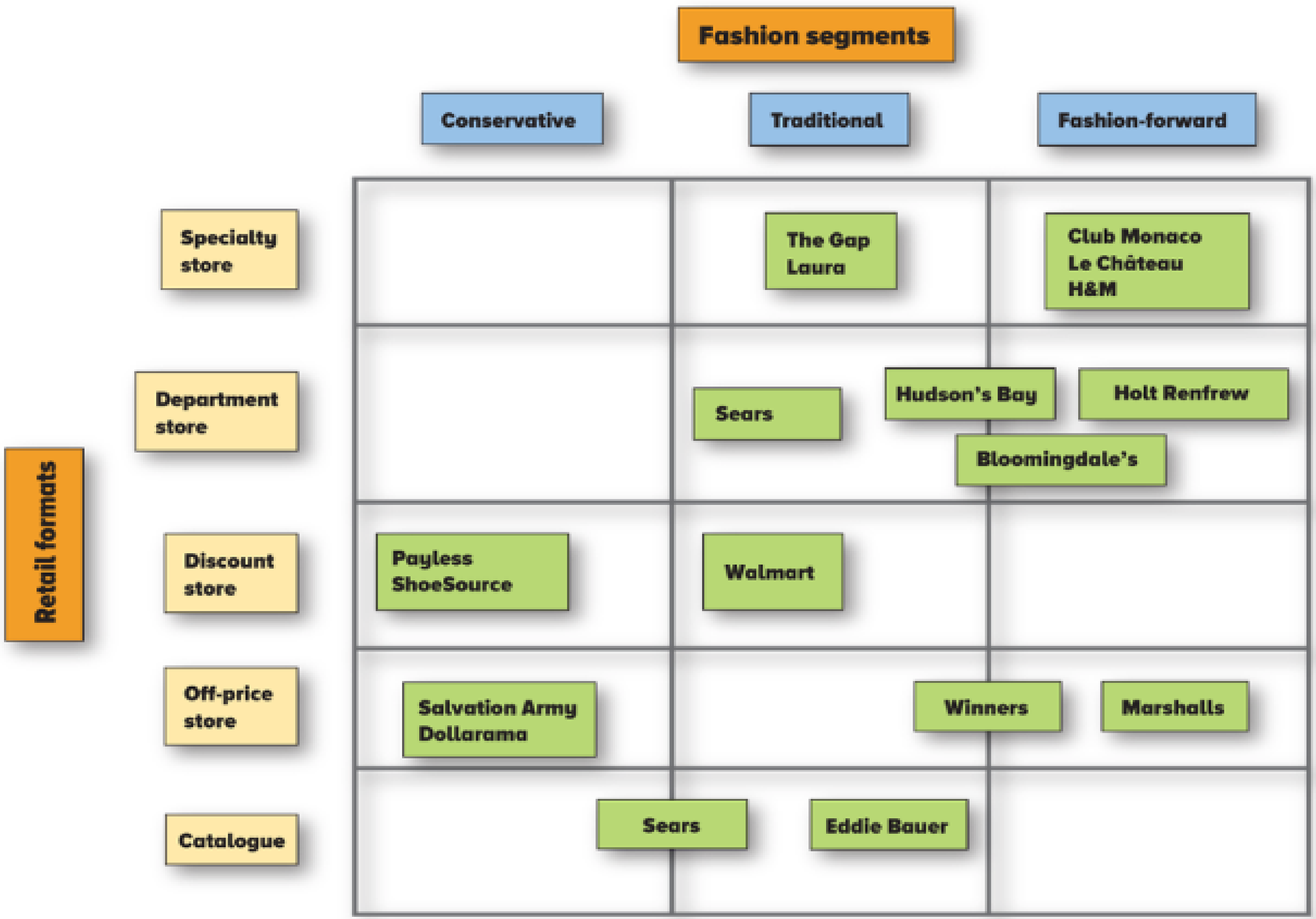
