

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:

- Under \$30,000

- \$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?

- Social Media Ads
- 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

Target Customer More Effectively?



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