

# TARGET CUSTOMER IDENTIFICATION

COMPANY NAME

INDUSTRY

DATE: MM/DD/YYYY

### Section 1: Business Overview

Describe Your Business in a Few Sentences:

What Products/Services Does Your Business Offer?

# Section 2: Current Customer Base

Who Are Your Current Customers? (Demographics, Interests, etc.)

How Did Your Current Customers Find Your Business?

# Section 3: Ideal Customer Profile

What Age Range Best Describes Your Ideal Customer?

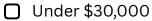
18-24
25-34
35-44
45-54
55-64
65+

Gender:

- 🖸 Male
- 🗋 Female
- ☐ Non-Binary

Geographic Location of Your Ideal Customer:

Income Level of Your Ideal Customer:



\$30,000 - \$50,000

- **\$**50,000 \$75,000
- □ \$75,000 \$100,000
- Over \$100,000

#### Education Level of Your Ideal Customer:

- High School or Below
- Some College/Technical Training
- Bachelor's Degree
- Master's Degree or Higher

#### What Are the Interests/Hobbies of Your Ideal Customer?

#### How Tech-Savvy Is Your Ideal Customer?

- Not Tech-Savvy
- Somewhat Tech-Savvy
- ☐ Very Tech-Savvy

# Section 4: Customer Behavior

Where Does Your Ideal Customer Spend Time Online?

What Social Media Platforms Does Your Ideal Customer Use?

How Does Your Ideal Customer Prefer to Shop?

- In-Store
- 🗋 Online
- 🗋 Both

### **Section 5: Marketing Preferences**

What Type of Marketing Appeals Most to Your Ideal Customer?

П	Social	Media	Ads
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- Email Marketing
- Influencer Collaborations
- Traditional Advertising (TV, Radio)
- Other (Specify):

### Section 6: Additional Comments/Notes

Any Additional Comments or Specific Information Relevant to Identifying Your Target Customer:

# Section 7: Next Steps

Based on the Information Provided, What Changes or Adjustments Will You Make to Reach Your

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