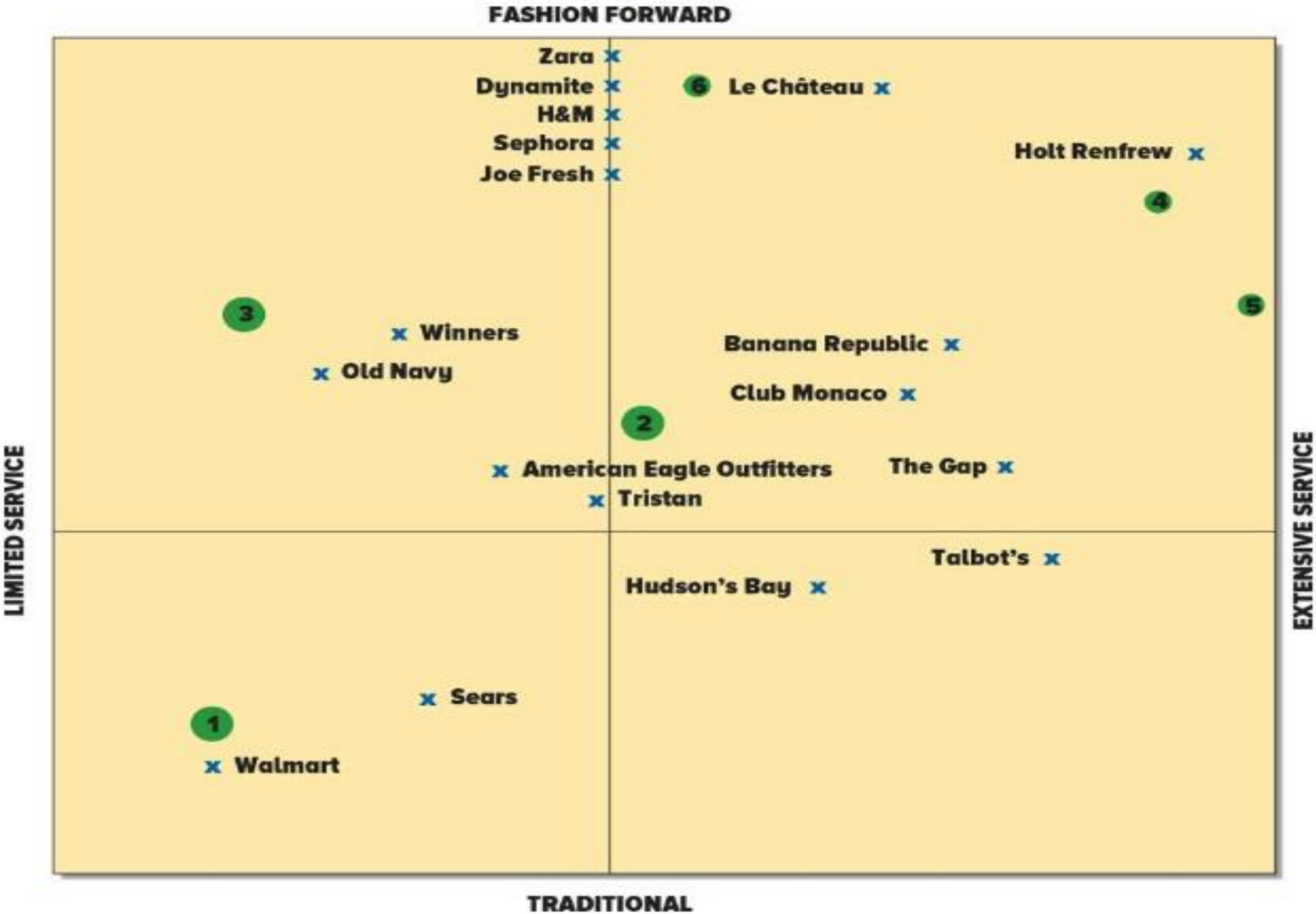


