

## TWO PAGE CRASH COURSE ON DATA TARGETING

Identifying your target market is a matter of careful research and various considerations.

Let me offer you some educated guess-type techniques which will help you every time you are trying to define your target market. They won't give you 100% accurate results, but will give you an estimate.

First, you have to choose from three common business demographics:

✓ **Location (by region, city, suburb or even street level)**

- Your suburb \_\_\_\_\_
- Your City \_\_\_\_\_
- North / South Island only \_\_\_\_\_
- NZ wide \_\_\_\_\_
- Other countries \_\_\_\_\_



✓ **Industry type (you have to be familiar with industry types to compare apples with apples)**

- |   |  |
|---|--|
| <input type="checkbox"/> Agriculture, Forestry and Fishing          | <input type="checkbox"/> Financial and Insurance Services                |
| <input type="checkbox"/> Mining                                     | <input type="checkbox"/> Rental, Hiring and Real Estate Services         |
| <input type="checkbox"/> Manufacturing                              | <input type="checkbox"/> Professional, Scientific and Technical Services |
| <input type="checkbox"/> Electricity, Gas, Water and Waste Services | <input type="checkbox"/> Administrative and Support Services             |
| <input type="checkbox"/> Construction                               | <input type="checkbox"/> Public Administration and Safety                |
| <input type="checkbox"/> Wholesale Trade                            | <input type="checkbox"/> Education and Training                          |
| <input type="checkbox"/> Retail Trade                               | <input type="checkbox"/> Health Care and Social Assistance               |
| <input type="checkbox"/> Accommodation and Food Services            | <input type="checkbox"/> Arts and Recreation Services                    |
| <input type="checkbox"/> Transport, Postal and Warehousing          | <input type="checkbox"/> Other Services                                  |
| <input type="checkbox"/> Information Media and Telecommunications   |  |

[Get more granular classification from this link.](#)

✓ **Size of business (by turnover is tempting, but not available in NZ, so we go by number of staff)**

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> 1 to 4   | <input type="checkbox"/> 100 to 199 |
| <input type="checkbox"/> 5 to 9   | <input type="checkbox"/> 200 to 499 |
| <input type="checkbox"/> 10 to 19 | <input type="checkbox"/> 500 to 999 |
| <input type="checkbox"/> 20 to 49 | <input type="checkbox"/> 1000plus   |
| <input type="checkbox"/> 50 to 99 |                                     |

**Second**, you may want to think about applying uncommon demographic features like:

- ✓ Type of position
- ✓ Male/Female Owner
- ✓ Have/do not have a website, etc

**Third**, you may want to exclude some categories, which are not a good fit for your product or service or for whichever reason you do not want to deal with them. Some of the popular categories to include / exclude are:

- ✓ Government
- ✓ Schools
- ✓ Childcare
- ✓ Retail Shops & Services
- ✓ Professional Services
- ✓ Manufacturers
- ✓ Specific industries (like Legal, Panel beaters, etc)

Once you've defined your target market you have to enquire how many businesses are in your target market.

[Click to get a FREE count of businesses](#) in your target market and a quote of what would it take to get a bespoke