Exhibit 4–4

Hypothetical perceptual map of women's apparel market



II) Business Markets

Business Markets

- Markets for products and services bought by businesses, government bodies, and institutions for:
  - **Incorporation**
  - **Consumption**
  - **Use**
  - **Resale**

Characteristics of Business Marketing

1) Business marketers serve the **largest market** of all
2) **Dollar volume of the business market greatly exceeds the consumer market**
3) Single customer can account for an enormous level of purchasing activity
4) Known as **industrial marketing**

- Factors that **distinguish business marketing from consumer marketing**
  a) **Nature of the customer**
  b) **Utility of the product for the customer**

- **Key to successful marketing strategy to:**
  - **identify unique dimensions of each major business market and**
  - **formulate programs that respond to specific characteristics of each business market sector**

a) Concentration of Customers

- Business marketers serve fewer but **larger customers** than millions of consumer-products marketers

- **Geographical concentration** indicates that a large potential volume exists in a given area
  - Large metropolitan areas are lucrative business markets

Because………

b) Government is a big spender……

- Generate the greatest volume of purchases of any customer category in the U.S.
- E-government initiatives generate a large market opportunity

Government Purchasing Strategies

- Formal advertising - Government solicits bids from appropriate suppliers
  - Followed when the product is standardized and the specifications are straightforward
- Negotiated contract - Employed when:
  - Purchased goods and services cannot be differentiated on the basis of price alone
  - Few potential suppliers exist

c) Also …**Institutional Customers …**BIGGG…

- Similar to governments
  - Institutional purchasing process is constrained by political considerations and dictated by law
- Some institutions are administered by government units while some are privately operated and managed

Institutional Buying

- Institutions may employ a purchasing agent or a purchasing department
- Group buying - Institutions may join cooperative purchasing associations to secure purchasing efficiencies
  - Allows institutions to enjoy lower prices, improved quality, reduced administrative costs, and greater competition

B2C

- LARGE SCALE MARKET
- EMOTIONALLY DRIVEN
- #1 PRIORITY- BRAND AWARENESS

B2B

- NICHE MARKET
- RATIONALLY DRIVEN
- #1 PRIORTY- LEAD GEN

Examples of B2C v B2B Marketing

B2C	B2B
Business to Consumer	**Business to Business**
	
Retailing Family tourism Personal banking House building	Wholesaling Business travel Business banking Commercial property

B2C vs B2B marketing

	B2C 'low involvement'	B2B 'high involvement'
Target market	Larger	Smaller, niche
Purchaser(s)	Single	Multiple
Buying process	Single step	Multiple step
Sales cycle	Shorter	Longer
Sales driver	Recognition and repetition	Relationship and detailed information

B2B Marketing

How it is different from B2C Marketing.

B2B	B2C
Small/Focused Target Market	Large Target Market
Features/Functional/Education	Benefits/Symbolic/Appeal
Rational….mostly	Emotional…mostly
Less/Selective Media Consumption	Multiple Touch Points
Long Lead Time/Multi Step Process	Short Lead Time/Single Step Process
Long Term Relationship	Instantly Interesting
Create and Support Demand	Drive Demand

Differences in Consumer and Business Marketing

- **Nature of markets**
- **Market demand**
- **Buyer behaviour**
- **Buyer-seller relationships**
- **Environmental influences**
- **Market strategy**

Characteristics of Business Markets

- **Derived demand**
  - Demand for industrial products is derived from the ultimate demand for consumer products
- **Fluctuating demand**
  - Business marketers carefully monitor fluctuating trends and patterns in consumer markets
  - Downturn in the economy creates the opposite result

* **Stimulating demand**
  * Business marketers must monitor final consumer markets and develop a plan that reaches the ultimate consumer directly
* **Price sensitivity**
  * Responsiveness of the quantity demanded to a change in price
  * Called demand elasticity

III) Global Markets


Global Markets
Mass (Undifferentiated) Marketing
Targeted (Differentiated) Marketing
Multisegment Marketing
Concentrated Marketing
Niche Marketing
Microtargeting
One-to-One Marketing

Global MKTs

since

local MKTs

too small

(i.e. ….)

Global Market Perspective

- Marketers must look beyond the Canadian borders
- Focus on the United States MKTs

but

- Growing demand for industrial products in Germany, Japan, Korea, Brazil, China, and India

Motivations to go global - Why bother???

Internal Factors: Unprofitable domestic MKT

When the home marketplace is not producing desired sales and profits diminish over time, some of the problems may be attributed to***:***

a) *Saturated home marketplace with no room to grow*

b) *Highly competitive marketplace*

c) *Aging population that spends less and saves more*

d) *Economic recession, which limits consumer spending*

e) *High operating costs including staff wages, rental costs, and taxes*

f) *Restrictive policies on retail development*

g) *Shareholder pressure*

Motivations to go global - Why bother???

External Factors:

Attractiveness of International Markets

Two factors in determining the attractiveness of different international opportunities:

A. *The **potential size** of the retail market in that country.*

B. *The **degree of blocking or supporting entry** of foreign retailers.*

Exhibit 7–1

Indicators of the attractiveness of international markets

Country Potential	Country Support
• Population (+)	• Market share of modern retailing (+)
• Population growth rate (+)	• Quality of infrastructure, transportation, and communications (+)
• Gross domestic product (GDP) (+)	• Urban population (+)
• GDP per capita (+)	• Market share of leading domestic retailers (−)
• Retail sales (+)	• Ease of doing business (+)
• Growth rate in retail sales (+)	• Business-friendly laws and regulations (+)
• Retail sales per capita (+)	• Political stability (+)
• Income distribution (+) or (−)	
• Age distribution (+) or (−)	

Exhibit 7–2

2015 Global retail development index

2015 rank	Country	Market attractiveness (25%)	Country risk (25%)	Market saturation (25%)	Time pressure (25%)	GRDI score	Change in rank compared to 2014	Population (million)	GDP per capita, PP (thousand
1	China	66.7	55.7	42.3	96.6	65.3	1	1,364	13
2	Uruguay	93.3	60.4	68.0	38.9	65.1	1	3	20
3	Chile	98.2	100.0	13.0	37.9	62.3	2	18	23
4	Qatar	100.0	89.4	34.3	12.8	59.1	N/A	2	144
5	Mongolia	22.4	19.9	93.1	100.0	58.8	N/A	3	10
6	Georgia	36.5	39.1	78.8	79.2	58.4	1	5	8
7	United Arab Emirates	97.6	84.0	16.5	33.9	58.0	3	9	65
8	Brazil	98.0	60.4	45.2	28.0	57.9	3	203	15
9	Malaysia	75.6	68.8	29.3	52.7	56.6		30	25
10	Armenia	35.4	37.1	82.1	66.3	55.2	4	3	7
11	Turkey	83.1	48.1	40.2	44.8	54.1		77	20
12	Indonesia	50.6	35.5	55.1	65.9	51.8	3	251	10
13	Kazakhstan	49.6	34.2	72.5	50.7	51.8	−3	17	24
14	Sri Lanka	15.8	34.4	77.8	78.8	51.7	+4	21	10
15	India	30.5	39.8	75.7	58.5	51.1	+5	1,296	6
16	Peru	48.9	43.9	58.6	51.8	50.8	−3	31	12
17	Saudi Arabia	78.6	64.4	30.4	27.0	50.1	−1	31	54
18	Botswana	49.2	62.5	33.3	54.2	49.8	+8	2	16
19	Panama	62.3	46.8	49.7	37.6	49.1	−5	4	20
20	Colombia	55.6	49.3	52.0	39.1	49.0	+1	48	13

Emerging Markets to Consider?

CHINA (ranked 1st)

- *Direct foreign investment is encouraged*
- *Lifting of various restrictions has enabled 6 global food retailers in – including Walmart and Metro*
- *Fast developing infrastructure (highways, airports and railroads) can support modern retailing*
- *Costs to doing business in China is increasing as well as supply chain issues*

BRAZIL (ranked 8th)

- *Largest population and strongest economy in Latin America*
- *Large # of poor people and few very wealthy families*
- *Innovative practices have been developed for low income people – credit and installment purchasing options*
- *Very wealthy customers make up only 1% or 19 million people*

INDIA (ranked 15th)

- *Organized and Unorganized sectors*
- *Most shop at 'Kirana'*
- *Growing educated middle class want more sophisticated retail environment and global brands*
- *Diverse culture & 22 official languages*
- *Government regulations impede foreign investment*

RUSSIA (ranked 21st)

- *Corruption issues at all levels hamper gaining entry*
- *Congested St. Petersburg port – which accounts for over 70% of international shipments*
- *Quality and reliability of domestic products is poor*
- *Purchasing power is centered in and around Moscow and that area is already saturated with shopping centres*

Motivations to go global - Why bother???

Additional Factors

Factors that would encourage a retailer to enter into the international marketplace include:

a) *Limited competition in the international marketplace*

b) *Rising numbers of middle-class consumers with improved standard of living*

c) *Trade agreements and organizations, including North American Free Trade Agreement (NAFTA), World Trade Organization (WTO), European Union (EU)*

d) *Relaxed regulatory framework*

e) *Favourable operating costs, including lower wages and taxes*

f) *Opportunity to diversify*

g) *Opportunity to try innovative concepts*

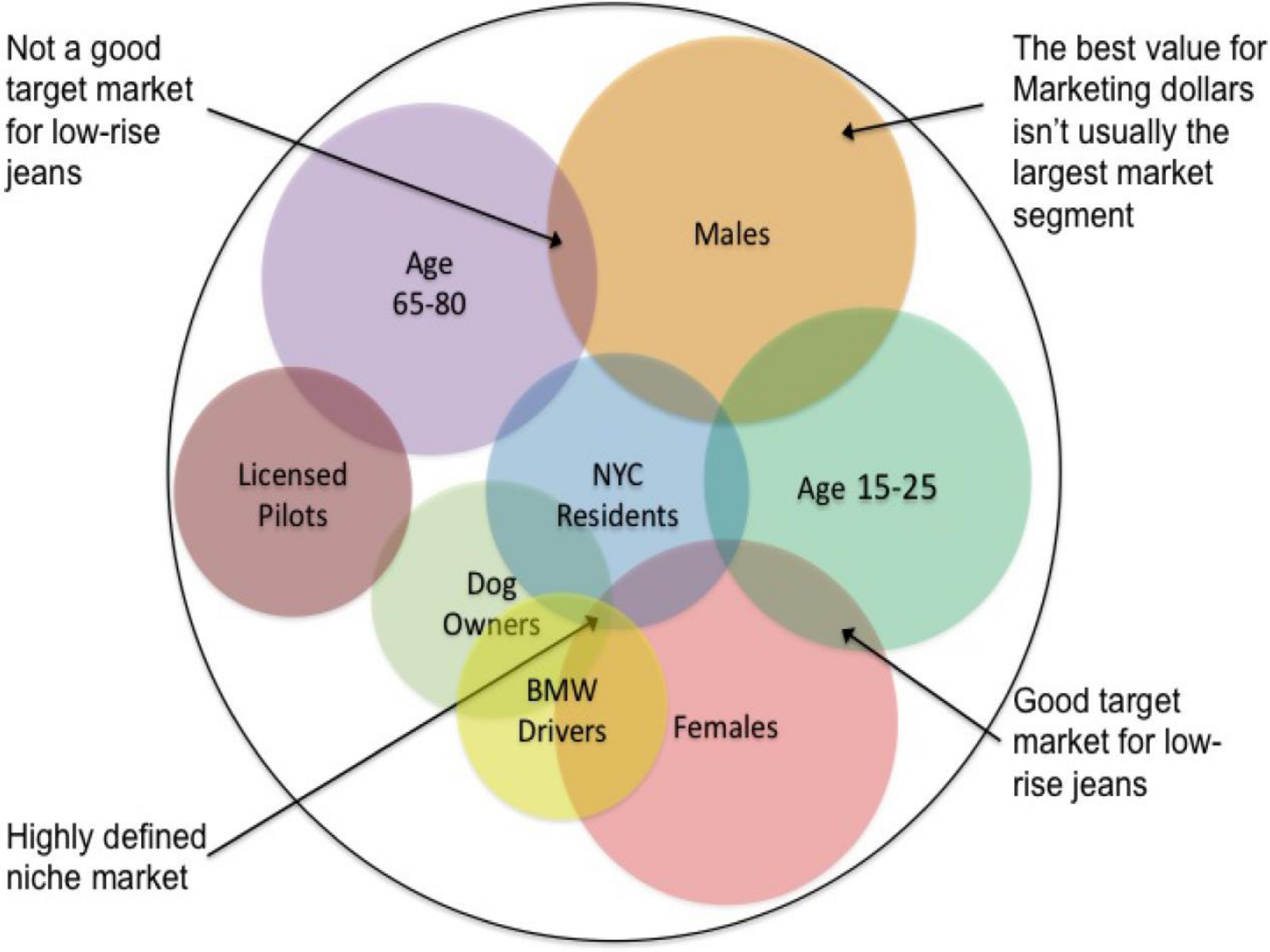
Examples of Target Markets

Types of audience

Primary audience
- Teenagers
- students
- Mainly 14-19

Secondary audience
- Adults
- Parents
- Distribution companies
- Teachers

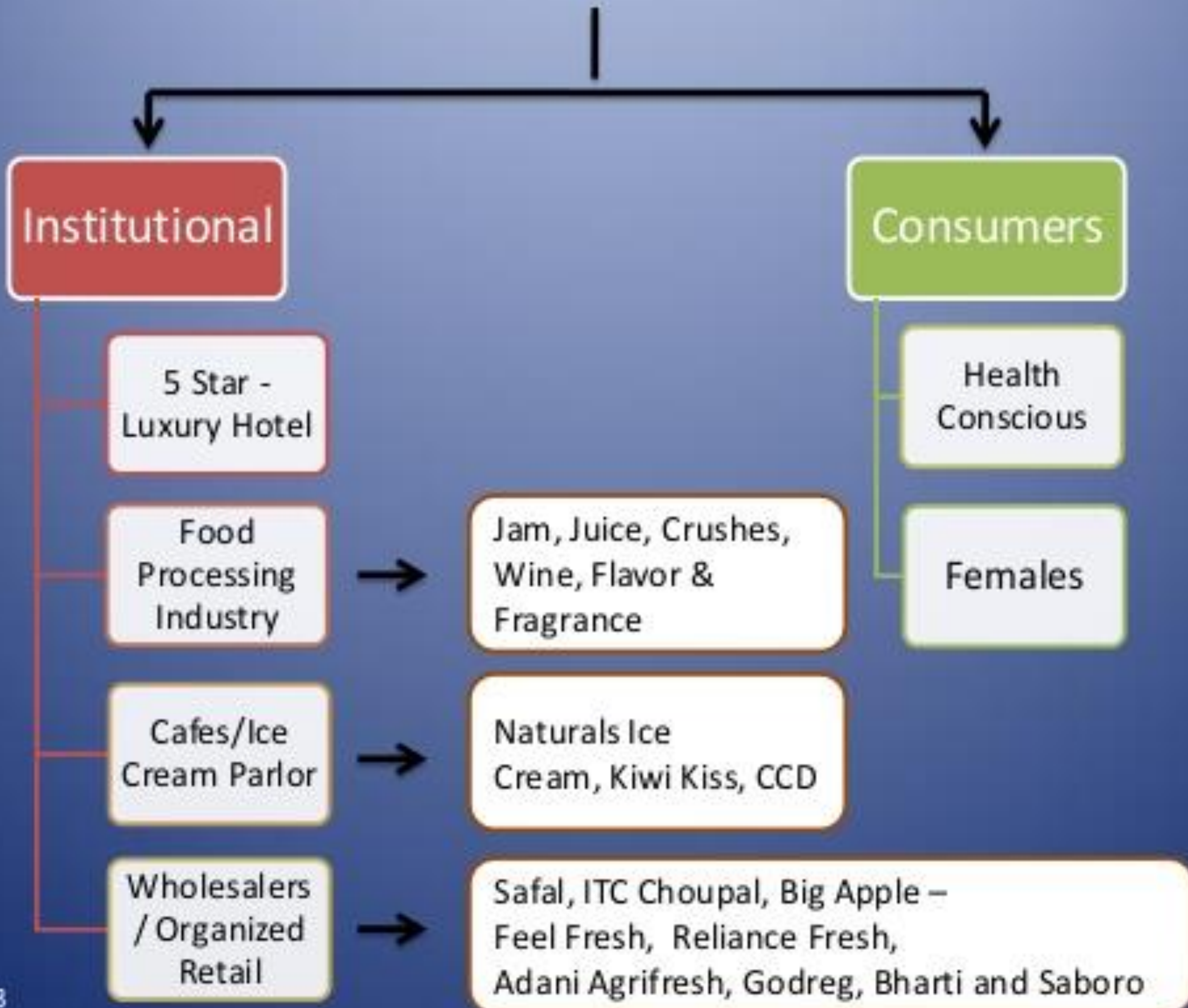
Tertiary audience
- Families
- Film specialists


Not a good target market for low-rise jeans
The best value for Marketing dollars isn't usually the largest market segment
Males
Age 65-80
Licensed Pilots
NYC Residents
Age 15-25
Dog Owners
BMW Drivers
Females
Good target market for low-rise jeans
Highly defined niche market

Target Market

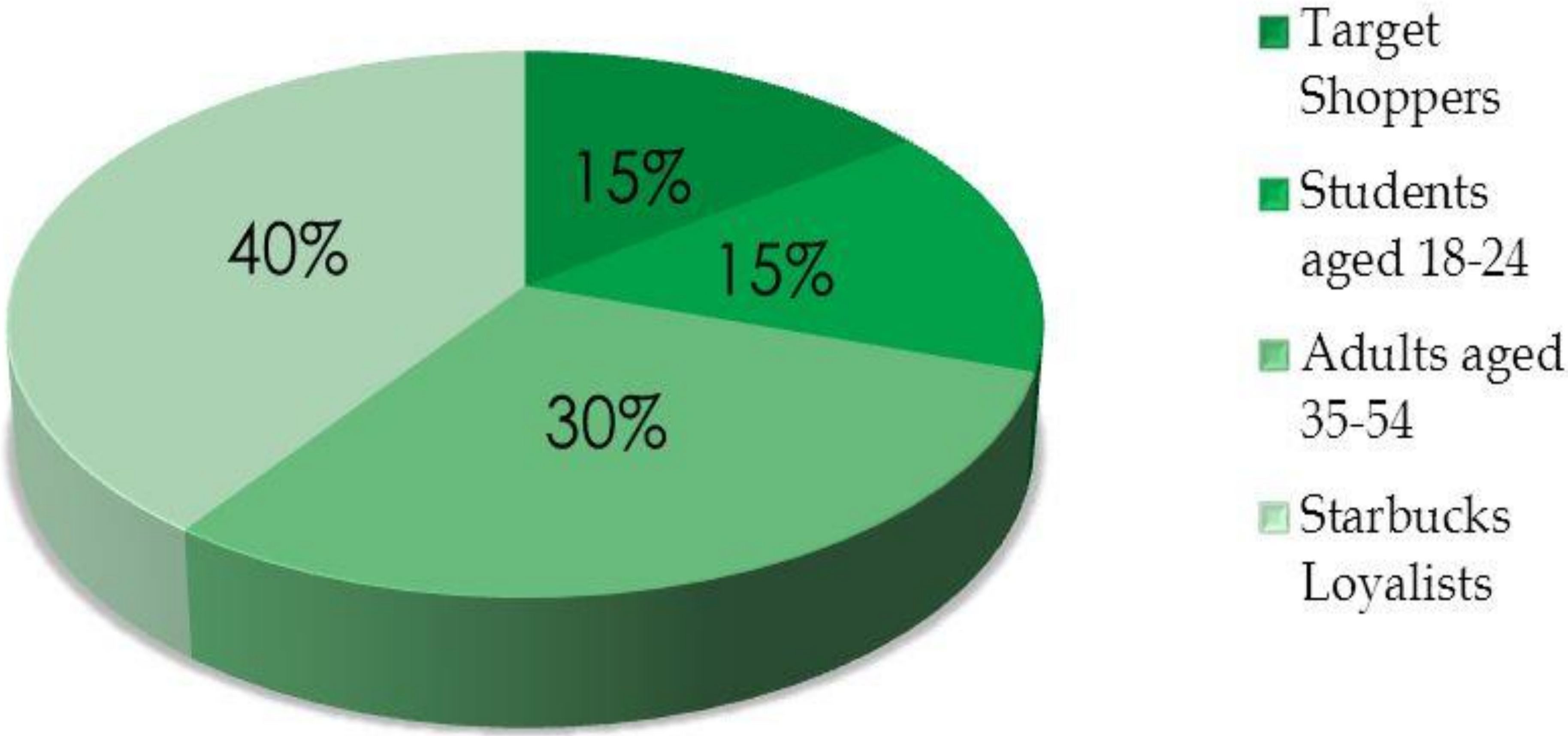
Company	Target Consumer
Nike	Active people who want high quality sporting goods
Adidas	Athletes mainly involved in running and soccer
Columbia	People who enjoy the outdoors (hiking, skiing, camping)
Russell	People looking for low cost alternatives to Nike, UA, Adidas
Champion	Low cost alternative to Nike, UA, Adidas. As well as people living in urban areas
Under Armour	Athletes who are serious about increasing performance in their respective sport

Target Market



* Illustrative

Target Markets



TARGET MARKET PROFILE

Consumer Profile

A consumer profile provides details about the likes, dislikes and lifestyle of users in the target market group.

Find a picture of someone fictional who fits your target market. Now write a consumer profile about them. You could include information about:

Gender
Age
Where they shop
Brand loyalty
Leisure and sporting activities they undertake
Music and TV programmes they like

Shop Profile

Here you need to write about the shop or retail outlet your product will be sold in. You could include information about:

Types of products sold there
Price range of products
How they are displayed
Type of atmosphere and layout
Describe who would shop there

Target Market

- Core Product/Service
  - Primary Target Market
    - Located in Widgetland
    - Age – 30 to 45
    - Male skew 65%
    - Conservative
    - Higher % than population Married, with kids
    - Hobbies include Golf, Watching Sports
- Premium product/Service
  - Primary Target Market
    - Located in Urban Widgetland
    - Age – 22 to 35
    - Even split between Male/Female
    - Early adopters
    - Hobbies/interests include Shopping, Restaurants, Sports,
    - High readership of fashion magazines, higher % of viewers of YouTube

Define Target market as clearly as you can – make sure you collect as much about the potential areas of psychographic information as possible Consumer insights should be listed here

Promotional Tools